

AUGUST, 1935

# RADIO RETAILING

INCLUDING  
SERVICE  
AND  
INSTALLATION  
SECTION

THE BUSINESS MAGAZINE OF THE RADIO INDUSTRY

McGraw-Hill Publishing Company, Inc.

25 Cents per Copy

## Handing the industry its *Biggest Sales Feature in 28 years*

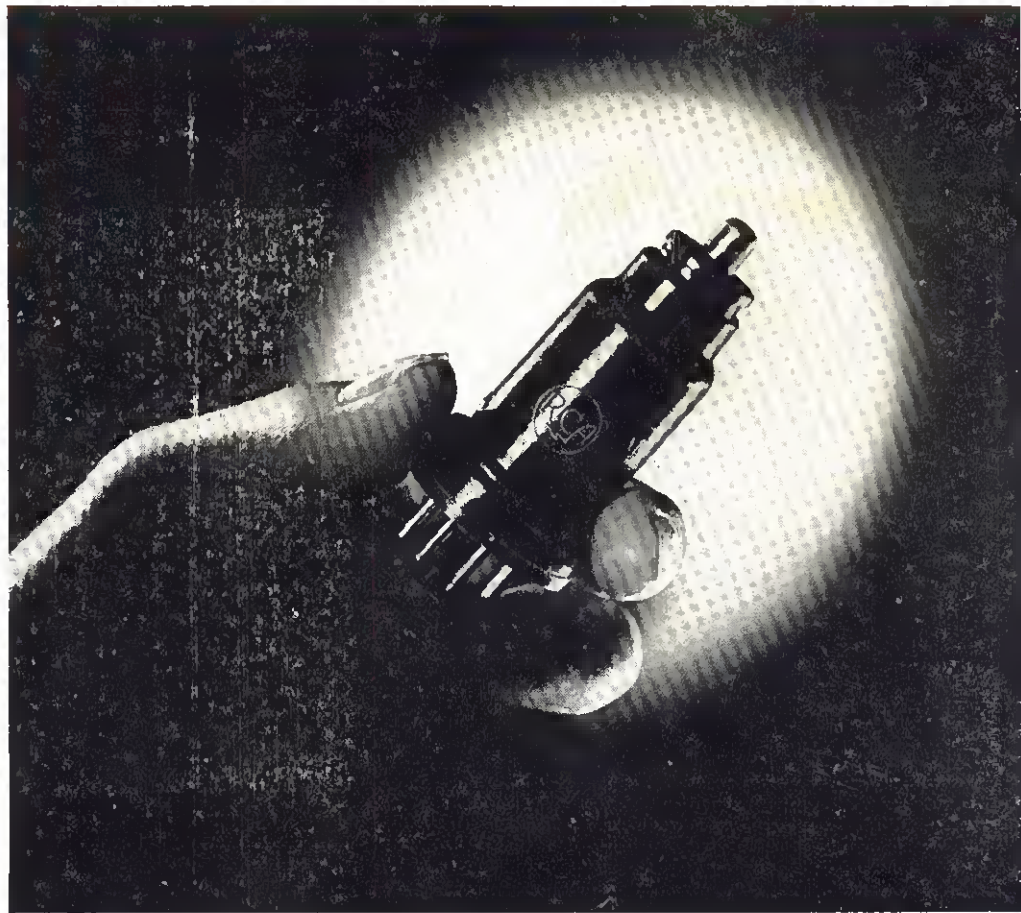
Before deciding what sets you are going to push this Fall, weigh very carefully this fact: *"All-Metal Radio Tubes are the greatest radio tube advance in 28 years."*

Remember when RCA introduced the first A-C tubes—how the public would have wanted nothing else but A-C sets?

Remember the first RCA superheterodynes, the first RCA dynamic speaker—how the great majority of the public demanded sets with those features—or nothing?

History is repeating itself with RCA All-Metal Tubes. You have already seen the results of some publicity on Metal Tubes, but this is nothing compared to what is coming. When the campaign reaches its height, the public reaction is going to be unmistakable. They will feel, and rightly, that "it isn't modern if it hasn't got RCA All-Metal Tubes".

For maximum profit, push sets with RCA All-Metal Tubes.



AN RCA METAL TUBE—SEALED IN STEEL

ONLY RADIO TUBES BEARING THE  MONOGRAM  
ARE MADE AND GUARANTEED BY 



# RCA RADIO TUBES

RCA RADIOTRON DIVISION, RCA MANUFACTURING CO., INC., CAMDEN, N. J.

# ANNOUNCING

## *the Arcturus "G" Line*

### (GLASS EQUIVALENT OF ALL-METAL TUBES)

TODAY the radio industry needs a tube embodying all the merits of the all-metal tube, but built on known principles that have been thoroughly tried in the field.

Arcturus has developed a glass counterpart of the metal tube. Identical in electrical characteristics and pin connections to all-metal tubes, this line designated as the "G" series possesses *all* the advantages of the all-metal tube—yet is not an experiment.

**Several salient features of the "G" line are:**

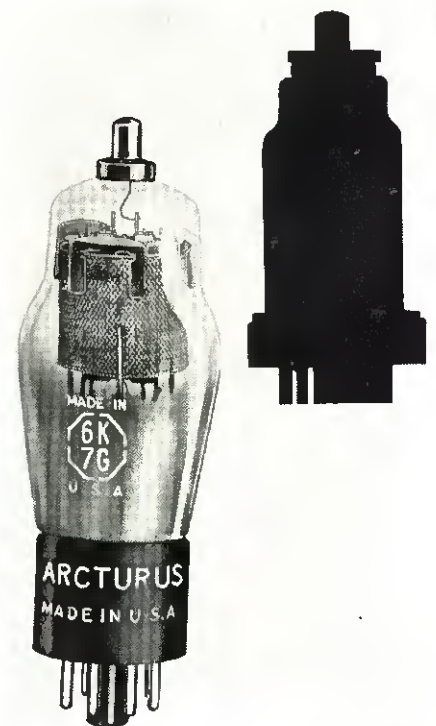
1. Characteristics identical to all-metal tubes
2. Pin connections and base same as all-metal tubes
3. Type numbers correspond to all-metal tubes (except our 5Y3 is a counterpart of the 5Z4)
4. Positively interchangeable with all-metal tubes
5. Proved efficiency; built along conventional manufacturing practices; not an experiment.
6. Available *now* in quantities
7. Currently used as initial equipment by several leading set manufacturers.

Arcturus has built into this new line the same superior quality and ingenuity which has established Arcturus as *the* name for quality, dependability and pioneering initiative in the radio tube industry. Arcturus Radio Tube Co., Newark, N. J.

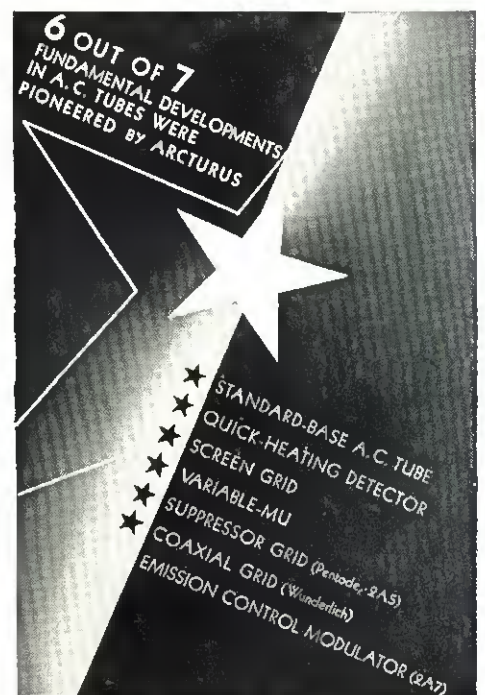
*NOTE: This tube has proved so popular that our plant is now working at capacity filling orders.*

# ARCTURUS

## RADIO TUBES



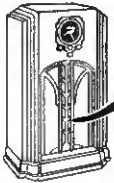
*Showing the general appearance of the "G" line tubes, with all-metal tube base-connections and guide pin.*



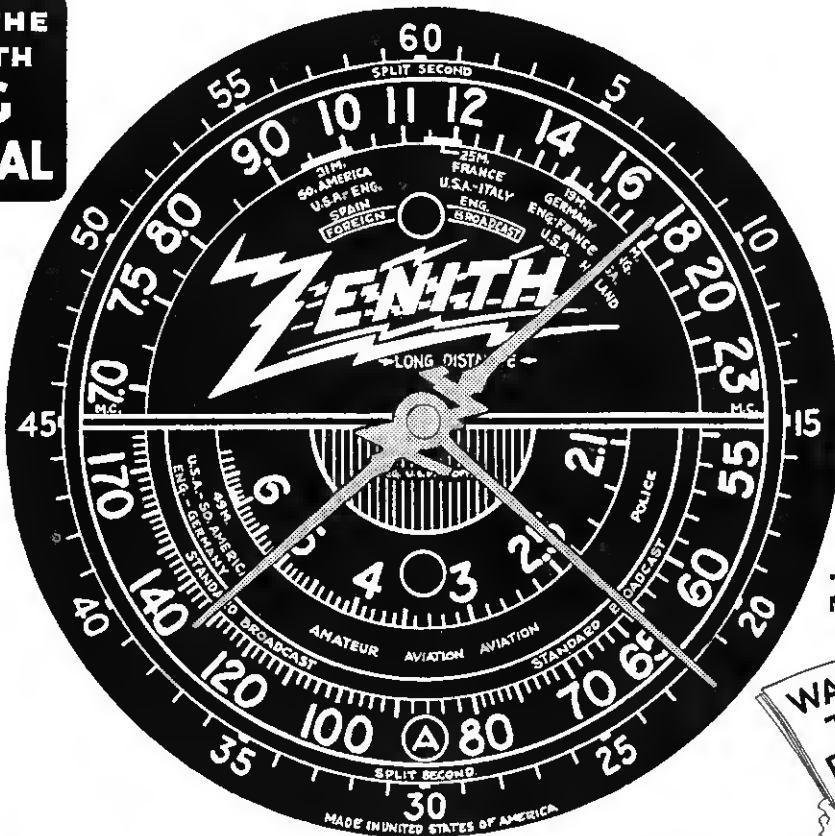
**1936 ZENITH**  
 TRADE MARK REG.  
 → LONG DISTANCE ← RADIO  
 TRADE MARK REG.

**The most sensational radio line in History**

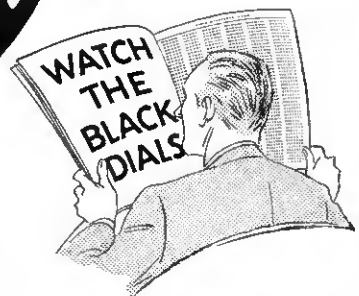
ASK FOR THE  
 RADIO WITH  
 THE **BIG**  
 BLACK DIAL



WE'RE TELLING  
 'EM ON THE AIR



...IN NEWSPAPERS,  
 MAGAZINES, TOO!



**INVESTIGATE**

ZENITH RADIO CORPORATION

3620 IRON STREET, CHICAGO, ILLINOIS





**HAVE YOU  
HEARD THE  
LATEST?**

*There's a new Triple-Range Stromberg-Carlson with METAL TUBES, High Fidelity, Band Spread Tuning, Selectorlite Dial with "second-hand" — and a range of 540 to 18000 kilocycles for **\$132.50!***

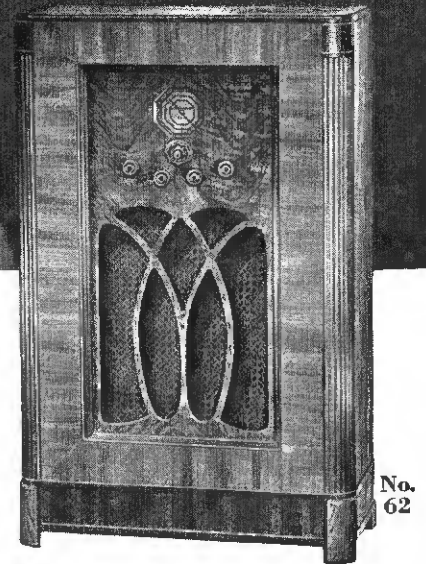
These new radios take their places with the Stromberg-Carlson fast-moving "58" series to give the greatest radio values on the market today.

Here are models which outrank competition point for point. They have all of the new sales features plus a beauty of cabinet and naturalness of tone not found in any other radios at comparative prices.

The Stromberg-Carlson line for fall will offer other radio values equally outstanding—with the widest price range in the industry, \$59.50 to \$985. (Texas, Rockies and West slightly higher).

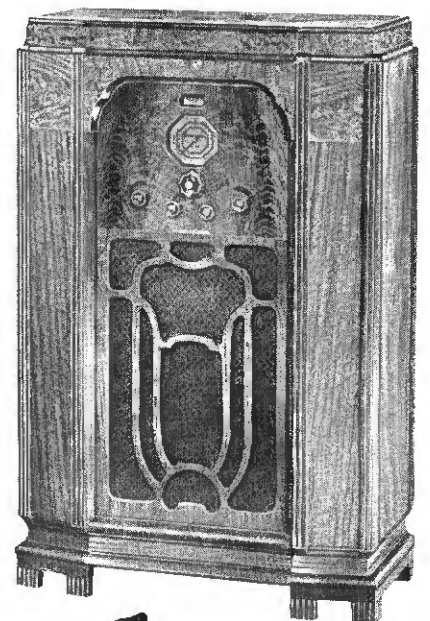
*"There is nothing finer than a Stromberg-Carlson."  
Write for details of the profitable Stromberg-Carlson franchise.*

STROMBERG-CARLSON TELEPHONE MFG. CO.  
ROCHESTER, NEW YORK



No.  
62

— And here's another, No. 63, (below) slightly larger and with **METER TUNING for \$145**



# Stromberg-Carlson



# Emerson



# Radio

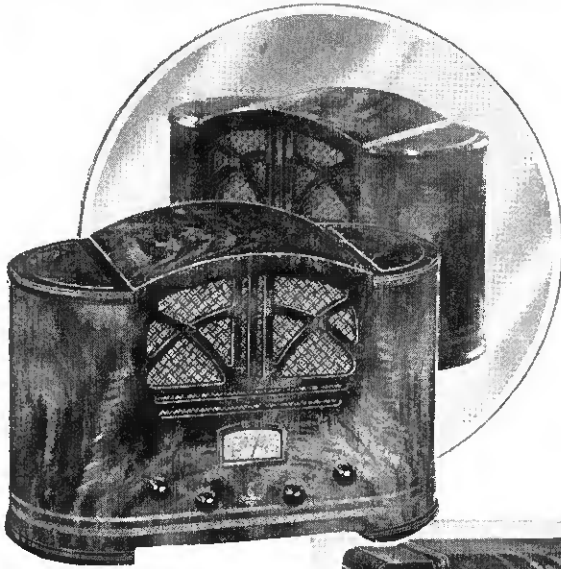
19 NEW MODELS AT  
\$14<sup>95</sup> to \$129<sup>95</sup>

Utilizing the New  
METAL TUBES

"Re-Creates the Artist  
in Your Home"

Distributors — dealers — consider the eye appeal, the advance features, the outstanding values of the models shown on this page. Then send for Emerson's complete presentation book which describes the entire line — home sets, including battery radio; auto sets and separate chassis.

Emerson Radio — backed by powerful promotion — is the foremost MERCHANDISING line in the industry.



## EMERSON

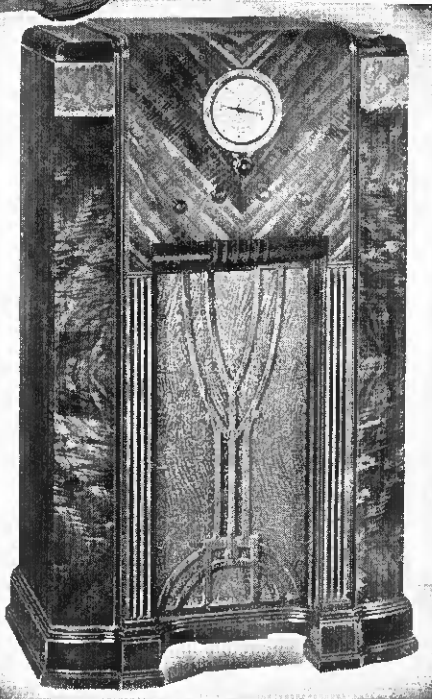
Model 107 (Above)

6-tube Three-Band AC-DC Superheterodyne. American and Foreign Receiver—Using METAL Tubes

Sensational new type — continuing front and back design. 3-band. Automatic Volume Control—Tone Control—Color-matched Illuminated Dial and other advance features. Hand-rubbed matched American Butt Walnut, with Mahogany inlay. 10<sup>3</sup>/<sub>4</sub>" high. List price with RCA tubes..... \$44.95

### NOTE:

Prices slightly higher in West and South.



## High Fidelity . . . Model 105

(Above) American and Foreign Receiver. Continuous Wave-Band—16 to 555 Meters

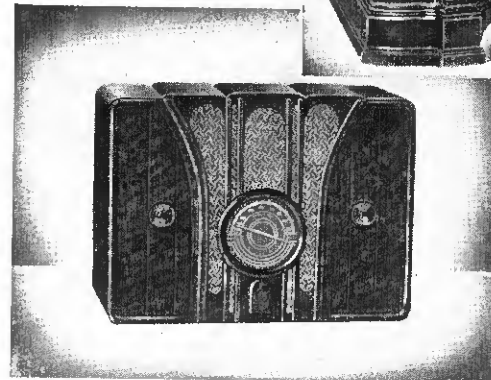
11-tube AC Superheterodyne using 10 METAL Tubes — 15 watts Output—De luxe Walnut Console, 41" high. List price with RCA tubes... \$129.95

## EMERSON

Model 106 (At Right)

6-tube Two-Band AC-DC Superheterodyne—Using METAL Tubes

Broadcast Band and Complete Police Band—Automatic Volume Control—Tone Control. Matched American Butt Walnut, with Mahogany inlay. 8<sup>3</sup>/<sub>4</sub>" high. List price with RCA tubes... \$34.95



## EMERSON . . . Model 109

4-tube AC-DC Superheterodyne . . . Illuminated Airplane Dial . . . Dust-Proof Dynamic Speaker . . . Audio Overload Control

175 to 555 meters. Power pentode audio circuit. Built-in antenna. Pressed Bakelite cabinet, 9<sup>1</sup>/<sub>4</sub> in. wide. List price with RCA tubes. \$14.95

EMERSON 1936 MODELS		
(All Superheterodynes)		
Model 109	4-tube AC-DC compact.....	\$14.95
Model 36	5-tube, 2-Band AC Table model.	19.95
Model 108	5-tube, 2-Band AC-DC compact.	24.95
Model 110	5-tube, 2-Band AC-DC compact.	29.95
Model 106	6-tube, 2-Band AC-DC compact.	34.95
Model 111	6-tube, 3-Band AC-DC compact.	39.95
Model 107	6-tube, 3-Band AC-DC compact.	44.95
Model 34-C	6-tube, 3-Band AC Table Model.	44.95
Model 104	8-tube, 16 to 555 Meters, AC	69.95
Model 101	6-tube, 3-Band AC console.....	59.95
Model 101-U	6-tube, 3-Band AC-DC console...	69.95
Model 102	8-tube, 16 to 555, AC console	89.95
Model 105	11-tube 16 to 555 Meters High Fidelity console.....	129.95
BATTERY SETS		
7-tube console, \$69.95. 5-tube Table Model, \$34.95.		
7-tube Table Model, \$49.95.		
AUTO RADIO		
3 models — \$37.95 — \$44.95 — \$49.95.		



EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Avenue, New York, N. Y.  
The EMERSON Line Also Comprises Models For Every Foreign Market Cable Address: EMPHONOCO, N.Y.

The Radio Transformation You can See  Touch  Hear 

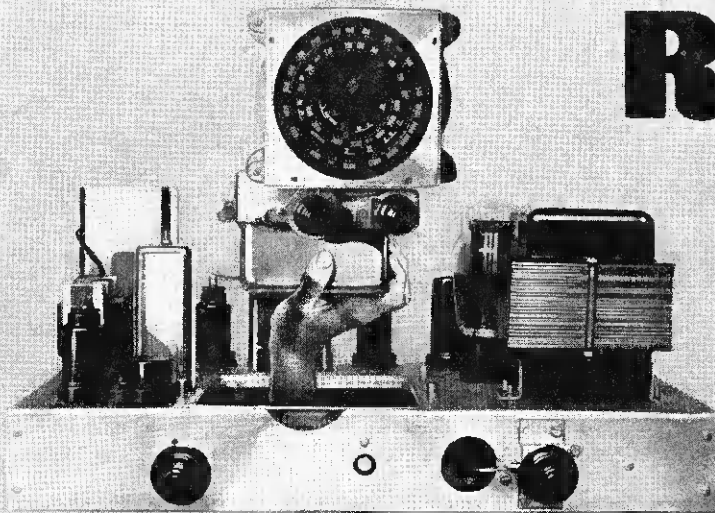
**AMERICAN**

**BOSCH**

# CentrOmatic

## RADIO

Extra performance from new metal tubes! That is only one of many new definite advances which CentrOmatic Unit engineering—exclusive in American-Bosch Radio—enables you to offer your customers for 1936!



*This precedent-smashing development brings you golden profit opportunities*

AMERICAN-BOSCH promised you something entirely new and different in radio. With an effect on radio performance more far-reaching, more sensational than metal tubes alone (which of course are properly engineered into these 1936 radios).

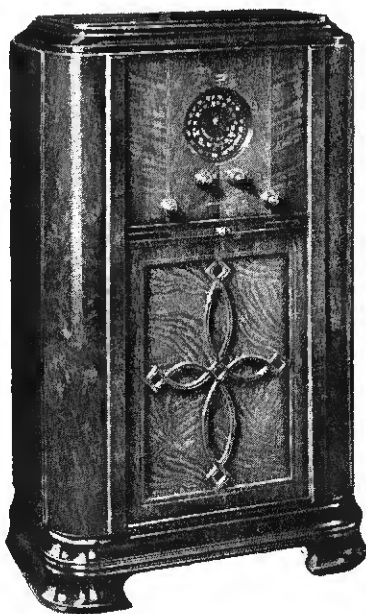
Now we introduce the new 1936 American-Bosch CentrOmatic Radio! It embodies the precedent-smashing CentrOmatic Unit—actually a separate unit on which are centralized all the sensitive radio elements—insulated and isolated from the audio section, where the usual intruding "feed back" noises ordinarily occur.

This visible engineering development guarantees your customers: Better long and short wave reception; greater freedom from noise both on and between stations; easier tuning even on short wave; higher tone fidelity on all wave bands; and the surpassing dependability that results from 90% less wiring, 104 fewer soldered connections

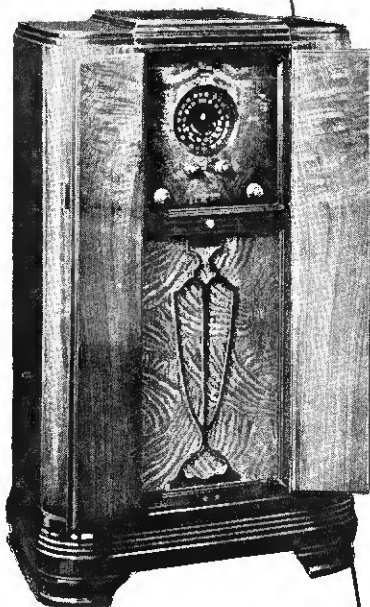
Metal tubes! The CentrOmatic Unit! Each alone is a powerful sales stimulator. Combined they are fairly irresistible! This is why American-Bosch offers the golden profit opportunity in radio this year. Write or wire for complete descriptive broadside.

**UNITED AMERICAN BOSCH CORPORATION**  
 SPRINGFIELD, MASS.      NEW YORK      CHICAGO      DETROIT

American-Bosch Radio is licensed under patents and applications of R.C.A. and Hazeltine



**MODEL 595P**—High Fidelity 10 tube, 11 tube performance, American, police and foreign, plus U. S. weather band, super heterodyne Console radio, with exclusive combination of new metal tubes and American-Bosch CentrOmatic construction. Range includes American broadcast and police 540 to 1800 Kilocycles, police and short wave 1800 to 6000 Kilocycles, short wave 6000 to 18500 Kilocycles and long wave U. S. weather band 150 to 350 Kilocycles. **\$139.50**



**MODEL 595M**—High Fidelity 10 tube, 11 tube performance, American, police and foreign, plus U. S. weather band, super heterodyne Console radio, with exclusive combination of new metal tubes and American-Bosch CentrOmatic construction. Range includes American broadcast and police, 540 to 1800 Kilocycles, police and short wave 1800 to 6000 Kilocycles, short wave 6000 to 18500 Kilocycles and long wave U. S. weather band 150 to 350 Kilocycles. De Luxe. **\$169.50**

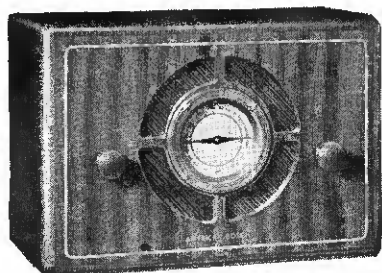
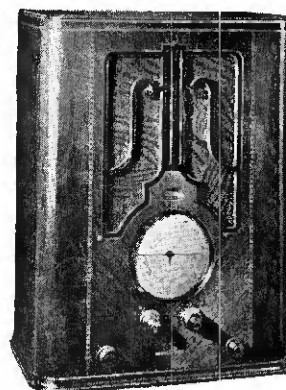
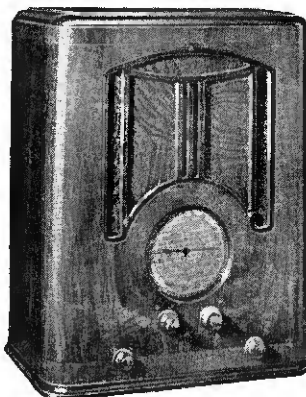
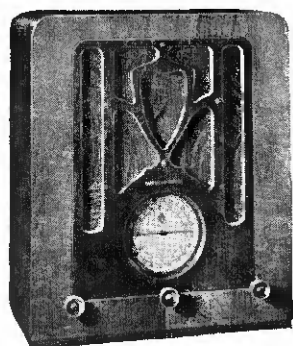
# 1936 AMERICAN-BOSCH

# ... More Sensational than Metal Tubes Alone!

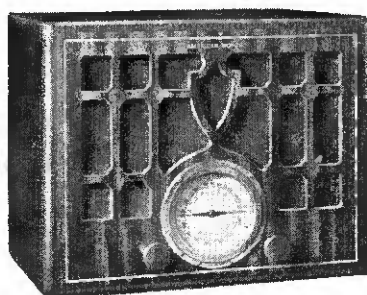
**MODEL 510** (Left)—5 tube, 8 tube performance, standard and police bands, superheterodyne Consolelet radio. Range: 540 to 1500, and 1500 to 3600 Kilocycles. Full Automatic Volume Control, Illuminated Airplane Dial calibrated in both Kilocycles and Meters, full floating coil dynamic speaker. **\$34.95**

**MODEL 575F** (Right)—7 tube, 9 tube performance, American, police and foreign superheterodyne Consolelet radio with exclusive combination of new metal tubes and American-Bosch CentrOmatic construction. Range includes standard broadcast and police 540 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; and short wave 6000 to 18500 Kilocycles. **\$65.95**

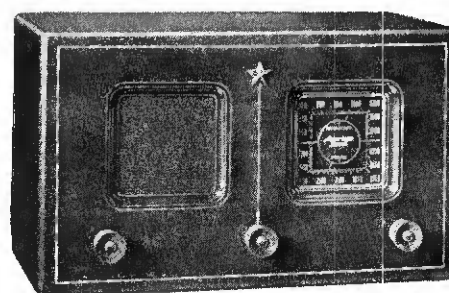
**MODEL 585Y** (Right)—8 tube, 9 tube performance, American, police and foreign, plus U.S. weather band, superheterodyne Consolelet radio, with exclusive combination of new metal tubes and American-Bosch CentrOmatic construction. Range includes standard broadcast and police 540 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; short wave 6000 to 18500 Kilocycles; and long wave U.S. weather band 150 to 350 Kilocycles. **\$79.95**



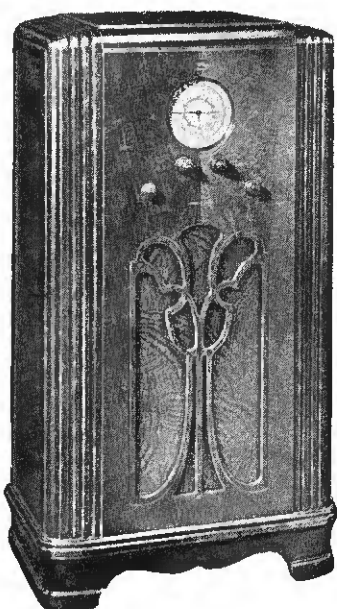
**MODEL 04**—4 tube plus 1 ballast tube, two wave band Personal radio for AC-DC operation. Range: 540 to 1500 Kilocycles; Police Calls 1500 to 3000 Kilocycles. Portable. New full vision Compass Dial. Full floating coil dynamic speaker. **\$17.95**



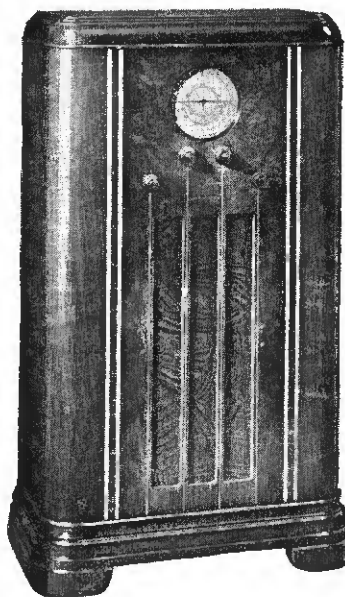
**MODEL 05**—5 tube, plus 1 ballast tube, 8 tube performance American and Foreign Personal radio for AC-DC operation. Improved superheterodyne circuit. Range: 540 to 1600 Kilocycles; Short wave 5800 to 15000 Kilocycles. **\$29.95**



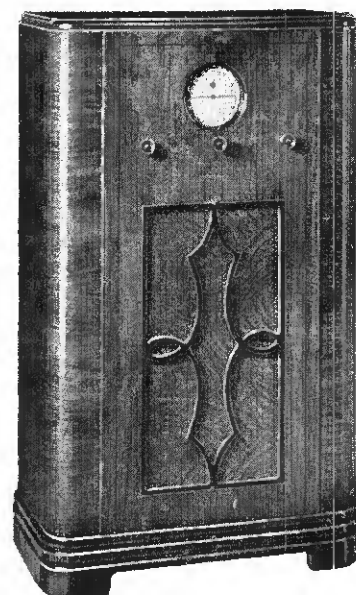
**MODEL 505**—5 tube, 8 tube performance, standard and police bands Personal radio for AC operation. Latest improved superheterodyne. Range: 540 to 1500 and 1500 to 3600 Kilocycles. **\$29.95**



**MODEL 585Z**—8 tube, 9 tube performance, American, police and foreign plus U.S. weather band, superheterodyne Console radio, with exclusive combination of new metal tubes and American-Bosch CentrOmatic construction. Range includes standard broadcast and police 540 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; short wave 6000 to 18500 Kilocycles; and long wave U.S. weather band 150 to 350 Kilocycles. **\$99.50**



**MODEL 575Q**—7 tube, 9 tube performance, American, police and foreign superheterodyne Console radio, with exclusive combination of new metal tubes and American-Bosch CentrOmatic construction. Range includes standard broadcast and police 540 to 1800 Kilocycles; police and short wave 1800 to 6000 Kilocycles; and short wave 6000 to 18500 Kilocycles. **\$85.95**



**MODEL 510E**—5 tube, 8 tube performance, standard and police bands superheterodyne Console radio. Range includes 540 to 1500, and 1500 to 3600 Kilocycles. Full Automatic Volume Control, Illuminated Airplane Dial calibrated in both Kilocycles and Meters, full floating coil dynamic speaker. **\$49.95**

# CentrOmatic

# RADIO



TONE-TESTED  
RESONATOR

TRIPLE SPEAKERS

SUPER HI-FIDELITY

VARIABLE SELECTIVITY

CLASS "AB" POWER  
AUDIO SYSTEM

*Now!* . . . GRUNOW  
**THE LAST WORD**  
*With the Amazing, Exclusive*



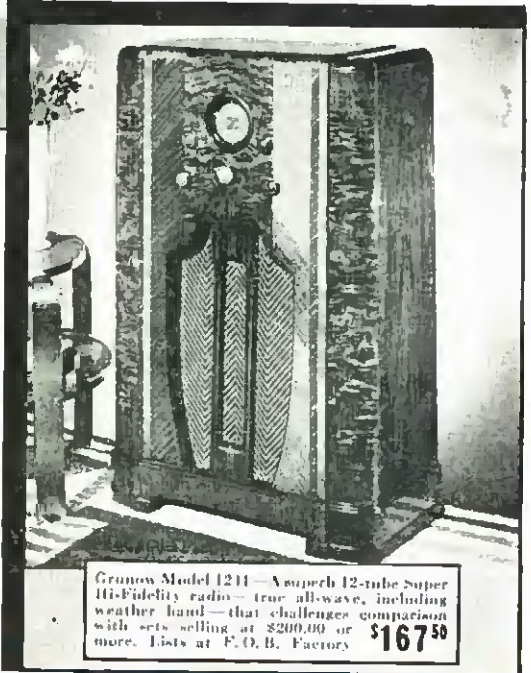
Grunow Model 520—A really amazing performer for the AC-DC prospect, in a cabinet that sets a new style standard in this field. Lists at **\$29<sup>95</sup>** F.O.B. Factory . . . . .



Grunow Model 580—A distinguished roll-over-top cabinet in walnut, housing a fine 5-tube all-wave receiver with full 545-18,000 kc. coverage. Lists **\$39<sup>95</sup>** at F.O.B. Factory . . . . .



Grunow Model 170—A surprisingly powerful and selective 4-tube chassis with full 3-inch dynamic speaker in cabinet with front of matched half-round walnut. Lists at **\$22<sup>50</sup>** F.O.B. Factory . . . . .



Grunow Model 1211—A superb 12-tube Super Hi-Fidelity radio—true all-wave, including weather band—that challenges comparison with sets selling at \$200.00 or **\$167<sup>50</sup>** more. Lists at F.O.B. Factory . . . . .



Left: Grunow Model 761—A powerful 7-glass-tube all-wave radio, including weather band, in a cabinet of outstanding beauty. Lists at **\$87<sup>50</sup>** F.O.B. Factory . . . . .



Grunow Model 611—Another outstanding Grunow value is this 6-glass-tube all-wave radio covering 545-18,000 kc., in a beautiful roll-over top con- **\$59<sup>95</sup>** sole. Lists F.O.B. Factory . . . . .

**PRICES** are slightly higher on the West Coast

**NEW**  
*Grunow*  
 with **TONE-TESTED**  
 GENERAL HOUSEHOLD UTILITIES

COMPLETELY SHIELDED CIRCUITS

NEW METAL TUBES

SIGNAL-BEACON

NEW ALADDIN COLOR FLASH DIAL

AUTOMATIC ANTENNA RANGE SWITCH

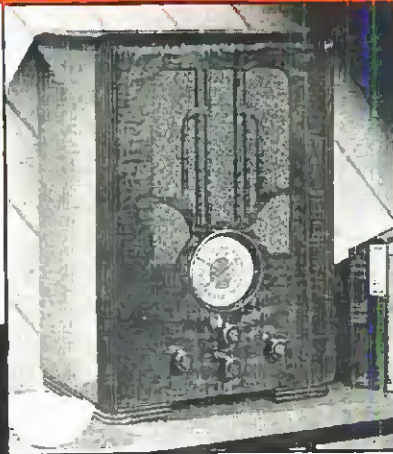
AND MANY OTHERS

# ENGINEERING CREATES IN MODERN RADIO TONE-TESTED RESONATOR!

ance, value . . . yes! But bigger still is the magic of true Super Hi-Fidelity tone perfection offered in the amazing new Tone-Tested Resonator. And, again we ask you to *look inside before you buy!* Because real value is built all through every Grunow set.



Grunow Model 1171—A cabinet of costly woods housing a powerful 11-tube Super Hi-Fidelity true all-wave receiver with 15 watt output and all Grunow advances. Lists at F.O.B. Factory . . . **\$137.50**



Grunow Model 610—The same powerful all-wave chassis used in Model 611. Lists at F.O.B. Factory . . . **\$49.95**

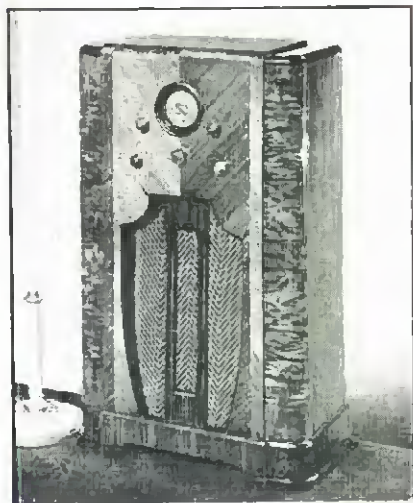
Grunow Model 680—Same chassis as 681 in same cabinet as 610. Lists at F.O.B. Factory . . . **\$59.50**



Grunow Model 581—A genuine all-wave receiver—not a skip-band circuit, in a full-sized console worthy of a radio selling for at least \$25 to \$15 more. Lists at F.O.B. Factory . . . **\$49.95**



Grunow Model 681—Six metal tubes in a world-range radio covering 535-13,000 Kc. Lists at F. O. B. Factory . . . **\$69.50**



Grunow Model 871—Eight metal tubes in a true all-wave radio covering weather reports, and including Tone-Tested Resonator, Aladdin Color Flash dial, etc. Lists at F.O.B. Factory . . . **\$99.50**

**Radio**  
**RESONATOR . . .**  
COMPANY • CHICAGO

Also a complete line of fine battery radios





## The OPPORTUNITY LINE for 1936

### 4 and 5 Tubes with *EXCLUSIVE FEATURES*

The patented UPRIGHT CHASSIS construction in these models fully shields, gives increased baffle, sturdier construction — and the shorter wiring leads greatly increase the sensitivity and selectivity!



### All Wave 6-Tube—a *PROMOTIONAL VALUE*



The broadcast band and *complete* short-wave with all the modern technical features. In a console and a table cabinet *at a price!*

### All Wave with 7 *METAL TUBES*

Two sensational all-wave models with 100% METAL TUBES! Designed especially for this wonderful new sales feature.



### All Wave with 9 *METAL TUBES*



A tremendous value in the fine radio field. A high fidelity, really superlative up-to-the-minute receiver capable of any performance the finest custom set can give.

### 5 and 6-Tube *AUTO SETS*

Two modern superheterodyne models with automatic volume control, instrument panel mounting and excellent performance.



### The World-Famous 19-Tube *HOWARD GRAND*



The *new* 19-tube Grand is truly the ultimate. Nothing finer has come from the Howard laboratories in 15 years.

WRITE FOR DETAILS

TEAR OUT a corner of this page and pin to your letterhead for complete details on the fairest franchise in radio history.

# HOWARD

BELMONT AVENUE, CHICAGO, ILLINOIS

“AMERICA'S OLDEST RADIO MANUFACTURER”



# RADIO RETAILING

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No. 8

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## OURS IS A REPLACEMENT MARKET

Based on *Radio Retailing's* statistics for sets in homes as of January 1, 1935, it is estimated that we start the new sales year in a market where 22,500,000 families out of a total of 31,500,000 already have some type of radio service. In theory 9,000,000 homes are yet to be sold. Actually, of these 9,000,000, probably less than 20 per cent represent worthwhile buyers for quality receivers. The balance have practically no financial means, or offer too much sales resistance.

Obviously, our business lies in the replacement field. Radio men now must definitely gear to a sales technique which dramatizes obsolescence. Fortune, this year, has favored us as never before. Not only are 80 per cent of the sets now in use outdated but THE NEW MODELS ARE SO PACKED TO THE BRIM

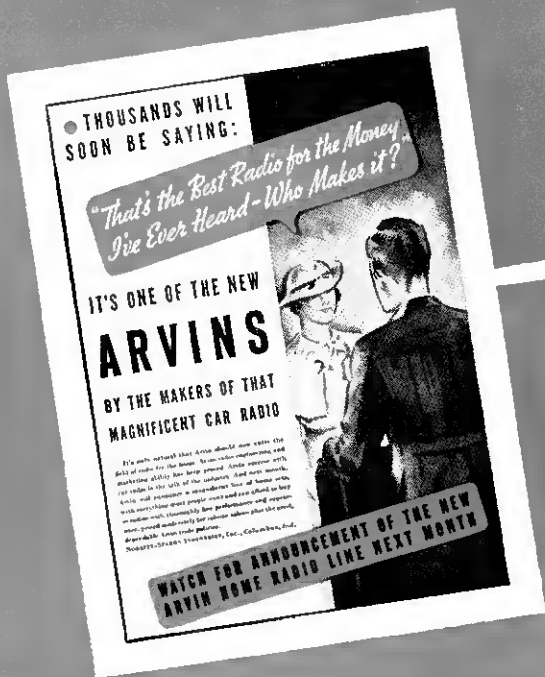
WITH REAL IMPROVEMENTS THAT EXTRA HUNDREDS OF THOUSANDS WILL WANT THEM.

Heading this procession of "features" is, of course, the metal tube. But this device, spectacular as it is, will have plenty of healthy competition from other developments.

This, then, is the Trade's BIG job for the next twelve months—to comb this enlarged replacement market to its last prospect; to use every bit of promotional sense toward this end, and then to demonstrate and sell these dramatic innovations with every ounce of sales effort it possesses.

*Ray V. Sutcliffe*

EDITOR



# Last Month

WE TOLD YOU TO WATCH FOR THIS ANNOUNCEMENT

...and here it is!



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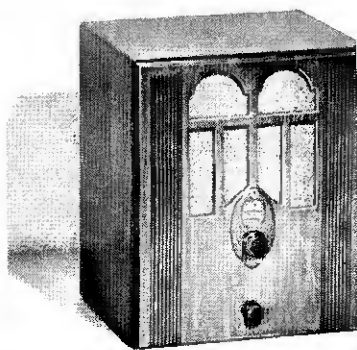
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**MODEL 81.** Walnut console, shown at left, 40 $\frac{3}{4}$ " high, 22 $\frac{3}{4}$ " wide, 12" deep. An 8-tube all-wave superheterodyne covering all broadcast service. Three band dial—540 to 1750 KC—1.75 to 5.5 MC—5.5 to 18.0 MC. Tube complement: 2-6D6, 1-6A7, 1-6B7, 1-76, 2-6B5, 1-80. Oversized, full-range 12" dynamic reproducer.  
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**MODEL 81M.** Same as Model 81 except that 9 metal tubes are used instead of glass tubes.  
List price with tubes ..... **\$99.50**

**MODEL 41.** A 4-tube AC superheterodyne in attractive, portable-sized cabinet. 13 $\frac{3}{4}$ " high, 10 $\frac{3}{4}$ " wide, 8 $\frac{1}{2}$ " deep. Frequency range 1750-540 KC. Covers standard and high fidelity broadcast, police and amateur band. 5 $\frac{1}{2}$ " dynamic reproducer. Tube complement: 1-6A7, 1-6F7, 1-41, 1-80. A really dependable low priced set, built so well that you can sell it with confidence and assurance of customer satisfaction.  
List price with tubes ..... **\$19.95**



*Prices slightly higher  
Denver and West*

Everything Most of Your Customers Want

THE NEW  
RADIO  
LINE BY

# ARVIN

There are nine models in five different cabinets—two all-wave consoles and one table model with six and eight glass tubes or seven and nine new metal tubes—also four and five tube table sets and a battery model. Modern in every mechanical detail—with many new Arvin innovations in tuning controls, dials and chassis construction. Features and qualities that will attract customers for you and assure their satisfaction—absolutely everything that most people want and can afford to buy in radios.

For many years, the name Arvin has meant millions of dollars in profits for dealers. Now it's going to mean even more profit—with this new radio line, backed by the dependable Arvin trade policies. See and hear this new line. Arvin jobbers will have their showing soon.

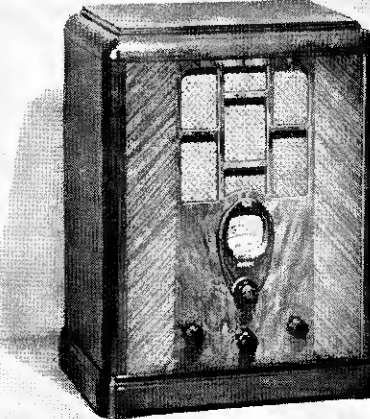
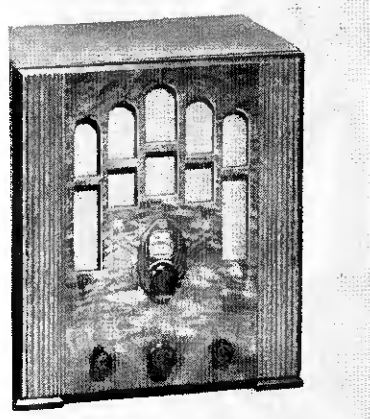
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**MODEL 51B.** A 6-volt battery set in Model 51 cabinet. List price with tubes. . . . . **\$34.95**

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**MODEL 61M.** Same as Model 61 except that 7 metal tubes are used instead of glass tubes. List price with tubes. . . . . **\$57.95**



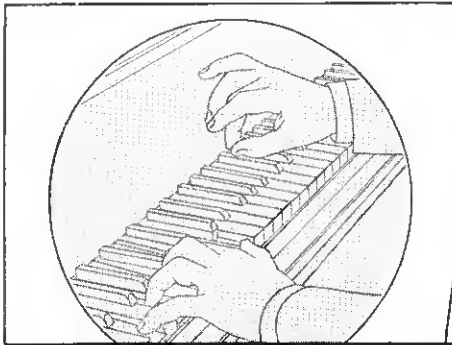
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**MODEL 62M.** Same as Model 62 except that 7 metal tubes are used instead of glass tubes. List price with tubes **\$67.50**

*At Prices Most People Can Afford to Pay*



# NEW 3<sup>RD</sup> DIMENSION NEW TONE OFFERS THE MOST SPEC- TACULAR DEMONSTRATION IN RADIO HISTORY!!!



## WHAT IS 3<sup>RD</sup> DIMENSION TONE?

### Ordinary Radio

Gives you only the bare outlines of the music in the studio. It lacks the lights and shadows—the contrasts—which make music truly beautiful. It robs you of the subtle overtones which are often the difference between the voice of a talented artist and the ungifted singer.

### A Conventional Type Radio of the "Fidelity" Class

Here is an improvement. Certain of the overtones are reproduced—but only of the lower notes. It lacks brilliance—the human voice still retains some of that booming, "down-a-barrel" quality. Such a radio fails to give you the sharply defined high notes with which the musician portrays his musical theme against a background of the "lows."

### Fairbanks-Morse 3rd Dimension Tone

Here is something NEW! The latest achievement of radio science! Now you get reality; the living presence of the artists before the microphone; the sharp brilliance of high notes against the mellow softness of the "lows." Radio reception which gives you everything—gives it to you as the composer and artist intended.

NOTE—Fairbanks-Morse 3rd Dimension Tone robs you of nothing—hence, it conceals nothing. It hides neither the defects of the unskilled performer nor the artistry of the genius.

Demonstration is the key to radio sales. The prospect buys through comparison.

In 3rd Dimension Tone, the new Fairbanks-Morse Radio has the most dramatic and convincing demonstration ever used in radio selling.

Imagine, you merely turn a switch. Instantly the prospect is aware of the startling superiority of 3rd Dimension Tone over ordinary radio tone.

Here is a demonstration she can actually hear.

But that isn't all! The new Fairbanks-Morse Radio Line has eye appeal. It is cased in exclusive,

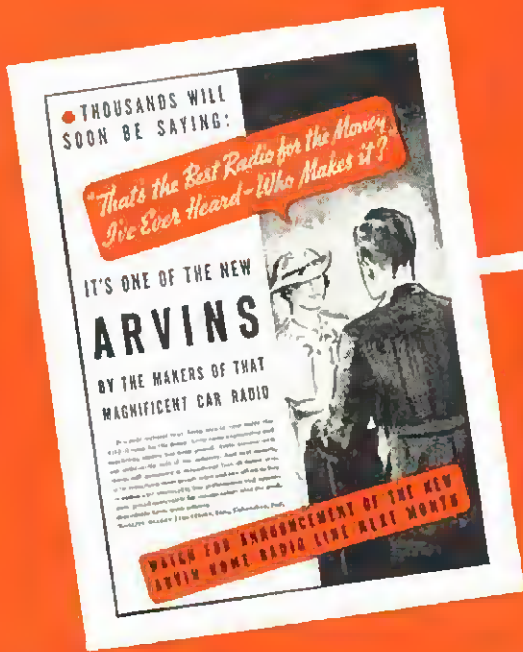
modern cabinets created by one of America's outstanding designers. It is built by an organization which, in 105 years, has fulfilled every obligation to its customers. It is offered in a complete line at a complete price range. And it is sold on a basis that assures you a generous profit.

Make no commitments for fall until you have investigated this remarkable new radio. Wire, phone or write today for all facts. Address Fairbanks-Morse Home Appliances, Inc., 430 South Green Street, Chicago, Illinois. Cable Address: FAIRMORSE, Chicago.

# FAIRBANKS-MORSE



## Radio



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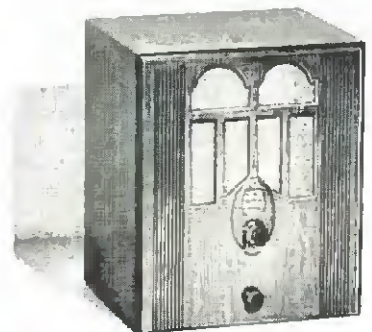
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## Everything Most of Your Customers Want

# RADIO RETAILING

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*Art Director*

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*Vice-President*

H. W. MATEER  
*Manager*

Vol. 20

No. 8

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## OURS IS A REPLACEMENT MARKET

Based on *Radio Retailing's* statistics for sets in homes as of January 1, 1935, it is estimated that we start the new sales year in a market where 22,500,000 families out of a total of 31,500,000 already have some type of radio service. In theory 9,000,000 homes are yet to be sold. Actually, of these 9,000,000, probably less than 20 per cent represent worthwhile buyers for quality receivers. The balance have practically no financial means, or offer too much sales resistance.

Obviously, our business lies in the replacement field. Radio men now must definitely gear to a sales technique which dramatizes obsolescence. Fortune, this year, has favored us as never before. Not only are 80 per cent of the sets now in use outdated but THE NEW MODELS ARE SO PACKED TO THE BRIM

WITH REAL IMPROVEMENTS THAT EXTRA HUNDREDS OF THOUSANDS WILL WANT THEM.

Heading this procession of "features" is, of course, the metal tube. But this device, spectacular as it is, will have plenty of healthy competition from other developments.

This, then, is the Trade's BIG job for the next twelve months—to comb this enlarged replacement market to its last prospect; to use every bit of promotional sense toward this end, and then to demonstrate and sell these dramatic innovations with every ounce of sales effort it possesses.

*Ray V. Sutcliffe*

EDITOR



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# ARVIN

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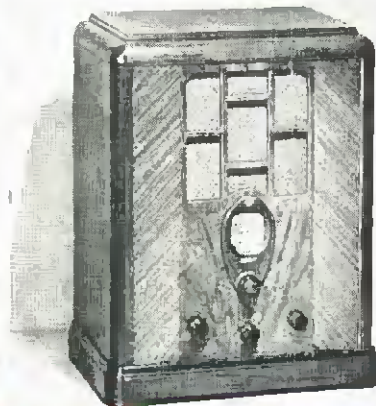
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List price with tubes



*At Prices Most People Can Afford to Pay*

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AUGUST  
1935

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## Fall Offensive

RADIO IS GOING OVER like a ton of bricks this fall and winter. Live dealers will sell enough sets between now and January to make up for depression losses.

These are predictions. We've stuck our neck out. Only dealer apathy will make us eat these words.

Why! Two big reasons: General business conditions and a wonderfully favorable radio set up.

Take the business situation. According to the National Industrial Conference Board the condition of every major industry with the exception of steel production has been markedly better so far this year than for a corresponding period of last year. Auto production up 31 per cent. residential building up 58 per cent. Security prices (*New York Times* average of fifty stocks) stood at the highest point since November 7, 1931. Bank deposits have increased 15 per cent. And reputable authorities look for a continuance of this trend well into next year.

And, in our own industry, consider these five "plus" factors:

1. A radically different type of tube—the heart of the set. This feature alone will direct the attention of extra millions to the new lines.
2. Many other marked improvements—in technical design, in external appearance, in performance, in tuning convenience.
3. Practically all the new receivers already announced and in full production. A month earlier start and manufacturers determined to hold to these models for a full 12 months.
4. Manufacturers committed to greater advertising and promotional campaigns than ever before.
5. New types of programs. Listener interest will attain new heights.

The stage is set but to enjoy the show radio dealers must start selling right away and keep at it hammer and tongs.

In this issue, *Radio Retailing* takes the following six pages to tell how your contemporaries are going to hit the ball. Read these practical plans. Use them. They're yours. And don't wait for the middle of September to make that first \$90 set sale.

The dealer who sits on his tail and trusts to luck that business will be good this fall will lose out. The dealer who *makes* it good will enjoy the best season since 1929.

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# How Dealers *plan to* Make *the* Most *of the* SEASON

*They've spent the summer ironing out merchandising weaknesses, developing sales ideas to better last fall's volume and profit.*



W. L. McAllister, of Birmingham, assigns three sets to each salesman, specifies that these are to be kept continuously out on demonstration

"Practically every legitimate prospect contacted has accepted our offer to home demonstrate. We have been leaving sets out for a period of a week, with some misgivings. But it appears to pay because of the improvement in new sets. We have even installed special antennas at a cost of \$2 to our department solely to make good demonstrations. Even this has paid and in our fall selling we shall probably have our servicemen install such antennas in advance of demonstration regardless of how good the antenna already on hand appears to be! Concentrating as we will on merchandise bearing a relatively high list the margin is sufficient to permit this. And demos will be better.

"We will not go over to outside selling in the ordinary sense. We prefer to originate business in our store. But we will rotate floor men, permitting each one a day in the field each week."

## HOME DEMOS TO PROVE NEW SETS BETTER

"Because business has not been good we have not engaged in outside solicitation in behalf of radio for the past two years," said W. L. McAllister, manager of radio and refrigeration for Loveman, Joseph & Loeb, Birmingham, Alabama, department store. "But with business now noticeably improved and list prices higher we have definitely decided to build an outside sales force again. We have, in fact, already put

Pre-season experiment convinces Ericson, of Portland, that high fidelity sets from \$210 to \$275 "click" as readily as midgets when demonstrated

## WILL CONCENTRATE ON REPLACING OLD SETS

"Are we going to push radio this fall? We're certainly not going to just rest on our oars!" So says T. Ericson, radio department manager for Powers Furniture, well-known Portland, Oregon, merchandiser. "We have, in fact, already determined *how* we are going to push it by pre-season experiment.

"For the past 4 months we have been

putting \$210 to \$275 quality consoles out on home demonstration . . . something avoided by this company since it entered business. We did so on the theory that new consoles *must* be demonstrated against existing equipment to sell. We anticipated that perhaps 40 per cent of all such demos would result in sales but have been pleasantly surprised. A higher percentage 'stuck' and we attribute 28 high-quality console sales entirely to the experiment.





# Radio Campaigns Start Month Earlier



C. T. Hanes, of Seattle, will guarantee European reception as keynote of fall drive

her friends in clubs, civic associations and the church, reports to me that my line appears to be sufficiently known (so I will continue to feature it); that women of her acquaintance seem to think that if they buy they will do so only after home demonstration (so I will demonstrate liberally); that they are thinking of new radios at about \$100 top (so I will talk about sets listing for about this sum more than about cheaper midgets and higher priced de luxe jobs).

"Selling to women has been my weak spot. I intend to remedy it this year and feel certain that this one change of method will produce greater sales."

## THINKS SHORTWAVES STILL BEST SALES BET

Out in Seattle, Washington, the Schoenfeld Standard Furniture Company's fall radio drive is already under way. Radio business ran 25 per cent ahead of last year through the summer, convinced the management that it would be profitable to put on pressure early.

C. T. Hanes, department manager, has adopted for his campaign slogan: "We guarantee foreign reception." Shortwaves are still the best weapon for replacement selling, he believes, and the company's campaign will be built around them.

"Less than 10 per cent of the shortwave sets we have sold in the past few

months have required intensive 're-selling' after installation in the home. We intend to reduce even this percentage of relatively costly business by, first, installing every set with a special noise-reducing antenna and, second, supplying every customer with a log of best shortwave bets free for 6 months. Our log will be better than the average seen here on the Coast. Most of them quote Eastern Standard time schedules. Ours will quote Pacific time. We are buying them from a local amateur who makes a hobby of keeping accurate station schedules. He charges us \$1 per log, supplying them in completed form semi-monthly. It is our opinion that they will do much toward helping our shortwave sets render complete satisfaction. Tuning hints as well as station schedules are included."

## EXPANDING SHOWROOM FOR FALL BUSINESS

One of the best barometers to retail-feeling of which we know is the expansion or contraction of display space, movement of stores on or off the main street. Joseph L. David, of Passaic, evidently thinks the season will be good for he has cut through the wall of his store, taken 2,000 square feet next door for an additional display room.

"We were led to 'splurge' in this manner by the fact that we have noted an increase in the average price of radios sold during the past two months. \$50 seemed to be the limit in 1933 and early 1934. Now we are selling an occasional \$300 model and meeting no more sales resistance than we did in boom times.

"Our plans for fall promotion? Our standbys are direct mail and telephone solicitation. We will circularize monthly and spend one day out of each week contacting prospects by telephone. These will be people who bought sets from us years ago, prospects secured by direct mail and repair customers. Re-

Joseph L. David, of Passaic, sufficiently optimistic to add 2,000 square feet to store. Will work telephone solicitation

displays and newspaper advertising. We will talk primarily about better tone and shortwave reception when contact with a prospect is arranged. These two technical improvements distinguish the new from the old more than anything else the manufacturer has given us with the possible exception of the new metal tubes."

## MAKES STRONG BID FOR WOMEN'S BUSINESS

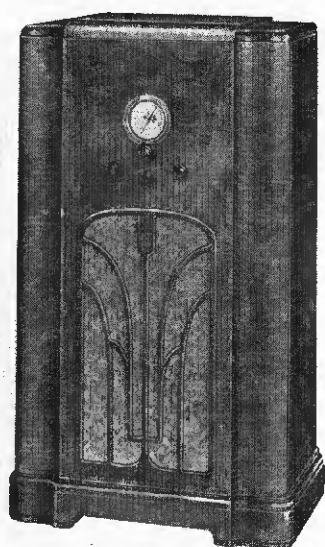
Bill Helm of Fort Atkinson, Wisconsin, has spent his summer studying past selling methods, deciding that his story has been weak when it came to selling women.

"My wife has just checked with all



# FADA FORGES AHEAD

## by DELIVERING THE GOODS



**MODEL 170C**  
Console Model

Specifications 170 Chassis streamline cabinet piano finish walnut—12" full dynamic speaker. Price \$82.95

MODEL 170CK—same as 170C with 12" super Hi-fidelity Dynamic Speaker. Price....\$99.95

*Be first to introduce ALL-METAL TUBE RECEIVERS in your territory. Forge ahead with FADA.*

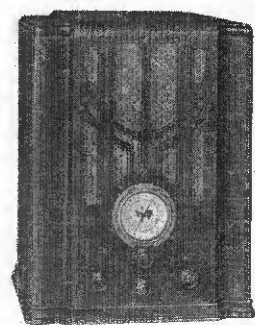
FADA is not *just talking* about ALL-METAL TUBE RECEIVERS. FADA is *delivering*.

FADA has already passed the demonstration stages. It has *arrived* at the point of proved value, evidenced practically in actual consumer sales.

FADA has not merely adapted METAL TUBES to glass-tube chassis. It has designed and perfected an entirely new chassis to utilize all the advantages of METAL TUBES.

**FADA ALL-METAL TUBE RECEIVERS HAVE ALREADY PROVED THEIR SUPERIORITY.**

We show here just series-MODEL 170 of the new ALL-METAL TUBE RECEIVERS . . . *now being delivered* . . . which dealers have already acclaimed "the tops."



**MODEL 170T**  
Table Model

Chassis specifications below, streamline cabinet exquisitely finished in burl and figured walnut —8" full dynamic speaker. Price .....\$62.95

Outstanding features No. 170 Chassis specifications. 7 all metal tubes A.C. World-wide Super-heterodyne—push pull, 6 watts output—10 tuned circuits—frequency range, 535-1740 KC and 5.7-18.5 MC. Delayed automatic volume control. Bull's-eye Illuminated Dial.

FADA offers a radio for every purse . . from compact to HI-FIDELITY console . . straight AC and AC-DC WORLD-WIDE receivers . . from \$19.99 to \$144.50. Wire for Distributor or Dealer proposition.

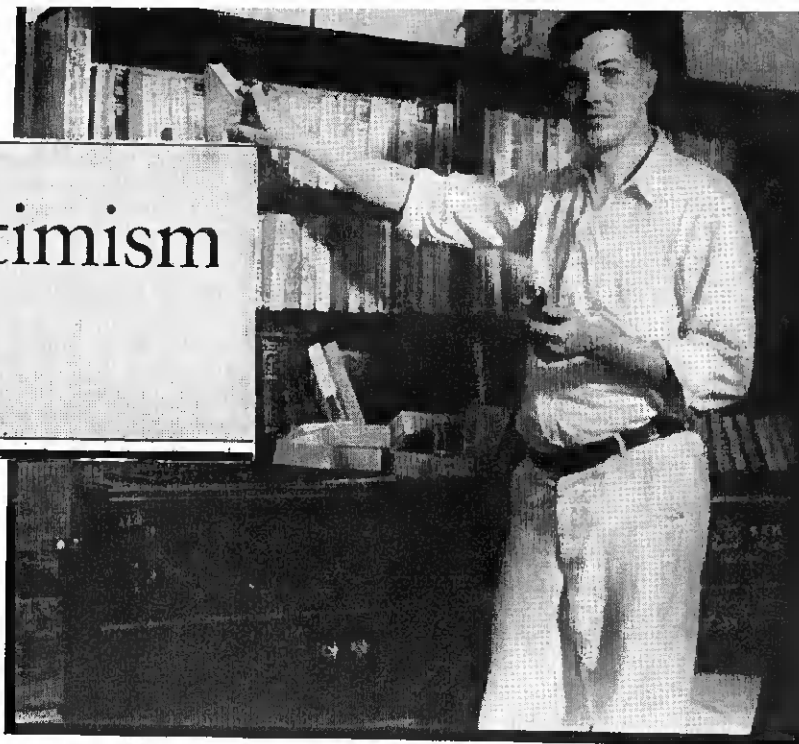
# FADA

Radio

***Famous Since Broadcasting Began***

FADA RADIO & ELECTRIC COMPANY, LONG ISLAND CITY, N. Y.

# Trade Backs Optimism with EFFORT



Emmett Sullivan, of Belvedere, Illinois, confirmed doorbell pusher, will try to build store business this season

cently we called up 62 prospect at 5 cents a call, or \$3.10 for the lot, and as a direct result closed 6 sales, two for \$175 consoles, within one week. In addition we picked up \$150 worth of repair business and some darned good leads for future sales. Telephone solicitation is not a particularly new idea but apparently it has been *under-worked* in the last few years.

"We confine our calls to the local 5 cent area. And we usually pick up the names of a sufficient number of prospects each week to occupy a full day at the instrument."

## READY TO "SHOOT THE WORKS" ON CO-OP ADS

"No outside canvassing for me," says L. G. Driscoll, sales manager for Joseph McKenna, radio store operator of Cambridge and Brookline, Massachusetts. "But the fall seems to have possibilities. Tell you what I *am* going to do. I'm going to spend my money



in the newspapers. Just how much I throw into the pot depends upon what manufacturers and jobbers do.

"National advertising is needed to start the ball rolling. If it appears, I'll spend my money freely to do the local job. This means cooperative display with jobbers and other dealers. And it means my own individual copy, too. The cost of good advertising does not exceed the commissions of a good salesman and, in my estimation, it produces better results for us.

"This may be because our business is to a large extent dependent upon obtaining and holding the trade of students in a nearby college. We'll take plenty of space in the college publications. The local phone directory will get some of our money too. We've already found space in it profitable."

## COUNTS ON LIBRARY TO BRING IN SET CUSTOMERS

Emmett Sullivan is known in his own home town as the "appliance dealer who is never in." For years he has obtained electrical equipment and radio business by covering the surrounding country with a fine tooth comb.

"I've probably neglected the possibilities of store traffic," says Sullivan. "And a one-man store like mine needs all the business it can get at low cost. So this year I have installed a rental library, find that it is already bringing in many people who are prospects for sets.

"The department, founded by my sister, Bess, is a money-maker in its own right, too. It nets about \$60 a

L. G. Driscoll, of Cambridge and Brookline, will double his newspaper appropriation if manufacturers, jobbers play ball

month, enough to pay rent and the electric bill.

"I intend to continue spending most of my time canvassing in behalf of refrigerators, my big-money item. But I think the rental book department will supply me with a sufficient number of radio leads to enable me to do a better set volume than last year without time-consuming footwork."

## GOING AFTER MORE SERVICE BUSINESS

Like the pancake Queens who used to grace Child's restaurant windows, servicemen employed by Maurice M. Napper, of St. Louis, from now on will find themselves in the goldfish bowl. Under glass, out where the customer waits, they will do their stuff in full display.

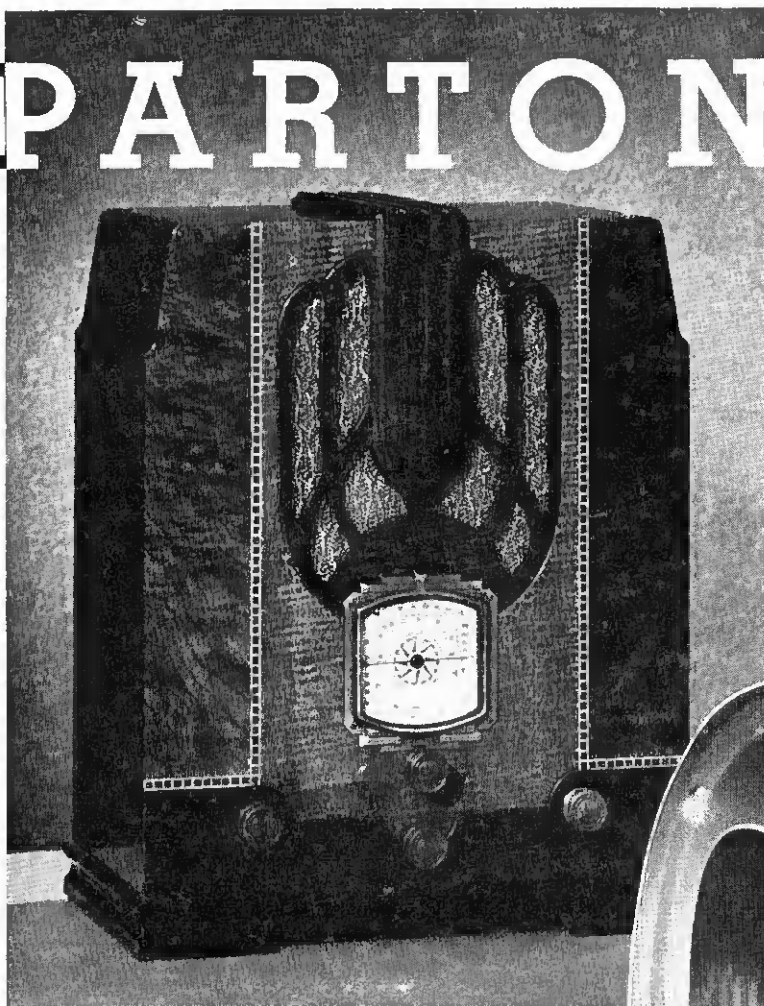
"People drive into our Washington Boulevard shop to get their radios repaired," says Mr. Napper. "Often they can be taken care of quickly and no one wants to wait in a garage. So we have fixed up a waiting room and think it will help us sell service this fall. The repair shop can be seen from the waiting room but is divided from it by a glass partition. This helps us sell the value of our work and is a good thing for the men, too. They can work in peace and quiet.

"Auto-radio will be my best bet this season, I think," says Napper. "I lean toward a stronger alliance with automobile and tire people.

"A dealer can cut his down payment and hike up his installation bill. Or he can depress these and add the cut to the finance charge. There are several angles to play with in this auto-radio game and I am going to give them all a whirl. We have installed 6,800 auto-radios since 1930. In 1934 we put out 2,000. This season looks better."

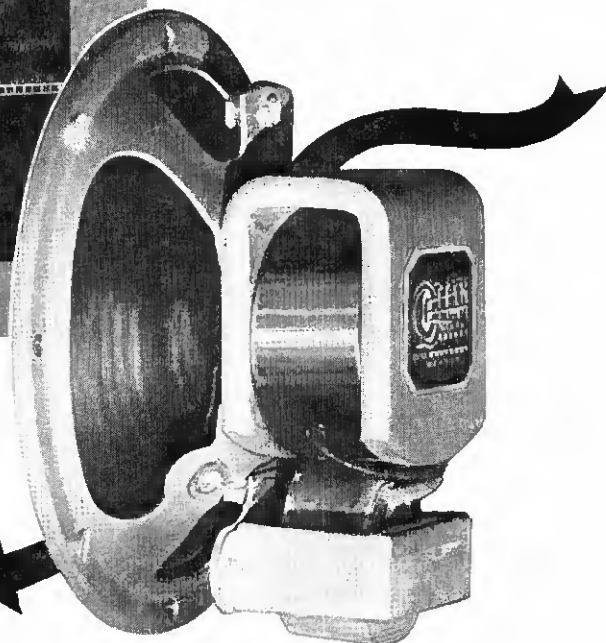


# SPARTON



uses only  
**QUALITY**  
PARTS  
IN THE NEW  
MODEL 616

A six tube *short wave and all wave* four band superheterodyne featuring non-warping chassis construction to maintain perfect alignment—rubber floated condenser and chassis—illuminated airplane dial—three speed tuning and many other new and attractive developments. Of course, Sparton uses



*the new*  
**QUAM**  
QUALITY  
ARMORED DYNAMIC

Where perfect adjustment must be maintained with maximum sensitivity, the super-sensitive QUAM ARMORED DYNAMIC is a necessity—the speaker with the stability of Gibraltar—the 1936 speaker!



**QUAM-  
NICHOLS CO.**

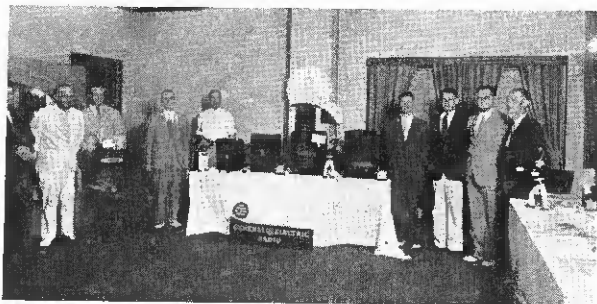
1623 West 74th Street  
CHICAGO

1674 Broadway . . .  
NEW YORK CITY

**“AMERICA’S LARGEST SPEAKER MANUFACTURER”**

**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**ATLANTA**  
**MARKET**



**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

- |                     |       |                           |
|---------------------|-------|---------------------------|
| <b>Headquarters</b> | . . . | <b>Atlanta, Ga.</b>       |
| <b>Branches</b>     | . . . | <b>Chattanooga, Tenn.</b> |
| "                   | . . . | <b>Jacksonville, Fla.</b> |
| "                   | . . . | <b>Knoxville, Tenn.</b>   |
| "                   | . . . | <b>Miami, Fla.</b>        |
| "                   | . . . | <b>Nashville, Tenn.</b>   |
| "                   | . . . | <b>Tampa, Fla.</b>        |
| "                   | . . . | <b>Savannah, Ga.</b>      |

Says C. R. Pritchard, Mgr., Appliance Sales:—

"The dealers throughout our district state that General Electric's 1936 line is a symbol of progress — the newest and latest developments in radio design. This coupled with beautiful cabinets of distinctive design, plus metal tubes, cause dealers to hail G-E Radio as the 'Wonder Line'."



**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

# The Industry Has Gone **METAL**

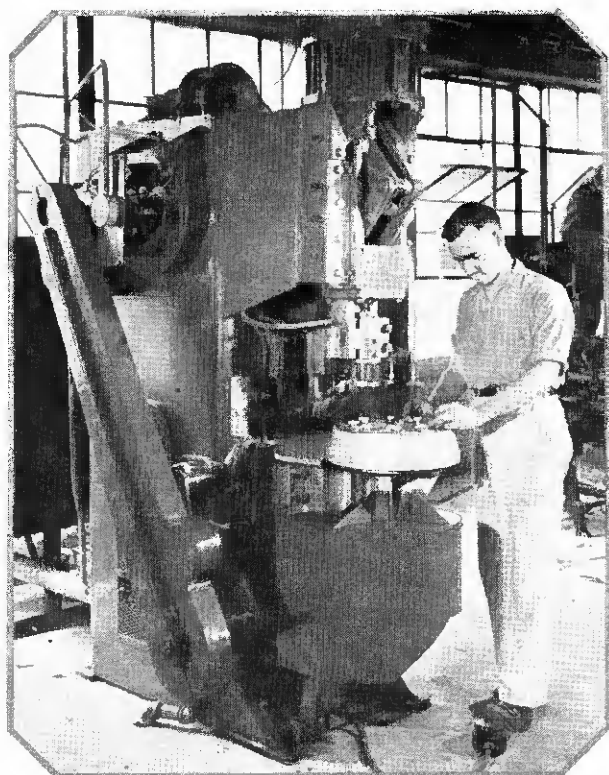
As of August 1, 43 manufacturers (88 per cent of all RCA set licensees) have adopted the metal tube either for their entire line or in their higher priced models. This statement is based on the replies received in response to a telegraphic inquiry just conducted by *Radio Retailing*.

Practically all of those manufacturers not yet definitely committed to this new type tube are still open minded; are still studying the situation; will adopt as soon as deliveries are assured and field performance meets laboratory claims, or have, temporarily, adopted a compromise in which the circuit and base is "metal tube" and the tube envelop is glass, sometimes with a special metal jacket superimposed. It appears that this latter group may switch to all metal sometime this season if this new device "stands up" to their satisfaction.

These set manufacturers are using metal tubes in their line:

- AIR-KING—Changing over as fast as possible.
- AMERICAN BOSCH—Metal wherever practical.
- ARVIN—Three of our new line of 9 models will use the metal tubes.
- ATWATER-KENT—Metal in the better consoles.
- AUTOMATIC RADIO—Fall line will have new metal tubes.
- BELMONT—Metal in much of the line.
- CASE ELECTRIC—Our sets will embody metal tubes.
- CLIMAX—Metal in sets from 4 to 9 tubes.
- CLINTON—Have adopted metal tubes.
- CROSLY—Will furnish sets equipped with either glass or metal tubes. Optional with buyer.
- DETROLA—Metal in 17 models.
- ECHOPHONE—Expect to use metal tubes.
- ERLA—Metal in several models.
- EMERSON—Metal in many models.
- FADA—Metal in the better models.
- FAIRBANKS-MORSE—Metal in most models.
- FREED—Yes, about 50 per cent.
- GAROD—Metal in higher priced brackets.
- GENERAL ELECTRIC—Write your own ticket.
- GRUNOW—Metal quite universally.
- GILFILLAN—Larger sets in line engineered to use metal tubes.
- HALSON—In four higher priced numbers.
- HOWARD—Metal, to keep up with the times.
- INTERNATIONAL—Metal and interchangeable new based glass tubes.
- KINGSTON—Yes, we plan using them.
- LANG—Every set will have some.
- MIDWEST—Will use glass and metal tubes, optional.
- PACIFIC—Yes.
- PIERCE AIRO—In about five quality sets.
- PILOT—In the better consoles and table line.
- RADIO PRODUCTS—Metal in "key" positions.
- RCA-VICTOR—In all but the midgets.
- REMLER—Will use—even in auto sets.
- SCOTT RADIO—Undoubtedly.
- SIMPLEX—Yes, optional glass or metal.

# TUBE



**How Metal Tubes are Welded**

This specially designed machine, in the plant of the Tung-Sol Co., Newark, N. J., welds metal shell to base under split second automatic time control. Output, 50 tubes per minute, each welded with a current flow of 50,000 amperes

SPARTON—Have announced "steel type" tubes.

STEWART-WARNER—Will use in many sets.

STROMBERG—Production now under way on metal tube sets.

TRAV-LER—Fall line will use both types.

WELLS-GARDNER—Yes.

WILCOX-GAY—Will start with two models in 8-tube receivers and two 13-tube models.

These set makers have made provision for switching to metal but, for the present, are using a special "transition" tube: INTERNATIONAL, ZENITH.

The following are experimenting—"will use if proven satisfactory and can get deliveries:" COLONIAL, FERGUSON.

"We build battery sets only and cannot use metal tubes," L. TATRO PRODUCTS CORP.

The following appear committed to glass tubes as we go to press: PHILCO.

## *Retail Trade Approves*

What does the retailer think of this device? Although practically none of the new type sets were on dealers' floors when *Radio Retailing* representatives surveyed

## GENERAL ELECTRIC RADIO "GOES OVER"

### IN THE BALTIMORE MARKET



**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

<b>Headquarters</b>	. . .	<b>Baltimore, Md.</b>
<b>Branches</b>	. . .	<b>Charlotte, N. C.</b>
"	. . .	<b>Greensboro, N. C.</b>
"	. . .	<b>Norfolk, Va.</b>
"	. . .	<b>Richmond, Va.</b>

*Says B. J. Dischinger, District Manager:—*

The overwhelming and immediate acceptance by our dealers after reviewing the new program of General Electric Radio, convinces us more than ever that we are presenting a franchise that will make Radio history. Frankly, the enthusiastic acceptance by the dealers was anticipated by us, but hardly to such a degree. If you missed our presentation in your locality, write us for details as franchises are closing rapidly."



**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

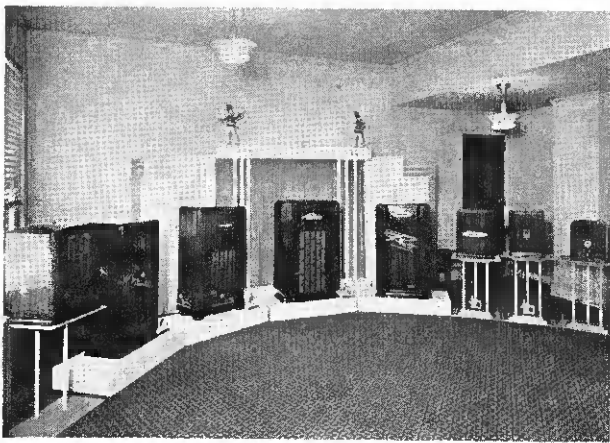


**GENERAL  ELECTRIC**

**RADIO**

**"GOES OVER"**

**IN THE  
BIRMINGHAM  
MARKET**



**MATTHEWS ELECTRIC SUPPLY CO.  
WHOLESALE DISTRIBUTORS**

**Headquarters . . . Birmingham, Ala.  
Branch . . . . . Montgomery, Ala.**

*Says C. R. Matthews, Vice-President:—*

"The dealer meetings held in Birmingham were by far the most successful ever conducted by our Company in our fifteen years of radio distribution. The line was received with genuine enthusiasm and without exception every dealer to whom we offered the G-E Radio Franchise was anxious to sign up and to have merchandise delivered as soon as possible. Each model in the line was acclaimed as unusual and outstanding in styling and performance."

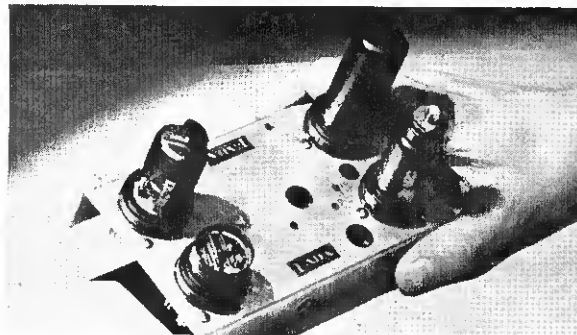


**RADIO NEWS MEANS RADIO SALES**

**GENERAL  ELECTRIC**

**RADIO**

**IS NEWS . . . . . EVERYWHERE**



A handy holder displaying the new metal tubes, cut away to show how the elements are mounted. Seen at Fada's recent showing of its line of metal tube sets

this angle of the situation—and the public was totally uninformed (July 25), the following reactions may prove significant:

**QUESTION:** Do you view the use of metal tubes in sets as a real sales advantage?

Thirty-two said, "Yes." Five, "No." Ten were uncertain or had formed no opinion. In general, the dealers favoring the metal tube sets are even now aware of the many "talking point" sales advantages which these sets will give them. Approximately 50 percent felt that the metal tube is, or will be, a better performer. The main reason for favoring the metal tube set was, however, that the public naturally takes to a new development, considering it better, so that the dealer who must sell the glass tube set will be on the defensive.

Those against the metal tube or uncertain felt that this is an untested invention which may give trouble. They doubt, also, that the metal tube is a better product than the glass one.

Note: Ten or more leading dealers were interviewed in Boston, New York, Cleveland and Chicago.

**QUESTION:** Will you stock these types of sets?

Ninety-four per cent of the dealers replied that they most certainly would. When asked in what proportion to the glass type console (a tough question to answer) 22 merchants ventured an estimate. This estimate averaged 64 per cent of their initial stock orders would specify the metal tube sets and "will stock heavier later if demand warrants."

One interesting reaction was that the larger outlets, the big local advertisers, intend to feature the metal tube in major fashion. Quoting a very large department store in New England, "If the tube makes good, will play up this development to a fare-you-well."

***Metal Tube Advantages***

From time to time and from a number of engineers the various advantages of the metal tube have been stated. In answer to the many requests for "talking point" data on these tubes, *Radio Retailing* prints the following compendium of design values as received from these technicians:

**PERFORMANCE**

**Self-Shielding**—Its own metal shell provides more complete shielding.

**Grounded Tube**—Envelope, being metal, can be (and is) grounded. Hence tube is always at ground potential,

is self-discharging; whereas the glass envelope collects electrons which sometimes cause distortion of signal.

*Uniform Amplification*—Because internal spacing of elements with respect to shell can be more accurately maintained in production, metal tubes have more uniform characteristics hence are more exactly interchangeable.

The metal tube, being more uniform, circuits can be designed for higher amplification without danger of misalignment, oscillation, etc.

*For Short Waves*—The shorter and more direct leads, prongs to elements, cut down losses. Also it would appear that the metal casing has the property of *adsorbing* (i.e. retaining on surface) a certain amount of the residual gasses, hence better vacuum, longer life, fewer inherent tube noises.

*Better Heat Dissipation*—Because of the superior heat conduction of metal over glass.

*Tone*—Because of the sturdier construction of the metal tube there is less probability of microphonics.

**CONSTRUCTION**

*Sturdy*—Because the internal assembly is supported by welded and riveted members and is braced by short direct leads.

*Easy to place in socket*—Because base "key" permits but one alignment—and that quickly found.

*Tight bases*—Because base is mechanically locked to tube casing. Cement not used.

*Compact*—Hence suited to small assembly clearances. Require no external shielding can.

*Uniformity of bases*—Speeds testing.

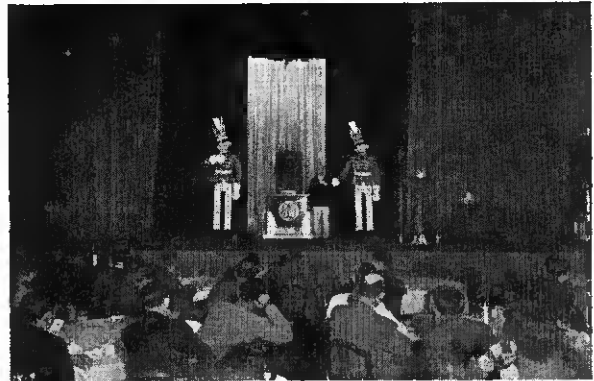
SAY, JACK—DON'T TIE UP WITH ANYBODY TILL YOU SEE THE NEW STEWART-WARNER FERRODYNE RADIO—BELIEVE ME, IT'S A KNOCKOUT!

See Story on Page 33

**GENERAL  ELECTRIC**

**RADIO  
"GOES OVER"**

**IN THE  
BOSTON  
MARKET**



**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

- Headquarters . . . Boston, Mass.**
- Branches . . . Bangor, Me.**
- " . . . Portland, Me.
- " . . . Providence, R. I.
- " . . . Springfield, Mass.
- " . . . Worcester, Mass.
- " . . . Manchester, N. H.

Says W. H. Kaiser, District Manager:—

"The 'House of Magic' has delivered again—with the greatest line of receivers in Radio history! And with these unusual receivers goes a sales promotion program as outstanding as the radios themselves.



"We anticipate a happy, busy and profitable season for all franchised G-E Radio dealers in New England."

**RADIO NEWS MEANS RADIO SALES**

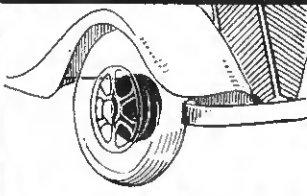
**GENERAL  ELECTRIC**

**RADIO**

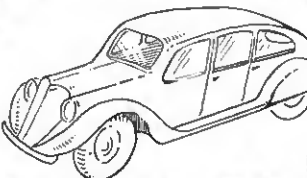
**IS NEWS . . . . . EVERYWHERE**



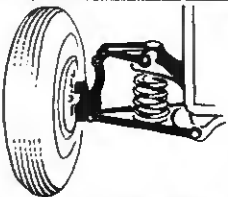
**THIS CAR LACKS**



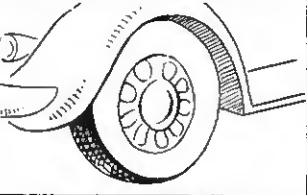
**Four-Wheel Brakes**



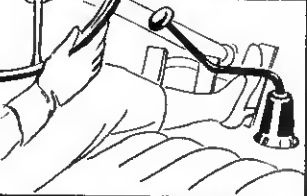
**Streamlining**



**Individual Springing**



**Low Pressure Tires**



**Silent Gears**

# BOTH *are*

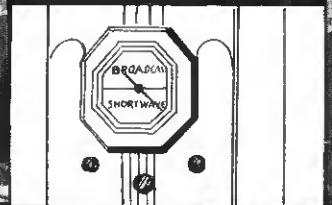
This car, bought in 1927, is  
OBVIOUSLY OUT OF DATE

*Motor men, by ballyhooing new design*





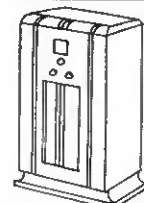
**THIS RADIO LACKS**



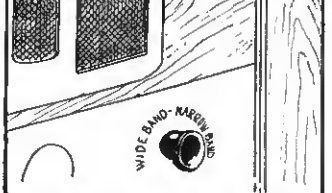
**Shortwaves**



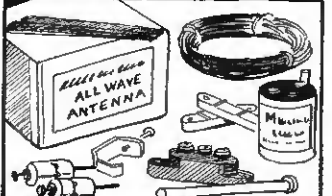
**Metal Tubes**



**Modern Appearance**



**High-Fidelity Tone**



**Noise-Reducing Antenna**

# OBSOLETE

This radio, bought the same year,  
IS EQUALLY OLD-FASHIONED

*features, sold 26% more automobiles in 1934*

**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**BUFFALO**  
**MARKET**

**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . . Buffalo, N. Y.**  
**Branches . . . . Erie, Pa.**  
**" . . . . Rochester, N. Y.**  
**" . . . . Niagara Falls, N. Y.**



*Says D. B. White, Manager, Appliance Sales:—*

"To say that the dealers in our territory are going for the new G-E Radio line in a big way is putting it mildly. Never have we experienced such sincere expressions of appreciation for the new sales opportunity as were heard at our dealer meetings. The General Electric Radio dealer franchise is all that was claimed — the biggest profit opportunity for dealers in five years."

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

**D**EALERS planning intensive fall drives on radio will be encouraged by the news that they will not have to go it alone. Manufacturers and jobbers, realizing the importance of rendering every possible assistance to retailers intent upon making this season the best ever, are upping promotional budgets to the limit of their resources, working out national and regional campaigns to back up the men on the firing line.

*Radio Retailing* editors have just queried leaders in both groups, by personal interview and by wire. We highlight their promotional programs in the following digest, presented in question and answer form for rapid reading:

**QUESTION:** *How much more than last year do manufacturers plan to spend on national advertising to the consumer?*

**ANSWER:** Judging by the extent to which the appropriations of four leading companies have been boosted, total advertising budgets are at least 20 per cent higher this year.

One concern, a potential leader in the field this year, tells us that newspapers will get \$1,000,000 worth of

---

*More Plans for*  
**The Fall**

---

space, as against \$600,000 spent last year. Another, in the same category, will spend 30 per cent more to buy space in six national magazines and 128 newspapers throughout the winter.

"Our farm journal coverage will be far greater than for the past six years."

**QUESTION:** *What mediums will be used?*

**ANSWER:** Local newspapers, national magazines and broadcasting, in the order named, will get the bulk of the publicity appropriations. Lithographed displays never have been more abundant or more effective in appearance.

All companies have provided direct-by-mail circulars and have cooperative advertising propositions.

Billboard posters and large banners may be had from over 60 per cent of the set makers.

**QUESTION:** *How will concerns with limited budgets secure name publicity?*

**ANSWER:** First, through the special technical merits and the striking appearance of the sets themselves. Second, through more liberal local advertising allowance "splits" than ever before. Third, with arresting window and store displays. Fourth, through the lavish use of mailing pieces.

An excellent example of what is being done in the line of unusual displays is seen in the plan of a New England company to release monthly a series of five "action" trims. These elaborate pieces are operated by a motor and are bound to stop even the busiest of shoppers.

Here is an interesting case of a new deal in local advertising allowance: The firm in question will turn its own advertising appropriation (formerly reserved for

national mediums) over to its dealers on a 3 per cent of billings ratio. As the dealer also gets 3 per cent from his jobber and matches this with 3 per cent of his own money, this means a total of 9 per cent available for publicity at point of sale.

**QUESTION:** *Will radio manufacturers buy air time in greater or less amount than last year?*

**ANSWER:** More program time will be purchased. Every concern who broadcast last year plans to continue, from all that we can learn. Many will have stronger schedules than for any prior year. A number of firms will add a "spot" broadcasting service, providing special record transcriptions which will give a professional tone to local dealer broadcasting announcements. Radio advertising on big time chains should exceed that of 1934 by approximately 25 per cent.

**QUESTION:** *What talking points will be featured?*

**ANSWER:** In the order of their presentation at seven sales conventions recently covered, they will be—the new metal tube; the exclusive feature of the particular set being sold (generally identified with a copyrighted

# Offensive

special name); better short wave reception; special dials for easy and accurate tuning on any wave band; better speakers; high fidelity and cabinet design.

**QUESTION:** *What other means will be used to get prospects into dealers' stores?*

**ANSWER:** Practically every manufacturer has prepared workmanlike sales manuals. These cover the proper way to use the telephone and house-to-house canvass and to build prospect-producing mailing lists.

**QUESTION:** *When will the "big news" break?*

**ANSWER:** Not later than September 1, in the daily press and publications like the *Saturday Evening Post*. Already at least five set makers have launched their national publicity.

**QUESTION:** *What financing aids have been made available to dealers?*

**ANSWER:** Many more than at any prior time. The bankers again are accepting radio paper, are soliciting it. Every radio concern we know of has tied in with one of these time payment purchase houses and made the discounting of time payment sales easily available to any

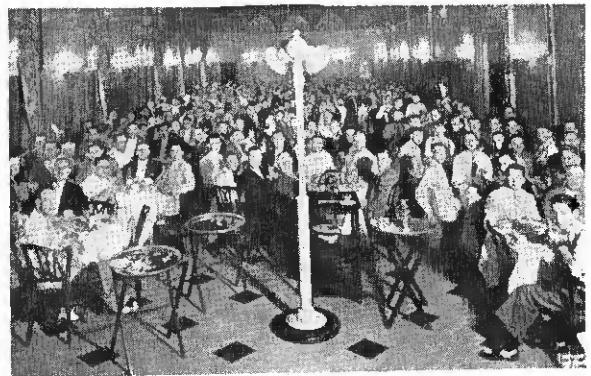
## *A Survey of*

**MANUFACTURER and JOBBER**

**Promotional Programs for  
the Coming "Big Push" . . .**

**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**CHICAGO**  
**MARKET**



**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances


- |                     |       |                          |
|---------------------|-------|--------------------------|
| <b>Headquarters</b> | . . . | <b>Chicago, Ill.</b>     |
| <b>Branches</b>     | . . . | <b>Indianapolis Ind.</b> |
| "                   | . . . | <b>Milwaukee, Wis.</b>   |
| "                   | . . . | <b>Rockford, Ill.</b>    |
| "                   | . . . | <b>Appleton, Wis.</b>    |

**Says A. J. Millington, Jr., District Manager:—**

"The 1936 General Electric Radio receivers were enthusiastically previewed by practically every worth-while dealer in our entire territory. The above photograph of our Indianapolis meeting is typical.

"The new G-E Radio receivers featuring the 'tube that is sealed in steel' and other revolutionary developments from the 'House of Magic,' were welcomed by the dealers as the pace setters for the coming season."



**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**



dealer worthy of the name. Terms are better than ever, in many cases as liberal as on electric refrigerators.

Furthermore, this year is distinguished by the prevalence of the "floor plan." By this is meant the outside financing of summer inventory stocks. In other words, a dealer can place on his floor a complete line of samples in August and have until the latter part of October to complete the payments on this initial showing.

**QUESTION:** *What special services have the manufacturers offered to the jobber?*

**ANSWER:** Both financing plans, above referred to, clear through the jobber. This is a vast aid in securing and holding dealer accounts—also in increasing volume.

Discounts are not less, and are, in some cases, better than last year. List prices are very attractive.

Manufacturers, through their field men, will work closer with jobbers and their dealers. As an example: One set maker has organized a department to spend all the time necessary with any jobber who needs special aid. A seasoned expert in radio distribution and sales analysis will study the dealer set-up, classify territories by their retail sales potentialities and by the nature of the job being done. The real reasons for success or failure will be determined.

### *Jobbers Return from Conventions with New Ideas for Helping Dealers Sell*

Another favorable trend this season is that the "middleman" no longer is content to serve merely as a distributing convenience. Jobbers are taking a keen interest in moving their lines from dealer shelves right to the consumer.

A few examples of post-convention plans:

**Jobber A:** Will start the season *this month*, with a field day for his dealers, their wives and sweethearts. This will be followed up with a series of sales training schools, held on the dealers' home grounds. Clerks and proprietors will receive personal instruction in the fine points of getting inquiries and of selling by the knowledge of product and demonstration method.

**Jobber B:** Writes that he has every reason to believe that the radio business this fall and winter will be from 40 to 80 per cent better than last year in his territory—Minnesota. Will cash in on this by increasing his field force 50 per cent and by giving cash prizes to the men on his sales staff whose dealers best avail themselves of the manufacturer's sales helps and advertising services.

**Jobber C** has worked out a series of arguments to prove that the dealer who sticks to one line year after year profits most in the long run.

**Jobber D** will repeat his dealer aid stunt of last year, namely, the operation of a "radio listening shack" on a much-traveled highway. Here the transient trade is referred to the dealer in whose town the prospect lives, and here, also, dealers can take prospects for special distance tuning or other demonstration purposes.

**Jobber E** has engaged the services of a newspaper advertising expert. This man is available, without charge, for consultation with dealers as to the type of copy, layout, etc., best suited to their local conditions.

These are but a few of the *special* services jobbers plan to render. Of course the responsibility for the operation of all the manufacturer's plans and services falls directly on the shoulders of the wholesaler. This job will not be shirked this year, judging by the comment overheard at the manufacturer-jobber conventions.

**GENERAL  ELECTRIC**

**RADIO  
"GOES OVER"**

**IN THE**

**CINCINNATI**

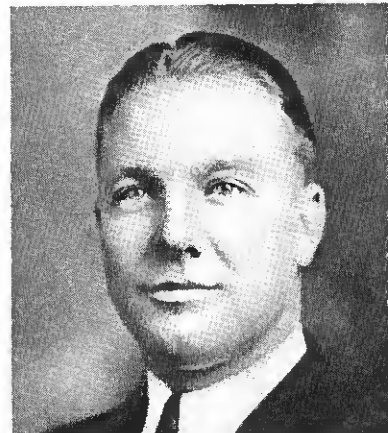
**MARKET**

**GENERAL ELECTRIC SUPPLY CORP.**

**WHOLESALE DISTRIBUTORS**

of General Electric Appliances

**Headquarters . . . Cincinnati, O.**  
**Branches . . . Dayton, O.**  
**" . . . Louisville, Ky.**



**Says R. R. Hand, Manager, Appliance Sales:—**

"Dealers throughout our territory agree that the new General Electric line of radio receivers lives up to all advance promises, and that the advertising and sales promotion program are second to none. This, together with the fact that we are now making stock shipments and that all advertising materials are ready, means that G-E Radio dealers are off to a good start for a season of record sales, volume and a fair return on their investment."

**RADIO NEWS MEANS RADIO SALES**

**GENERAL  ELECTRIC**

**RADIO**

**IS NEWS . . . . . EVERYWHERE**

# America's No. 1 SALES OPPORTUNITY



Here is a message of vital interest to every radio dealer in America who is interested in building a most profitable sales volume this year. Get the details of the exclusive L'Tatro dealers franchise.

L'Tatro—the original 6-Volt and 32-Volt Rural Radios are the outstanding sales success in the farm field today. Nationally advertised for years, they are accepted and preferred by farmers everywhere. The L'Tatro 32-Volt brings perfect operation with all farm light plants. The L'Tatro 6-Volt is the ideal radio for all homes without electricity.



*Write or wire today for full details of the profit-making L'Tatro Dealer Franchise.*

**L'TATRO PRODUCTS CORP.**

Dept. 65F  
DECORAH IOWA

## GENERAL ELECTRIC RADIO "GOES OVER"

### IN THE CLEVELAND MARKET

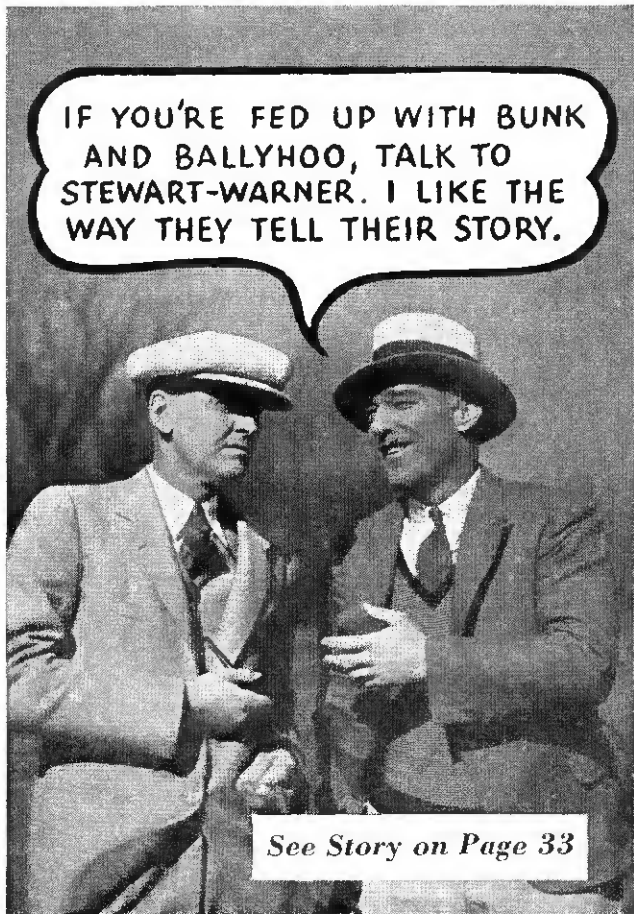
**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . . Cleveland, O.**  
**Branches . . . . . Akron, O.**  
" . . . . . Columbus, O.  
" . . . . . Toledo, O.



*Says R. J. Lewis, Manager, Appliance Sales:—*

"Dealers in attendance at the Cleveland, Akron, Columbus and Toledo G-E Radio Presentation meetings abound with enthusiasm over the new G-E Radio line incorporating the metal tube. The promotional plans, franchise, and advertising policies were accepted by all dealers as outstanding and beyond competition. Initial orders placed far exceed expectations. Additional factory shipments required at once."

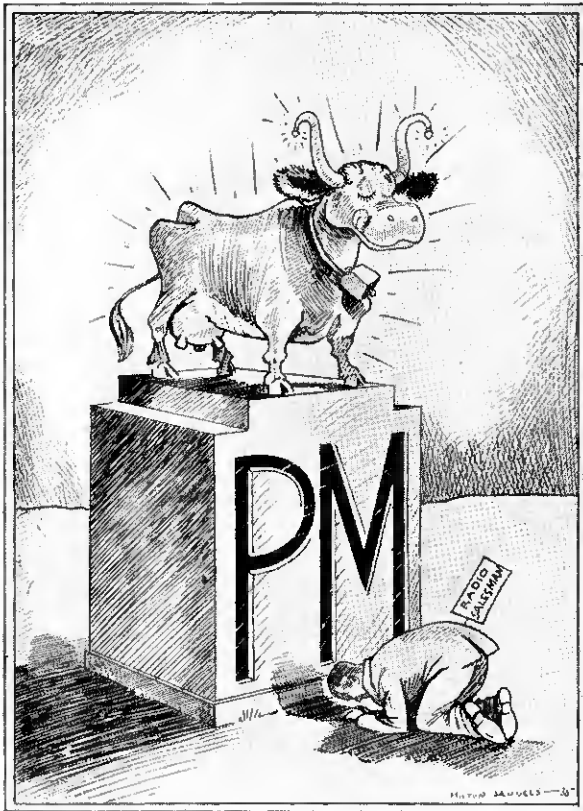


*See Story on Page 33*

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

# What's the PM?

By Milton Samuels



**A** WELL-KNOWN radio manufacturer recently gave a dinner to the sales force of a large chain. The occasion was the introduction of a new line over which his staff had labored many months, endeavoring, with some success, to make it stand out in a competitive market.

The chief engineer extolled the technical virtues of his sets, many of them definitely outstanding. The advertising manager told about the million to be spent winning greater consumer acceptance. The sales manager concluded his "pep" talk: "— and never before," he bellowed, "has any manufacturer presented such an outstanding line of sure sellers. Our sets combine value, performance and beauty!" With this parting shot he settled back into his chair, confident that the assembled group *must* be impressed with the salability of the line.

But suddenly, from the rear of the room, came a disconcerting question: "What's the PM?" No matter how good the line was technically. No matter how well it would be advertised. No matter how sincere the manufacturer's sales policies were. This salesman was interested in just one thing. What *special concession* would the maker offer for pushing his sets ahead of all others?

If this high-powered group of factory executives had stopped talking long enough to listen to the undercurrent of conversation during their presentation they would have discovered to their consternation that much of it fell upon deaf ears. For *many* of the salesmen were

primarily interested in PM's. Special offers by other companies had depressed their minds right down into the gutter. They cared little how good sets might be. The PM was the thing!

The PM system operates today in most chain stores and in many large, independent organizations. To my mind it is simply a form of legalized bribery, sometimes tendered in cash, sometimes in other guises.

One manufacturer recently hired an "Ambassador of Goodwill." This man had no sales duties. He never went near a buyer. He was, rather, a social director whose sole job it was to dispense liquor and entertainment to groups of retail salesmen in the hope that they would favor his line!

**I** HAVE seen the PM system practiced in its most violent forms. I have seen relatively unknown manufacturers encourage disloyalty (to their employer) among retail salesmen by offering *secret* PM's. Some jobbers are guilty of the same offense. And I have seen retail salesmen collect PM's from dealer, jobber and manufacturer, all on the one brand of merchandise! Chain store men frequently, by common agreement, quietly refrain from selling certain brands until the PM is made large enough.

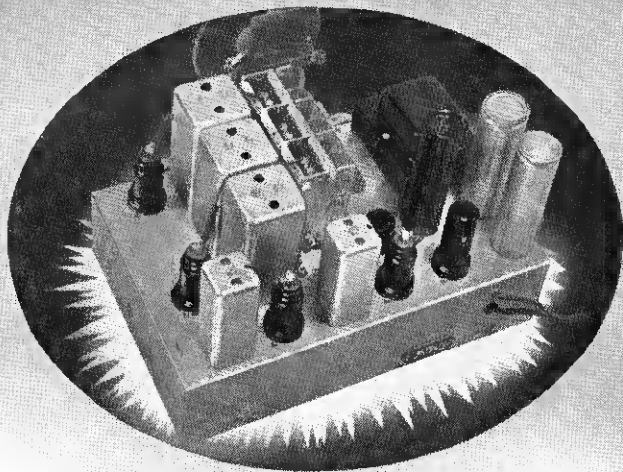
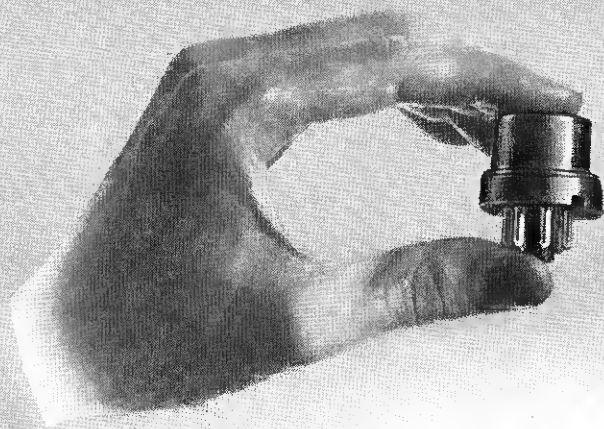
Yet the PM system, to my knowledge, has NEVER CREATED A SALE, NEVER MADE A CUSTOMER. Does the dealer benefit? Ten years of observation convinces me that its very practice encourages deceit. If one line is pushed to the exclusion of all others soon it becomes necessary to put PM's on the others to avoid tie-up of stock. Salesmen are really selling PM's rather than merchandise. A never-ending, vicious circle is started.

Does the manufacturer benefit? Certainly not. Sales may grow rapidly under the stimulus of PM's but growth is fictitious. If the line lacks inherent salability the maker must continuously think up new methods of bribery. Otherwise his business eventually falls flat. And the cost of the continual concessions whittles profit down to the bone.

Does the consumer benefit by the PM system? People are, obviously, frequently high-pressured into purchasing sets which they would not ordinarily choose for themselves. Often the only good thing about the sets is the PM. As a result, consumer dissatisfaction increases, returns grow, service costs mount.

I make no claim that PM's should be entirely discontinued. They have, at times, a legitimate place in the retail picture. For clearance of old stock they are frequently legitimate and good business. I *do* contend that the offering of special concessions on new, current merchandise is an extremely dangerous and shortsighted practice, which should be discontinued for the good of the entire industry.





**METAL TUBES** + **FERRODYNE CIRCUIT** =

*The New*

# **STEWART-WARNER** *Ferrodyne* **RADIO**

*Designed Especially for the All-Metal Tubes*  
**—A New Line You Can Sell—PROFITABLY!**

**H**ERE it is—the newest thing in radio! Stewart-Warner—originators of Round-the-World reception—now pioneer with *Ferrodyne*, another achievement that means widespread public interest and increased sales.

When the all-metal tube was still only an *idea*, Stewart-Warner began to prepare for it. The result is the new *Ferrodyne* chassis—an exclusive Stewart-Warner feature—designed *expressly* for the metal tube.

There will be many “makeshifts” on the market . . . old-type sets will be hastily switched over to accommodate the new tubes . . . last-minute changes, belated compromises and frantic attempts

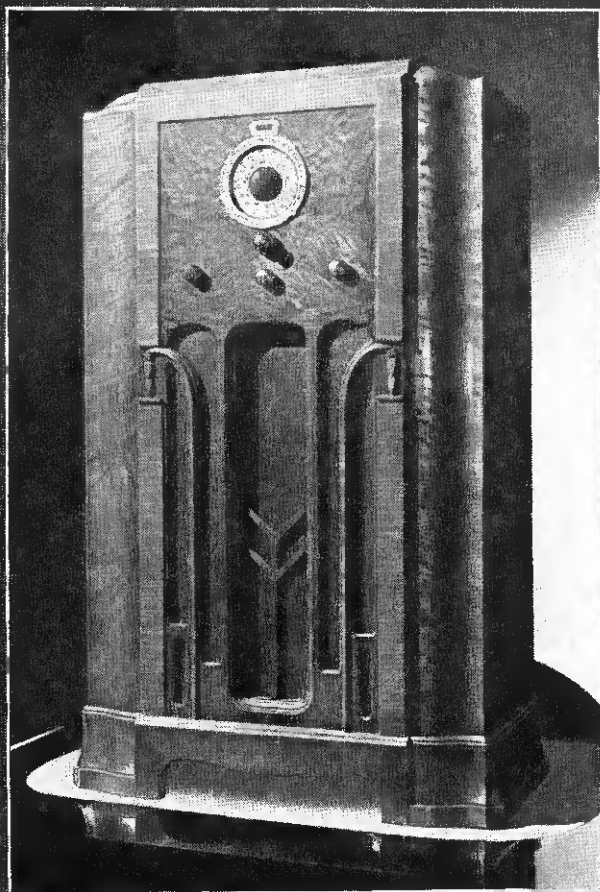
to catch up with the procession will be made. But you can be *sure* you’re on the ground floor—and that you’re in *right*—with the Stewart-Warner *Ferrodyne*. It’s a new set, new from the ground up, built especially to take full advantage of every superiority the all-metal tube has.

For 1935-36, Stewart-Warner offers a line that you can *sell*—and a line that will *stay sold*. The *Ferrodyne* is deliberately *engineered* . . . not *arranged overnight* . . . for the all-metal tube!

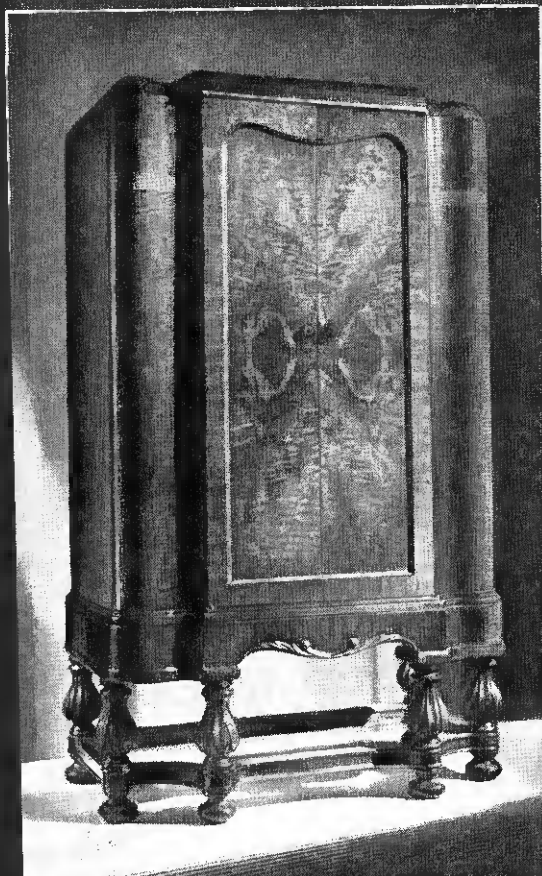
Just look at the Stewart-Warner *Ferrodyne* models shown on the following pages. See for yourself that the Stewart-Warner line offers an opportunity for you to profit by!



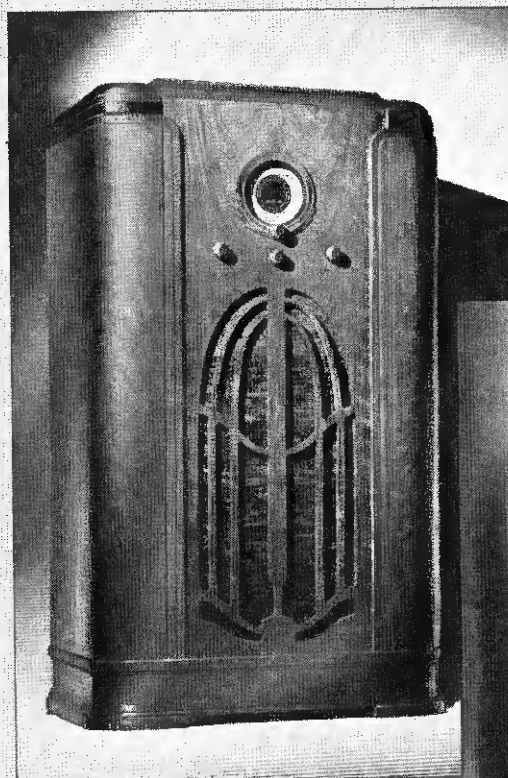
11-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register. Sound diffusion system.



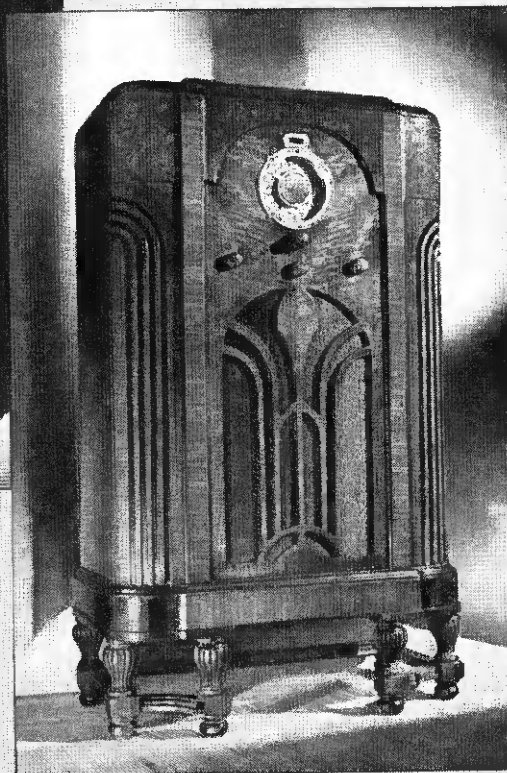
11-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



11-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



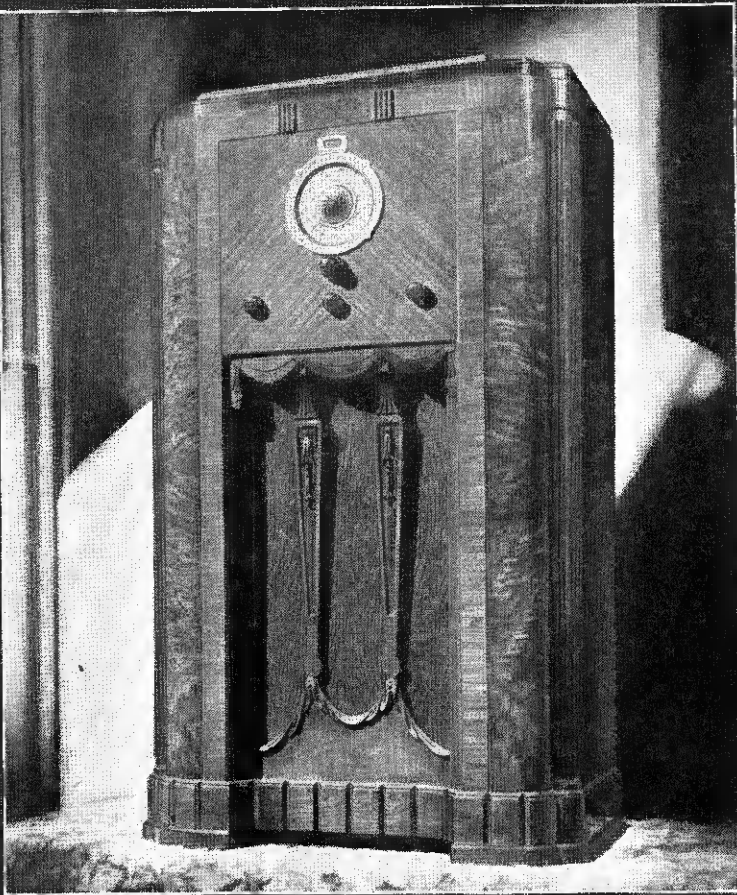
(Above) 6 tube Round-the-World receiver.



★  
(Below) 9-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.







9-tube *Ferrodyne* Round-the-World receiver with metal tubes. New Diffusalite Magic Dial. Automatic station register.



7-tube *Ferrodyne* Round-the-World receiver with all metal tubes. New Diffusalite Magic Dial.

**GENUINE STEWART-WARNER**  
*Craft-built* **CABINETS!**

• Your prospects will certainly "go for" these new sets. Not only do they have everything in "ear-appeal"—as a demonstration will quickly prove—but they have everything in "eye-appeal," too. They have been planned by some of the finest designers in the country. You will have to see them in *reality* in order to appreciate fully how much beauty, grace and distinction have been attained by the marvelous matching of woods and the tasteful color harmonies.

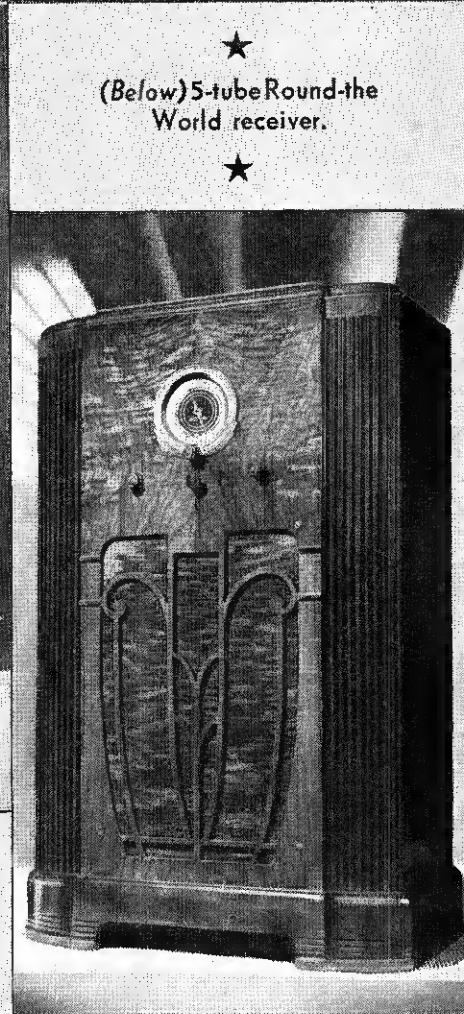
In addition, the beauty of these cabinets has been enhanced by the new, improved Diffusalite Magic Dial, whose soft, luminous rays cast a beautiful lighting over the multicolor wave bands.

**STEWART  
WARNER**

*Ferrodyne* **RADIO**



(Above) 7-tube *Ferrodyne* receiver with all metal tubes. New Diffusalite Magic Dial.



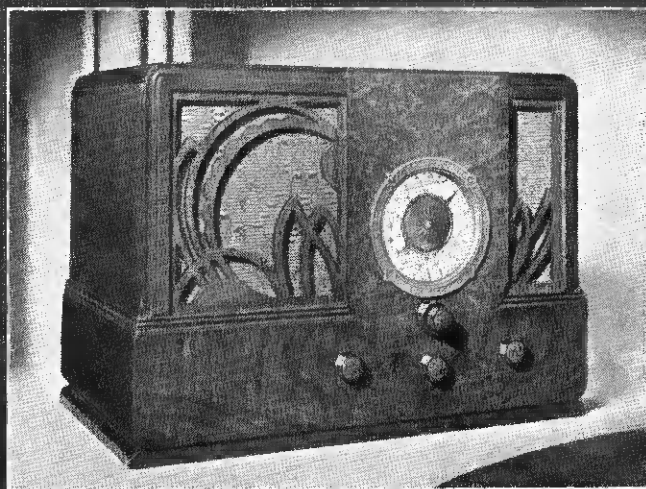
(Below) 5-tube Round-the-World receiver.



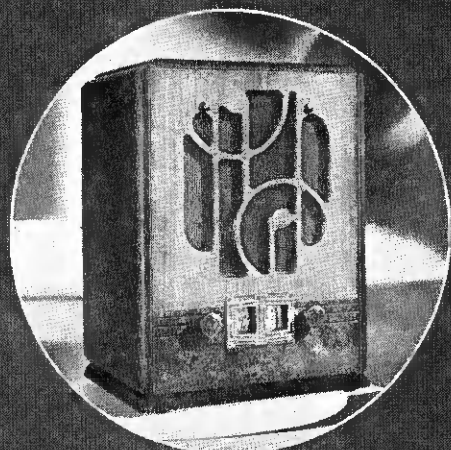




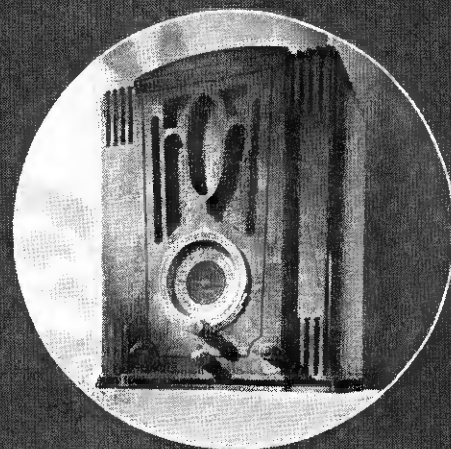
7-tube Ferrodyne receiver with all metal tubes. New Diffusalite Magic Dial.



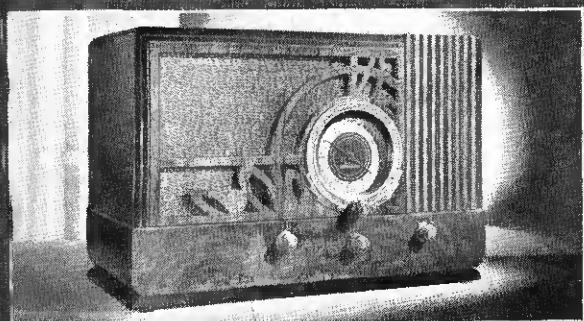
7-tube Ferrodyne receiver with all metal tubes. New Diffusalite Magic Dial.



5-tube table model.



5-tube Round-the-World receiver.



5-tube Round-the-World receiver.

*Board the Bandwagon  
that Plays the Music  
the Public Wants!*

THE Stewart-Warner line is backed by an intelligent, vigorous merchandising program that is geared to help you sell *more* sets at *more profit*. It's a sound plan, worked out by men who know sales promotion, men who know *your* problems and can help solve them. It includes powerful newspaper advertisements; a radio program of YOUR OWN, made to tie in your name with a cast of the biggest stars in radio entertainment; attractive mailing pieces, window and store displays—everything to get people into your store.

We believe you'll find this program one of the most interesting you've ever heard. There's no obligation if you'll let us tell you about it. Write, wire or phone today.

STEWART-WARNER CORPORATION  
1853 Diversey Parkway, Chicago, Illinois

**STEWART  
WARNER**  
*Ferrodyne* **RADIO**

# En Route

with RVS

July was windup month for what has developed into an epidemic of jobber-manufacturer conventions and dealer "showings." A close schedule of two-night stands—New York to Atlantic City to Chicago—with just enough time on alternate Tuesdays to get the old sheet out.

*A tribute to General Electric Company for making immediately available this new metal tube to the tube and set companies. As I get it GE didn't have to be so generous. After all inventors have some rights. So an orchid to the big fellow.*

The big retail outlets, whose ads dominate the metropolitan areas, demand their special concessions—and are getting them. After all, why not? What would you do if you were a manufacturer?

*The Federal Trade Commission doesn't like "Allwave" as advertising terminology. Granted "All" does cover quite a lot of ground. So RMA members have elected to tell the story a little more specifically—by type of band service rendered, i.e. "gets police, amateur, foreign," etc.*

Radio has passed its hectic period of pioneering innovations (metal tube excepted). Exciting but oh, those morning after headaches! We've now passed on, like the auto business, to the saner, "season-to-season" stage.

"Armored" tubes, being single function, call for more tubes per set. Costs more but also will sound like more.

*"Arvin (Noblitt-Sparks Industries) enters the home set field! More companies entering than leaving these days. For which we publishers thank the powers that be.*

Lawrence Lucker's record business (Minneapolis) jumped 71 per cent this past season over

last. Find me a dealer or jobber who has made any effort to promote record sales and I'll show you a volume increase report from the same source.

### Program Dope.

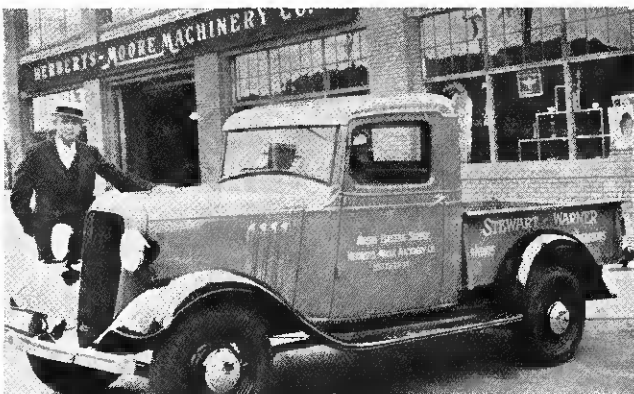
And for those dealers who use programs to sell sets: "The March of Time," than which there is no whicker in its own field, marches back on the air five times a week on the Columbia Chain—and there may be another program with the same idea on NBC.

*The Mutual Broadcasting System promises programs originating in Canada from now on. The first of the series was the broadcasting of the famous Dionne quins birthday party. This is just the beginning.*

Was asked by sponsor for my frank criticism of Phillips Lord's (Chevrolet) latest air line innovation . . . "G Men." Gee men, I thought it was pretty swell. D'cha hear it. On Saturday nights at 9, EST-NBC-WEAF.

Interest in the popular songs of yesteryear grows; but the amateurs still hold the spot. Hear these gong dodgers are going to put on a "professional" night.

## A Tower of Stewart Warner Strength

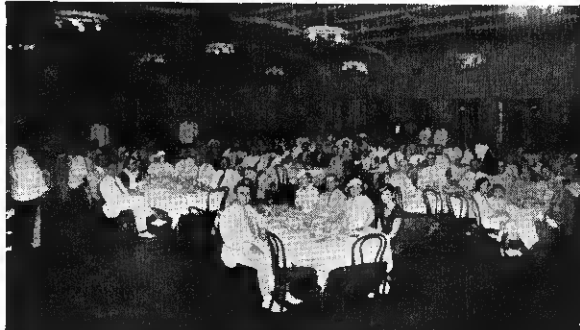


And is he proud of his nice new speed wagon. Meet Charles E. Moore, president of the Moore Electric Supply Co., San Francisco. He lent vim to the recent Stewart Warner convention at Chicago

# GENERAL ELECTRIC

## RADIO "GOES OVER"

### IN THE DALLAS MARKET



**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

- |                     |         |                          |
|---------------------|---------|--------------------------|
| <b>Headquarters</b> | . . . . | <b>Dallas, Tex.</b>      |
| <b>Branches</b>     | . . . . | <b>Abilene, Tex.</b>     |
| "                   | . . . . | <b>Amarillo, Tex.</b>    |
| "                   | . . . . | <b>Houston, Tex.</b>     |
| "                   | . . . . | <b>New Orleans, La.</b>  |
| "                   | . . . . | <b>San Antonio, Tex.</b> |
| "                   | . . . . | <b>Shreveport, La.</b>   |
| "                   | . . . . | <b>Fort Worth, Tex.</b>  |

Says H. R. Worthington, District Manager:—

- "Here's what a few dealers told us:  
"A wonderful line; well presented."  
A Furniture Man
- "Finest showing I have ever witnessed. Glad that G-E is now really in the radio business."  
A Radio Dealer
- "A well designed line, complete in eye appeal, and favorably priced."  
A Hardware Dealer
- "The greatest showing I have ever attended."  
Electrical Specialty Dealer
- "Give us that complete line—we will sell 1000 units for you before 1936."  
A Department Store



**RADIO NEWS MEANS RADIO SALES**

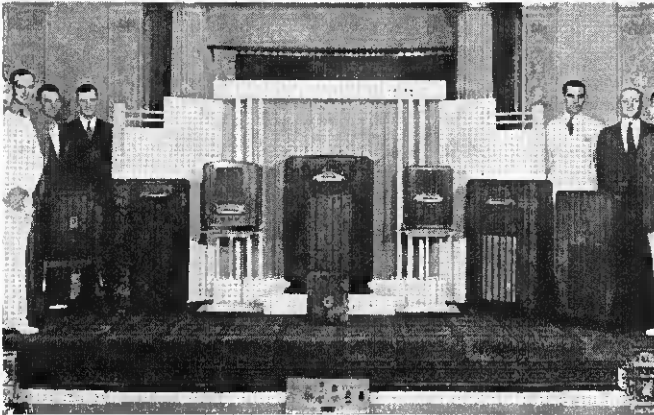
# GENERAL ELECTRIC

## RADIO

**IS NEWS . . . . . EVERYWHERE**

**GENERAL  ELECTRIC  
RADIO  
"GOES OVER"**

**IN THE  
DETROIT  
MARKET**



**GENERAL ELECTRIC SUPPLY CORP.  
WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . Detroit, Mich.**  
**Branches . . . Grand Rapids, Mich.**  
" . . . Kalamazoo, Mich.  
" . . . Lansing, Mich.

*Says C. D. LaMee, District Manager:—*

"Without exception the comments heard at our eight dealer meetings were most favorable and enthusiastic. Substantial orders placed by dealers at these meetings are proof of their hearty acceptance and approval of our line and program. We pledge to our franchised dealers a type of service in keeping with a line they have called HOT."



**RADIO NEWS MEANS RADIO SALES  
GENERAL  ELECTRIC  
RADIO  
IS NEWS . . . . . EVERYWHERE**

*Our Readers Write*

— ABOUT —

- D** Misleading chain store price tags
- D** Consumer's lack of confidence in servicemen
- D** "Verboten" repairs on radio parts
- D** Concentration on one line

*Go After 'em*

EDITOR, RADIO RETAILING:

A chain store in my neighborhood has hit upon an ingenious method of appearing to cut price on a modern console without actually cutting it at all. The set, which I carry in stock, lists at \$49.50. So what does this doggone outfit do but slap it in the window with a price-card bearing a large \$59.50, cross out this price (people take it for granted as the list) and advertise it at \$49.50!

I'll fix their wagon. I've taken a photograph of their window and made up one of my own, in which is included the picture showing their display, the set in question from my own stock with a list price-card and the manufacturer's circular proving that the price never *was* \$59.50.

J. F. WILHELM,  
*New York.*

*We Agree*

McGraw-Hill Publishing Co.:

Both the radio and the lay press have been full of articles warning the public against the radio racketeer. In my estimation such articles do more harm than good.

Crooked tricks defeat themselves eventually and very few men who resort to stinging each customer once remain in business. On the other hand, the public is becoming so cagey because of these warnings that it is difficult for an honest man to make a living.

Instead of educating the public to nail everything to the floor before calling in a radio man, let's tell people how much a man must know in order to fix their sets, and how much it costs him to learn it.

K.G.M.

*They Mean Well*

RADIO RETAILING:

I often wonder if manufacturers think we servicemen don't know the difference between an antenna coil and an output transformer. I have before me data on a simple 7-tube broadcast superhet. It goes into great detail on how to adjust the trimmers on the condenser gang and then, in the very



next paragraph says: "Do not try to balance the intermediates as they are accurately balanced at the factory."

The i.f. coils, it seems, are "Verboten" to us poor, dumb repairmen!

Another case: We replace an auto-radio's fuse and immediately it blows again. Trouble is finally narrowed down to the vibrator but there, pasted neatly on the side of this part, is a sign reading: "Do not try to repair this vibrator."

Why not? I've repaired at least a hundred, to the complete satisfaction of my customers. And have saved them money and made some for myself in the process. Servicemen simply *have* to repair parts where they are repairable in order to keep bills down in these times. And good servicemen *can* repair many parts.

We're men, not mice!

CARL B. WILLIAMS,  
Phillipsburg, N. J.

\* \* \*

### Things Do Look Brighter

RAY V. SUTLIFFE, EDITOR:

You will be interested to know that because of improved crop and money conditions in this territory and also because old sets, particularly battery types, are being shown up by new models, we are planning on at least 35 per cent more business this fall than a year ago.

We are urging our dealers to concentrate on one line, promoting it year after year, and believe sincerely that they will benefit by the increased prestige.

LAWRENCE H. LUCKER (Jobber),  
Minneapolis.

\* \* \*

### Brickbat

EDITOR, RADIO RETAILING:

The opening editorial of your June issue urges radio servicemen to become salesmen.

You evidently share the opinion of many salesmen, sales managers, radio store owners and other dumb clucks that selling anything but service is the important thing.

I have just subscribed to *Radio Retailing*, but if this editorial is a sample of what is in store for me, I'm beginning to doubt the wisdom of the move.

L. THORNTON,  
East Smethport, Pa.

\* \* \*

### Bouquet

RADIO RETAILING:

I have been a subscriber to your magazine for about ten years and I want to state that I have found it to be the most interesting and progressive of any trade magazine I have come across.

I would not like to be without the publication. It tells me, at a glance, all I want to know about new radio merchandise and merchandising and gives me as well a considerable amount of practical help through the Service Section.

M. LEHMAN,  
New York City.

\* \* \*

### Sorry, They're Out of Print

SERVICE EDITOR:

Is there any way we can get copies of all the Service Sections which have been published in *Radio Retailing*? If there is, please tell us how.

PAUL W. BEEDLE,  
Villa Park, Ill.

# GENERAL ELECTRIC

## RADIO

### "GOES OVER"

## IN THE

# HARTFORD

## MARKET



**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . Hartford, Conn.**  
**Branches . . . New Haven, Conn.**  
" . . . **Waterbury, Conn.**  
" . . . **Bridgeport, Conn.**

Says R. L. Hanks, Manager, Appliance Sales:—

"Our enthusiasm over the new General Electric Radio has been fully justified with the unanimous acceptance of our dealers throughout Connecticut.

"Cabinet styling, sliding-rule tuning, sentry box, permaliner and metal tubes were the features responsible for a landslide of initial orders. Our new policy of franchising has met with universal approval. Our dealers recognize it as the basis of sound merchandising.

"The G-E Bandwagon, loaded with dealer profits, is rolling on its way."



**RADIO NEWS MEANS RADIO SALES**

# GENERAL ELECTRIC

## RADIO

**IS NEWS . . . . . EVERYWHERE**

**GENERAL  ELECTRIC  
RADIO  
"GOES OVER"**

**IN THE  
KANSAS CITY  
MARKET**

**GENERAL ELECTRIC SUPPLY CORP.  
WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . Kansas City, Mo.**  
**Branches . . . . . Joplin, Mo.**  
" . . . . . Oklahoma City, Okla.  
" . . . . . Tulsa, Okla.



*Says M. J. Huie, Manager, Appliance Sales:—*

"General Electric Radio has surpassed dealer expectations as evidenced at our dealer meeting held recently in this territory. If you do not have a General Electric Radio franchise, write us now for full particulars. The magnitude of the profit possibilities of the G-E Radio Bandwagon is beyond conception."

**RADIO NEWS MEANS RADIO SALES  
GENERAL  ELECTRIC  
RADIO  
IS NEWS . . . . . EVERYWHERE**

# TELE

*In England, Germany,*

"U. S. Leading in World Race to Television"; "Early Success Predicted"; "Now On Verge of Reality." These, and similar glaring headlines, continue to appear with disturbing regularity in the columns of the daily press. Because of their retarding influence on set sales, dealers should once more become familiar with the truth regarding the actual date of the introduction of *practical, commercial* television for public purchase and use.

Television positively will not be available to Mr. and Mrs. John Q. Consumer during the coming radio season. It is extremely doubtful if television receivers will be a factor at any time during 1936.

Because of the many rumors that this art has reached a state of practical perfection abroad, let us first consider this angle.

In June, Andrew W. Cruse, chief of the United States Department of Commerce, Electrical Equipment Division, sailed for Europe to investigate the status of the visual transmission in England, France and Germany. The day he sailed Mr. Cruse called at the editorial offices of *Radio Retailing* and promised the writer a report of his findings. Mr. Cruse has returned. Here are his summations:

*England*

The British Broadcasting Corporation is offering low definition programs of short duration twice weekly, transmitted on 261 meters with accompanying sound on 398 meters, using separate transmitters for each. For television the Baird system is used employing mechanical scanning giving a 30-line picture, 12 frames per second. These programs, states Mr. Cruse, have an objectionable flicker. The British Postal authorities estimate less than a hundred receivers in use.

High definition television also is being transmitted, but on a purely experimental basis, with no receivers in public service. Television in England is on a strictly experimental basis, with no prospect of public use for another 18 months.

*Germany*

The Ministry of Propaganda now provides a two-hour program three nights a week and the Post Office supplies programs in mornings and afternoons as well as alternate evenings. These programs are 180-line, 25 frame, sequentially-scanned transmissions from a 7-meter transmitter in Berlin and are viewed by the public at several places in Berlin. They are proving popular, although nearly all of the program is provided by films. The quality is excellent, says Mr. Cruse.

About 25 ultra-shortwave transmitters with 20-kw. power will be required to cover main population centers, it is estimated, and a survey of locations has been started

# VISION

## France and America

with a portable 20-kw. transmitter for both sound and television.

No high definition television receivers are being sold, but all principal manufacturers plan to show models at the August radio show, when they will be available for sale.

"Television is moving ahead in Germany on what certainly appears to be a most thorough basis," says Mr. Cruse, "and the cost is being carried by the license fees plus an additional government appropriation."

### France

France is behind England and Germany in television development. The French Ministry of Telegraphs is planning 180-line transmission in the near future.

"But it is in the other two countries where we may expect some really significant and practical television results within the next two years," concluded Mr. Cruse.

### And in the United States

Plans for the development of television in the United States have recently been covered in *Radio Retailing*. The most outstanding statement being that of David Sarnoff, president of the Radio Corporation, contained in a recent report to the directors of that company.

RCA has allotted \$1,000,000 for the erection of a television station and the manufacture of receiving equipment for trial reception tests.

In a recent article under the title, "Radio Opens Its Eyes," which appeared in the magazine *This Week* under date of July 7, Mr. Sarnoff quite frankly dwelt upon the many difficulties which yet must be overcome before television will be ready for dealer-merchandising and for home use.

Television has emerged from the laboratory and has now entered the field of experimental stage. This does not mean, however, that the commercial stage is "just around the corner." The following statements by Mr. Sarnoff accurately portray the present status of television in the United States:

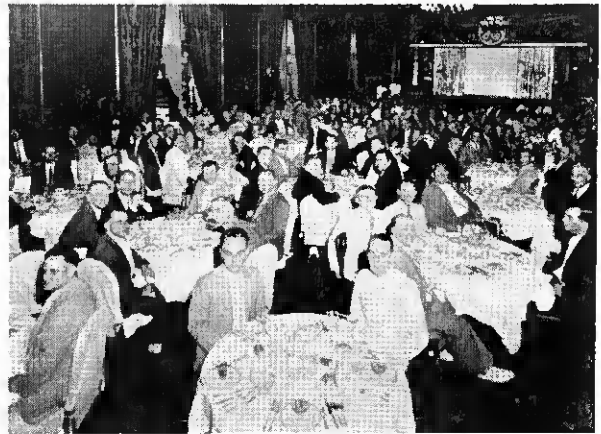
"We are at a spot in television right now when ill-considered haste might mean the very opposite of speed. Television bears no relation to the present system of sound broadcasting. Television promises to supplement the present broadcasting service by adding sight to sound. It will not supplant or diminish the importance of broadcasting by sound. There is no longer any question about the clarity and sharpness of transmitted images. [Referring to laboratory transmission and reception.]

"However, the mere fact that clear and pleasing pictures can be transmitted between two groups of engineers working under the most careful scientific control is far

(Please turn to page 44)

**GENERAL  ELECTRIC  
RADIO  
"GOES OVER"**

**IN THE  
LANCASTER  
MARKET**



**RAUB SUPPLY CO.  
WHOLESALE DISTRIBUTORS**

**Headquarters . . . Lancaster, Pa.  
Branches . . . Harrisburg, Pa.  
" . . . Wilkes-Barre, Pa.**

Says G. H. Hartman, Sales Manager:—

"Undoubtedly the most successful radio dealer meeting ever held in Harrisburg. Over 300 dealers expressed their acceptance of the new revolutionary line of G-E Radios with a spirit of enthusiasm by placing immediate orders. All predicted that G-E Radio will make radio history this year."

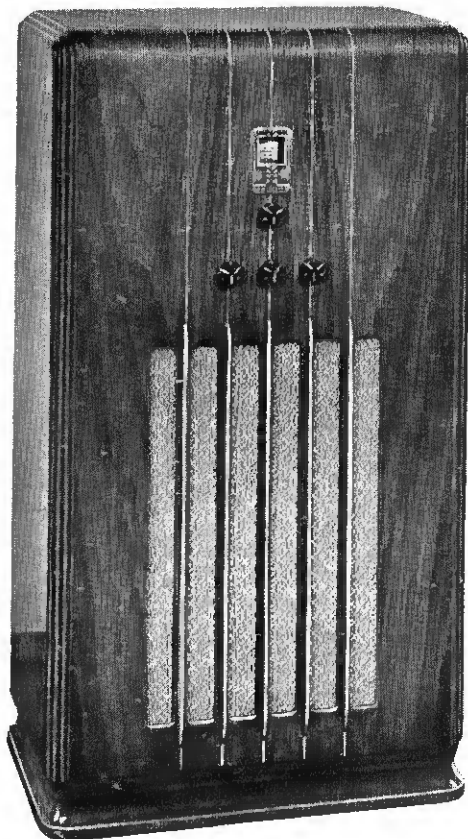


**RADIO NEWS MEANS RADIO SALES  
GENERAL  ELECTRIC  
RADIO  
IS NEWS . . . . . EVERYWHERE**



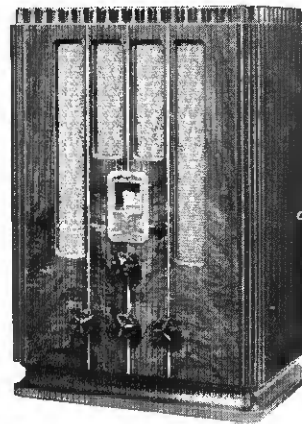
# NEW FEATURES

# NEW PERFORMANCE

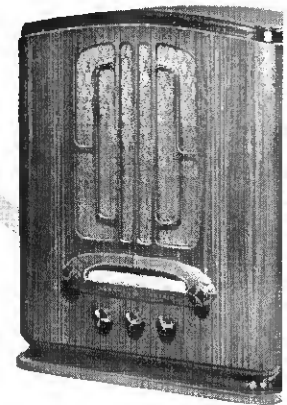
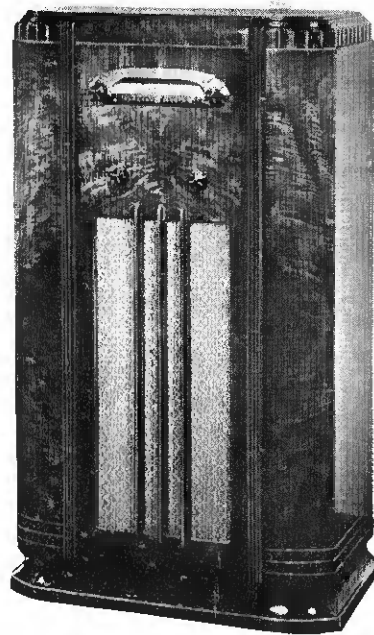


**MODEL A-65 . . .** An inexpensive two-band console that receives all standard broadcasts as well as short-wave, clearly and with excellent tone. New metal tubes. Its apartment-size walnut-veneer cabinet is dignified and simple, and represents the finest of modern design.

**MODEL A-75 . . .** A three-band console that you will be proud to own. The entire broadcasting and short-wave bands, as well as police calls and amateur signals are within its receiving range. New metal tubes. Brilliant performance. The beautifully modern walnut-veneer cabinet possesses a full measure of eye-value.



**MODEL A-63 . . .** A low-priced table model receiver which covers the entire standard broadcast band and also short-wave stations. New metal tubes. Clear reception. Excellent tone. The walnut-veneer cabinet is quietly but beautifully designed.



**MODEL A-82 . . .** A four-band table model of rare cabinet beauty and superior performance. The tuning range of this receiver embraces standard broadcast frequencies as well as foreign short-wave, police and amateur signals. In addition there is an extra long wave-band on which weather and aircraft signals are heard. New metal tubes. It is housed in a walnut-veneer cabinet that adds immeasurably to the charm of any room.



# STABILIZ

"with the tube f

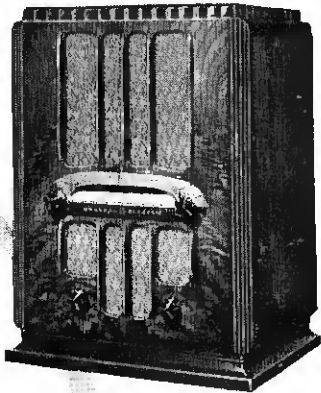
**NEW  
VALUE**

**NEW  
SALES PEAKS**

**W!**



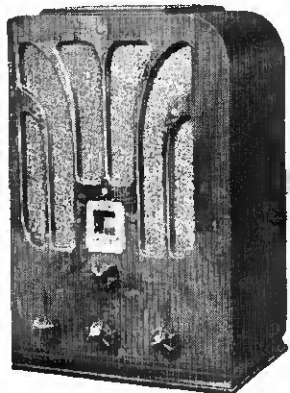
veloped by General  
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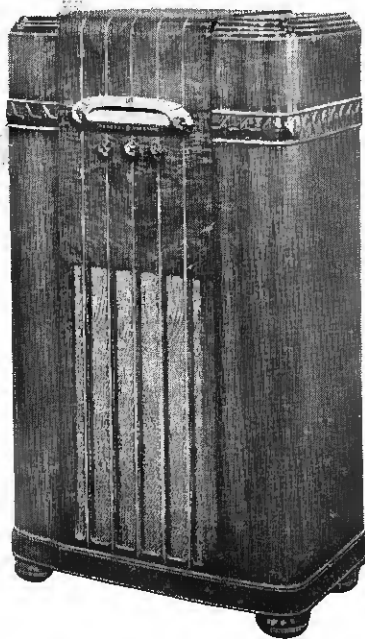
**MODEL A-70 . . .** A three-band table model covering the entire standard broadcast band and also the foreign short-wave frequencies. New metal tubes. Its walnut-veneer cabinet has a rich and colorful design that lends a tone of conservative modernism to any home interior.



**MODEL A-125 . . .** A supreme instrument. Its five bands bring in practically everything that's on the air more clearly, more beautifully than any radio set heretofore developed. It is a receiver covering all standard broadcasts, foreign short-wave frequencies, amateurs, police, weather and aircraft PLUS an ultra-short-wave band on which 2-way police conversations may be heard. New metal tubes. The modern console cabinet possesses a dignified simplicity that will harmonize with any style of interior decoration.



**MODEL A-53 . . .** A table model that provides excellent reception of standard, police and short-wave transmissions at an unusually low cost. New metal tubes. Its walnut-finish cabinet possesses a distinctive charm that has met with widespread approval.



**MODEL A-87 . . .** A four-band console for those who demand above-the-average radio reception and distinctive lines. The frequencies covered by the receiver are similar to those covered by Model A-82. New metal tubes. Unusual cabinet beauty makes this set a highly desirable addition to the furnishings of any home.



**D RADIO**  
sealed in steel"

**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**LOS ANGELES**  
**MARKET**

**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
 of General Electric Appliances

- Headquarters** . **Los Angeles, Calif.**  
**Branches** . . . . **El Paso, Tex.**  
 " . . . . **Phoenix, Ariz.**  
 " . . . . **San Diego, Calif.**  
 " . . . . **Long Beach, Calif.**



Says F. C. Todt, District Manager:—

"Every one of the 850 dealers who attended the Los Angeles meeting acclaimed the 1936 G-E line of radio receivers with revolutionary metal tubes and other outstanding features. Those present expressed the conviction that the new G-E Radio program has established a new era in radio merchandising. Actual dealer orders received indicate the sincerity of their beliefs."

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

from positive evidence that a continuous stream of pictures may be broadcast over 3,000,000 square miles of territory to 130,000,000 people, even if all facilities for doing so were ready, which of course they are not.

"Great improvements unquestionably are ahead in this new art of the radio waves. The very rapidity of recent progress stands as warning that we are far from a reasonably stabilized development. It would be economic folly to set up a nationwide system at tremendous cost, only to find it hopelessly inadequate in a short time.

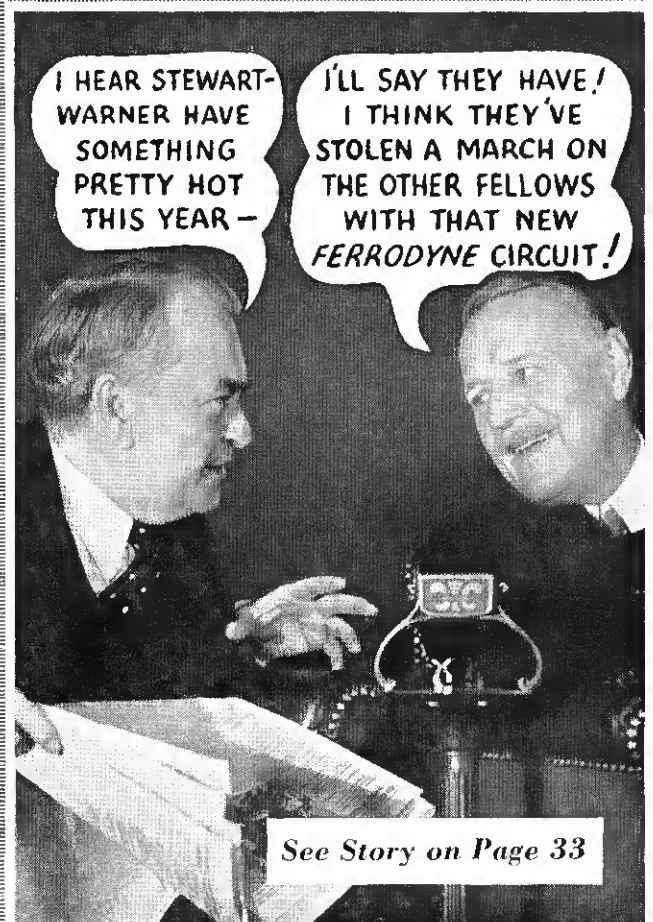
"Clearly the next stage of television is proper field demonstration by which the basis may be set for technical standards. A few years from now the story may be—we hope it will be—different."

MILWAUKEE, WIS.—General public use of television in the United States is five years away. This is the conclusion of Walter J. Damm, business manager of the *Milwaukee Journal*, manager of WTMJ and former president of the National Association of Broadcasters. Mr. Damm made this statement in an address before the Wisconsin Radio and Appliance Assoc. at the Hotel Knickerbocker, July 24. He has been a close student of both television and facsimile progress for many years.

Financing is one of the greatest problems now remaining, Mr. Damm explained. To obtain and transmit programs will be extremely expensive. There is no way at present to obtain financial returns through the sale of television time.

The second big obstacle is distance limitations—40 miles being the present practical radius.

The last obstacle is that of program material.



See Story on Page 33



A NEW PRODUCT



A NEW HOME



It is appropriate that TUNG-SOL'S newest product, the metal radio tube, should be the first manufactured in the new TUNG-SOL factory.

• World-wide acceptance of TUNG-SOL Radio Tubes combined with loyal and efficient cooperation by TUNG-SOL wholesalers and retailers have necessitated the present expansion. Another milestone in 32 years of steady progress.

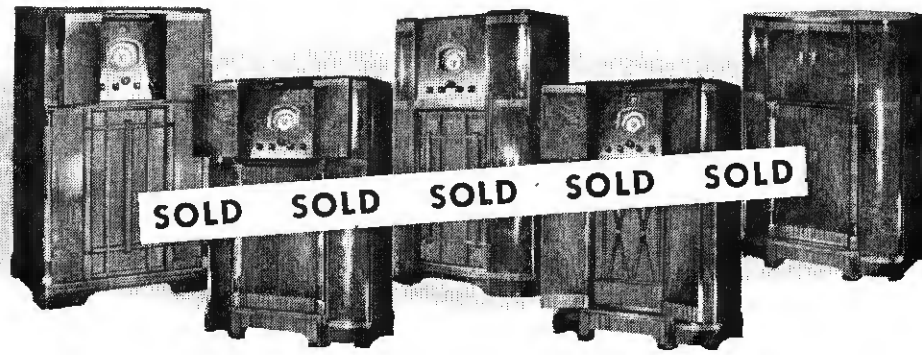


**TUNG-SOL**

*Tone-flow radio Tubes*

TUNG-SOL RADIO TUBES, INC.

SALES OFFICES • Atlanta • Boston • Charlotte • Cleveland • Chicago • Dallas • Detroit • Kansas City • Los Angeles • New York  
GENERAL OFFICE: NEWARK, N. J.

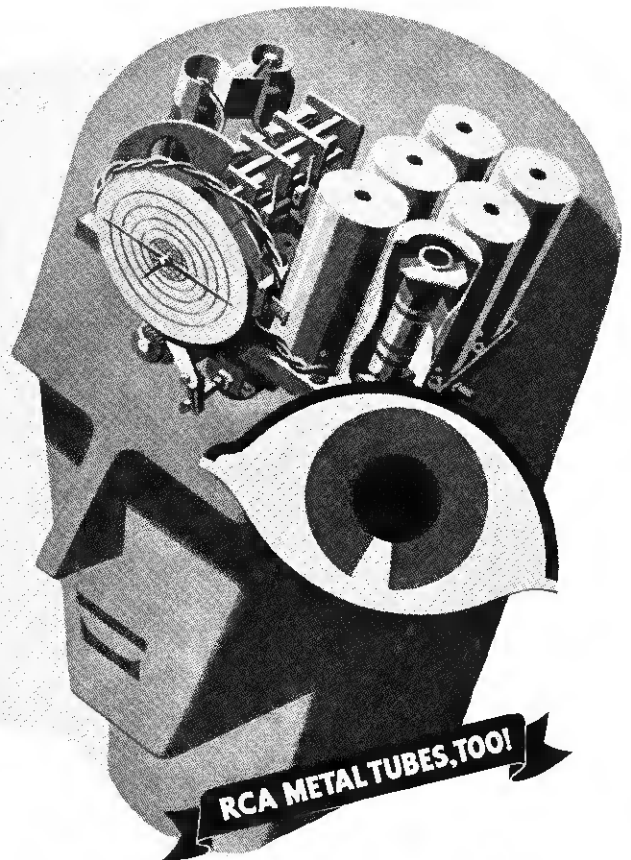


# One Look...

*and the "Magic Eye" works its miracle on prospects!*

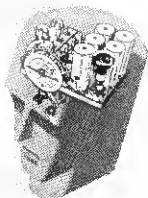
Just a glance, and the customer is sold! That's the sales magic of the "Magic Eye," the most sensational feature ever built in a radio set! All RCA Victor 1936 "Magic Brain" console radios having 9 tubes or more give you this amazing selling aid, a special cathode ray tube, developed to aid reception and not only doing that, but actually compelling sales! As a great added value, RCA METAL TUBES! Here is a line that is full of tremendous sure-fire sales appeal, creating universal public excitement, offering thousands of effective promotional possibilities, pulling people into your store as no radio line ever did before, giving you more sales and bigger profits... The 1936 RCA Victor line is absolutely complete, containing home, farm and automobile radios and combinations, at prices from \$19.95 to \$550, sounding every note in the scale of profitable selling!...SELL WITH RCA VICTOR!

(F.o.b. Camden, N. J. All prices subject to change without notice.)



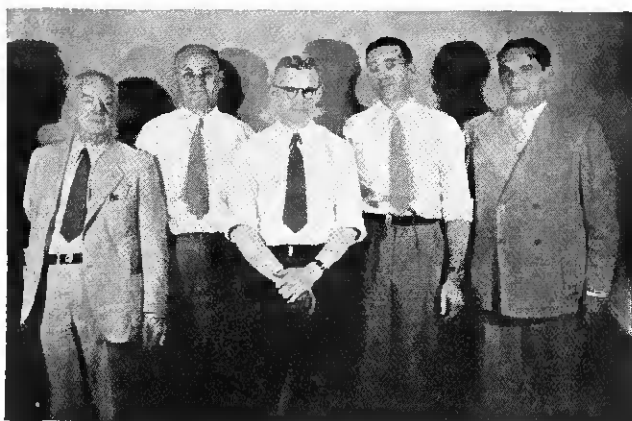
# RCA VICTOR

RCA MANUFACTURING CO., INC., CAMDEN, NEW JERSEY



**THE FINEST  
THERE IS  
IN RADIO**

# JULY . . . A Month of Conventions



**Snapped in Studio A, Crosley Plant**

These five aces, dangerous in any man's game, are—left to right: C. B. Sampson, Sampson Wholesale Co., Boise; M. H. Wallace, president, Valley Elec. Co., Phoenix; Roy Hallabaugh, manager, Appliance Division, Marshall Wells Co., Portland; manager of the Spokane branch, Marshall Wells Co., and Dorman Israel, Crosley engineer.

## CROSLEY SETS MAY BE HAD WITH EITHER TYPE OF TUBE

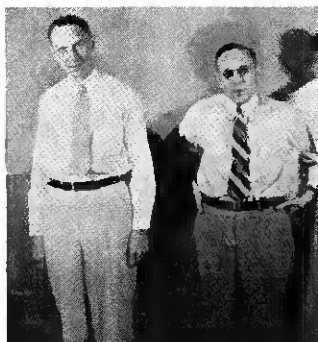
**New Sets, Viewed by Distributors at Cincinnati, July 12, Have Many New Features**

CINCINNATI — The new line of Crosley radios was exhibited before a complete assemblage of Crosley jobbers at the factory, July 12. Of greatest news value is the fact that these receivers may be had, for the present at least, equipped with either metal or glass tubes. Another interesting feature was the introduction of a new type of antenna which, in connection with Crosley sets, permits greater signal strength as well as a reduction of extraneous noises.

Powel Crosley, Jr., as is his custom, personally introduced each new model as it was brought into view.

Distributors were highly optimistic as regards the immediate future outlook for business and reported also an excellent business in Crosley refrigerators during the past sixty days. This was substantiated by a statement by President Crosley who said that "Shelvador" shipments up to June 1 were 52% greater than for the same period of 1934.

Howard Richardson, assistant in charge of sales, and Glenn Corbett, advertising manager, did their customary good job in reviewing the merchandising and advertising plans for this corporation.



**From Louisville, Ky.**

Jim Johnson (left), president, Cooper Louisville Co., and his henchman, S. J. Rapier, didn't mind the heat a bit—at Crosley's convention.

## EMERSON SETS DISPLAYED AT WALDORF-ASTORIA, JULY 23-25

NEW YORK—The popular Perroquet Suite at the Waldorf-Astoria was the scene of another successful showing of the very latest in radio receivers July 24 to 26. The Emerson Radio and Phonograph Corporation, New York, staged a presentation that brought in the

## RCA-VICTOR NOW ADDS MAGIC EYE TO 'MAGIC BRAIN'

**Jobbers at Atlantic City Acclaim Innovational Line of Set — Cunningham and Joyce Announce Aggressive Policies**

ATLANTIC CITY—They voted it the most satisfactory Radio Corp. convention ever held, those 56 RCA-Victor distributors and their henchmen who journeyed to Atlantic City By-the-Sea the middle of last month.

Elmer Cunningham opened the first session, July 18 at the Ambassador Hotel, and took a very personal part in every deliberation that followed during two active days. But president Cunningham's interest in making RCA's first "free lance" party the start of a march to first place in industry sales was equalled by that of David Sarnoff—who attended every session and delivered the closing address at the banquet, Friday evening. By "free lance" we refer to the fact that, this year, RCA and GE are legally divorced—no duplication of jobber territory and models. It's a free-for-all.

### "E.T." on Replacement Selling

Mr. Cunningham in his opening talk—a model of clear understanding of Radio's practical problems—pointed to the importance of our replacement market, to the manufacturers' job of creating, through improved design, this obsolescence and then for the dealer to promote this type of selling. "We are engaged in a business which must exist on this factor of obsolescence."

He then called attention to the changing trend in retail outlets "toward the larger stores in cities." These establishments through their powerful publicity facilities popularize a line throughout the Metropolitan areas and are responsible for a large percentage of the sets sold in their territory. This trend cannot be ignored. These outlets such as department stores, furniture stores and radio chains demand special discounts and other considerations and, based

(Please turn to page 58)



**Elmer's in the (RCA) Army Now**

You Pittsburgers guessed it. Elmer Hamburg, in the flesh, with bodyguard Harold Kaye. The latter (right) is sales manager for Hamburg Bros.

tion of both glass and metal tube arrangements, thus securing the maximum of efficiency with a minimum of cost.

Two table models—the new "Duo-Vox" drew the crowds. As the name implies "Duo Vox" is a two speaker outlet job, the second opening being on the finished rear of the set. For further details see July "New Merch" section.

And in Chicago, Emerson utilized the annual convention of the National Association of Music Merchants to display, at the Stevens Hotel, its full line of 19 models.

Interest, as in New York, centered around the "Duo Vox" table type, double grill, receiver.



# STEWART-WARNER SCORES WITH "FERRODYNE" CHASSIS

Will Push Superior Features of Metal Tubes—  
Record Breaking Attendance at Convention, July 29-30

With a wave of his hand 16 brand new Stewart-Warner radio sets popped up from the stage floor. Thus did general sales manager John F. Ditzell symbolize the modern approach with which his company enters the 1936 market.

The occasion was Stewart-Warner's jobber convention—and the place and time, Chicago, the Drake Hotel, July 29-30.

The metal tube is in a quality performance class by itself; not interchangeable or to be compared with its glass predecessor, he declared. "That's why we're using it in all our better models," he told his audience of 140 distributors and their men.

But the big news was the new "Ferrodyne" chassis, an engineering development whose claimed advantages are too numerous to be here described. Suffice it that it was a hit number; the foundation on which S-W's strong bid for business will be based.

Other members of the organization who did their big bit toward making this affair the remarkably successful convention that it was were: vice-president Frank A. Hiter

and advertising manager Fred Cross. C. C. DeWees, new sales promotion manager, formerly with Majestic, won his spurs in an able presentation of his very important subject.

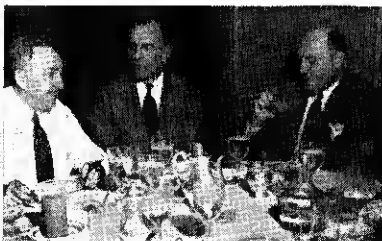
The line starts at \$24 and end with a "has everything" receiver at \$275.

Prizes were given to distributor salesmen whose dealers or retail salesmen held winning hands in the national poker game contest. Fred S. Deardorff, C. A. Roesch & Company, Los Angeles; Billy Hines, Automobile Sales Company, Memphis, and J. T. Lindsay of the Star Electric & Engineering Company, Houston, Tex., tied.

Winners in the other activities were Harry Lee, Morley Bros., Detroit; Joseph Drucker, Wholesale Radio Equipment Company, New York; J. H. Dyer, Capital Electric Company, Atlanta; Don Freeman, Philadelphia Distributors, Inc., and Harry Salzman, Wholesale Radio Equipment Company, New York.

J. H. Dyer, Capital Electric Company, Atlanta, led the list of grand prize winners with 7,500 credits.

## Let Us Join the Stewart-Warner Banqueteers

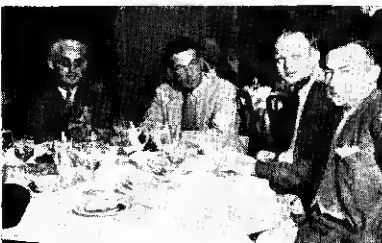


Chicago wasn't hot to jobber John McGregor, of Memphis, Tenn. He's talking to v. p. Hiter and s. m. Ditzell, Stewart-Warner's top men

(L to R) Bart Dawes, Harry Rubloff, Harry Schallman, Louis Shore and W. S. Aiken—all with Domestic Utilities Corp.



From the East: Sid Rogovin, Furman Ferguson, Shaw Co., Charlotte, N. C.; Oliver Shaw, and G. R. Wood, Hartford, Conn., jobber



Director of Advertising, Hays MacFarland, talking with W. C. Grunow and E. S. Brinsley, the latter with C. I. T. Turn around Bill and take a bow



"All right, boys, I will. How do you like my profile?"

## GRUNOW JOBBERS ACCLAIM NEW LINE AND POLICIES

Gathering, 150 Strong, at Chicago They Receive Many Evidences of Company's Aggressive Plans and Strength

CHICAGO—The sixth semi-annual convention of Grunow distributors, their salesmen and service men was held July 26-27 at the Edgewater Beach Hotel, Chicago. It was the largest and best attended convention in the history of General Household Utilities Company. A strong spirit of optimism prevailed among the 75 wholesale firms, which was backed up with orders for more Grunow radio sets than were ever taken at a convention, based on the production schedule which the company intends to follow.

While the convention primarily featured the introduction of the new line of Grunow receivers, refrigeration was not overlooked.

The meeting opened with a review of the past performance of the company and its distributors by H. C. Bonfig, vice-president in charge of sales. Mr. Bonfig called attention to the fact that last season Grunow radios were up among the four leading brands, despite their being comparatively new on the market. He stated that with this season's improvements and sensational values they should attain even greater heights this year.

William C. Grunow, president, then introduced the new line of sets. He stressed the fact that the line this season will be an outstanding value for both the dealer and the public.

### It's Tone Tested

Sales manager Bonfig then described the new "tone-tested resonator," which "is something the public can see, touch and understand." The resonator combined with the super hi-fidelity speaker doub-

les the number of tone frequencies otherwise reproduced. "No longer is the speaker simply mounted on a baffle board that adds its own tone to every sound. Instead a skillfully graduated tier of resonance rings made of carefully selected wood replaces the old mounting board—ends baffle board distortion—enables radio to give absolutely pure, uniform reenactment of the entire range of musical sound."

With the slogan "The Last Word in Modern Radio," Grunow this season features six principal improvements.

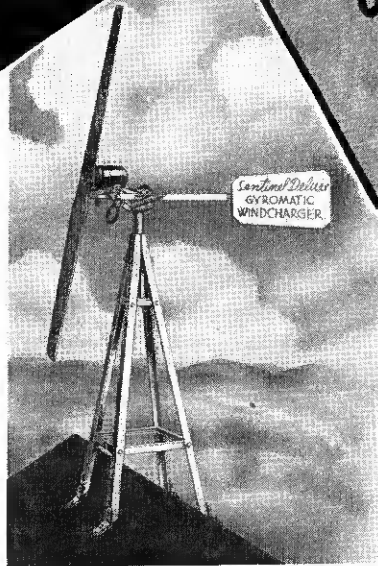
Other executives did their part in making the meeting a success. Duane Wanamaker, advertising director, explained at length the advertising policy for the coming radio season which fundamentally will consist of powerful, hard-hitting, highly localized newspaper advertising. In addition there will be electrical transcription advertising for radio stations throughout the country, and "the most elaborate and carefully thought out series of dealer helps yet used."

One thing that is featured in this connection is the large kit complete with all advertising material, even mats and folders, which will put Grunow dealers in business, advertisingly speaking, the minute an order for merchandise is placed.

J. J. Davin, sales promotion manager, talked about franchising and pointed out the necessity for wider distribution in smaller cities. This year's Grunow will be much more widely sold through increasing the distribution in smaller towns where good potentialities have too often been neglected, he stated.

That evening a grand time

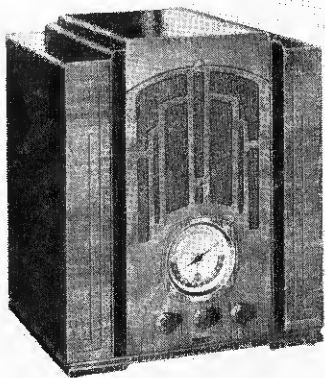
★ Here is  
**The MOST COMPLETE LINE**  
 of **FARM RADIO**



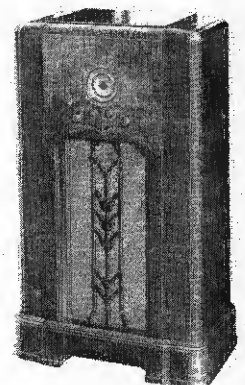
Offering you the greatest opportunity for volume sales and profits!

- ★ 2-Volt
- ★ 6-Volt
- ★ 32-Volt
- ★ Air-Cell  
and
- ★ Windcharger Models

**C**APITALIZE on the ever increasing demand for farm radio by offering the Sentinel line, which includes a model for every type of operation, each priced within the farmer's means.



**\$ 29<sup>95</sup> to \$ 79<sup>95</sup>**  
*Complete with Batteries*



Write Immediately for Unusual Sales Plan on  
**SENTINEL DELUXE GYROMATIC WINDCHARGER**

**Sentinel RADIO CORPORATION**  
 2222 DIVERSEY PARKWAY CHICAGO, ILLINOIS

**SPECIALISTS IN FARM RADIO**

**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**NEW YORK**  
**MARKET**

**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . New York, N. Y.**  
**Branches . . . Newark, N. J.**  
**" . . . Bronx, N. Y.**  
**" . . . Brooklyn, N. Y.**  
**" . . . Jersey City, N. J.**  
**" . . . Paterson, N. J.**



*Says H. C. Calahan, District Manager:—*

"Nothing that we have ever presented as G-E Distributors has been so enthusiastically received as the new G-E Radio program. A large number of dealers who had never handled any G-E products before have recognized the news value and profit opportunity of this new program and are now enthusiastic G-E Radio dealers — well on the road to a successful season."

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

was had in the Edgewater Beach banquet hall, during which an excellent floor show was put on by Mel Richmond Productions of Chicago.

**"In Strong Financial Shape," Woolams**

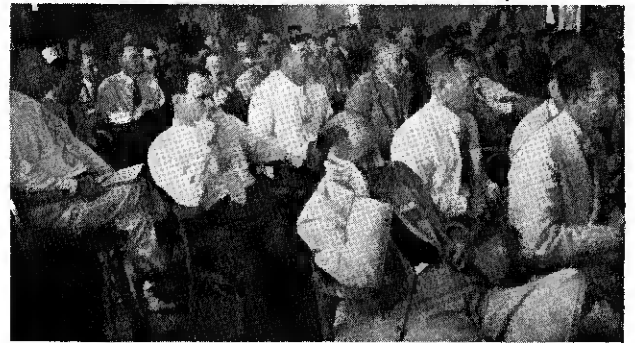
Leonard E. Woolams, chairman of the executive and finance committee, stated the next day that the company was in excellent shape financially and that there were many plans on foot to strengthen its status as a real power in the specialty business. Mr. Woolams assured the distributors that they could look forward to a stable organization and a successful experience with General Household.

**GE Spends Million On Co-Op Ads**

BRIDGEPORT—The General Electric Company, this city, has appropriated one million dollars to pay for one half of what is claimed to be the most extensive cooperative advertising campaign ever staged in the radio field. GE dealers and jobbers are to match the appropriation with another million, throwing two million dollars into the pot for local publicity.

The money is to be spent on cooperative advertising within the next five months, constitutes an intensive and aggressive campaign to make fall and winter business good.

**At the Rally of the Grunow Clan**



Listening hard (left to right) in this picture are Fred Wiebe, Brown Supply Co., St. Louis; "Cap" Brown and Jim Summer, with same outfit. Otto Bowman, North Central Division sales manager (he with head on hand) has heard it all before. Then there's George Schumacher, Peaslee-Gaulbert Co., of Louisville, Ky. and Jack Dalton (Curses!) Larchmont, N. Y.



Far from home is Bruce McGee (left) of the Salt Lake City Hardware Co. Our other victim looks lonely too



The Dorothy Dix of General Household is Charley Cappels, service manager.

**Louis Silver Now Sales Manager for Garod**

Louis Silver joins the Garod Radio Corporation, City, with the title of vice-president and sales manager. He formerly was manager of Paul Helfer, Inc., a well-known "uptown" radio establishment.

Backed by an extensive retail experience, Mr. Silver

brings to this well-known name a viewpoint which should be of great help in putting over Garod's plans for a wider distribution of its new line. A few choice territories are still available for the right kind of jobber.

The new line of 20 models announced this month will feature high fidelity, metal tubes and a phonograph combination instrument.



# "CENTR-O-MATIC" ASSEMBLY DISTINGUISHES AM. BOSCH LINE

Jobbers Also Pleased with Competitive Prices, Quality and Advertising Policies

NEW YORK—Heralded in advance "teaser" copy as a radio development even more revolutionary than the metal tube, "Centr-O-Matic" assembly was unveiled before a large gathering of United American Bosch jobbers at the Waldorf-Astoria, July 29. That this claim was fully justified was the sense of the convention, judging by the round of applause with which "Centr-O-Matic" was received.

This advance in set engineering provides, through compact, wireless assembly, for a radio unit which cannot get off its original calibration. All coils are locked directly to their terminal posts. Many other features are a part of

this key unit, which includes the tuning condensers and a most unique dial.

This was but one feature of the new line of American Bosch sets, introduced by president Arthur T. Murray. "Line of light" tuning (no pointer) was another innovation. The distinctive Bosch aerial, a third. Among the other talking points was, of course, metal tubes in all sets using seven or more tubes.

It was predicted that dealers also will find, in the new exponential speaker and high-fidelity circuit, real sales features.

Feeling was unanimous that the line this year is priced competitive and is, at the

*(Please turn to page 52)*

## At the Folies Bergeres



Those dark shadows in the foreground are Bosch jobbers playing hookey from mommer

Frank Troiano takes his fun where he finds it — and his business from the Rochester, N. Y. area



Wives, blame it all on these bad men: (left to right) Al Lippmann, L. J. Toupenca and Dewey Pinsker. The first and last with the Howard agency, advertising — and nifty entertainment specialists

**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**NEW YORK**  
**MARKET**

**ROYAL EASTERN**  
**ELECTRICAL SUPPLY CO.**  
**WHOLESALE DISTRIBUTORS**

**Headquarters . . . New York, N. Y.**  
**Branches . . . . . Brooklyn, N. Y.**  
" . . . . . Long Island City, N. Y.  
" . . . . . New Rochelle, N. Y.



*Says S. D. Goodman, General Sales Manager:—*

**"THEY CAME**  
**THEY SAW**  
**. . . AND . . .**  
**THEY SIGNED"**

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**OMAHA**  
**MARKET**

**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . Omaha, Nebr.**  
**Branches . . . Des Moines, Ia.**  
. . . Sioux City, Ia.



Says G. W. Clark, District Manager:—

"When any manufacturer produces a line of receivers as outstanding as the new General Electric Radio receivers, and a merchandising plan as comprehensive and sound — that manufacturer is destined for leadership. The G-E Radio line for 1936 and the merchandising plans for it, incorporate every sound and profit making feature that could be asked for. The new G-E Radio line 'goes over' in this territory."

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

same time, absolutely top quality.

Roy Davey, sales manager for this active Springfield, Mass., organization, made a hit with his attention-arresting display pieces and large "action" cutouts. The jobbers like, also, his plan for allotting the home office advertising funds to the dealers — "for their use right where this advertising will do the most good."

"This is an engineering year," said Mr. Davey. "A year also when sales must be made to the 'man who owns one.' But it's easier to sell to the person who already has the listening habit."

In this philosophy *Radio Retailing* heartily agrees, as will be noted in its editorial features in this issue.

Broadcasting publicity will be obtained through local stations with "spot" announcements. To give a professional, big station touch to these one-minute boosts for American Bosch, 13 clever announcements have been recorded on a record—with 15 seconds allowed following

each for the dealer's own name and address. These announcements are packed full of drama, action and the proper background noises.

In cooperation with the Commercial Credit Company, dealers will find available every necessary time-financing service.

**Bosch Convention Notes**

Claiming the record for coming the greatest distance, Frank J. McDonald, radio manager for Hughes & Co., Spokane, Wash., enjoyed the "Follies Bergere" from a ring-side seat. Frank was forced to admit that they don't have anything quite like the French Casino out there in the great Northwest.

This entertainment feature made a big hit with all the visiting firemen for that matter. A happy thought for which Dewey Pinsker, of the advertising agency, deserves a credit line.

Lewis & Cornell Company, Philadelphia, was well represented by Herman Lewis, Dave Shuman and Lewis Leitman.

**FADA HOLDS OPEN HOUSE**

Presents Fall Line At Blowout In New Plant

LONG ISLAND CITY — Fada held open house for Metropolitan dealers on July 26 and 27, serving beer, "pop" and all the turkey sandwiches the boys could eat at the new factory. Said president Jacob M. Marks: "We have a good-looking, substantially built line. Elimination of unnecessary 'gingerbread' has enabled us to keep the price right without sacrificing a single sales feature."

Lou Chatten, sales manager, demonstrated the new fall line of Fada receivers, waxed particularly eloquent about a new a.c.-d.c. console model with swell tone. Most sets in the line use metal tubes. A feature which is certain to be talked about among the trade, included in several models, is 'automatic tone regulation.'

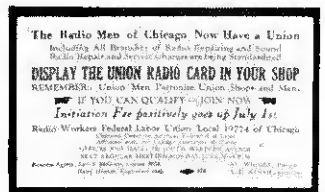
Of special interest to the host of loyal dealers who for years have handled the products of the Fada Radio & Electric Company, was the tour of the new factory. Its efficient layout received well-merited praise.

On the "receiving line," supplementing the welcome extended by Messrs. Marks and Chatten, were Harry Winsten, advertising representative, Nat Marks and Jack Levy. The latter's firm, the

Merit Distributing Company, is a tower of strength for Fada in the Metropolitan area.

**Custin Represents Fada**

LONG ISLAND CITY, N. Y. —L. J. Chatten, gsm of Fada Radio and Electric, this city, announces the appointment of Harold C. Custin as New England district representative. At present working with Milhender, new Boston area distributor, Custin will help Fada distributors in the New England area open up new retail accounts.

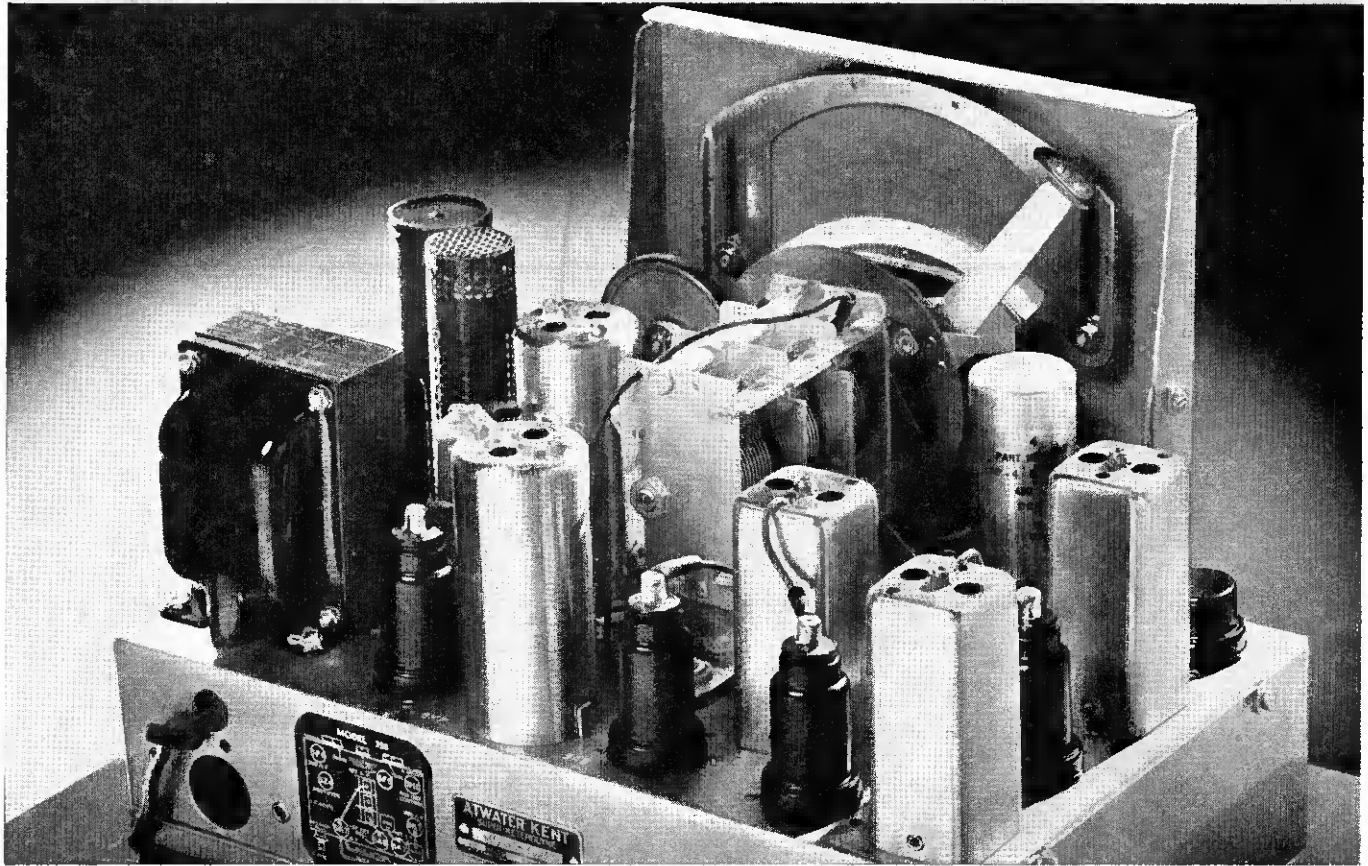


**A. F. of L. Unions for Repairemen?**

This circular is being distributed in Chicago by walking delegates. The outcome of this effort to unionize repairemen is viewed with interest, especially since it attempts to take root right in the hometown of the IRSM

# ATWATER KENT

## *Metal Tube* RADIO



# COMPARE

**EVERY PROGRESSIVE RADIO DEALER—** every wide-awake radio buyer—knows the sure way to judge a radio: look **INSIDE!**

Looking **INSIDE** is more important than ever with the new metal-tube receivers.

Every Atwater Kent metal-tube chassis is built with the same fine materials and precision workmanship that have been so essential a part of every radio receiver manufactured by Atwater Kent for

over 14 years. It is the famous Atwater Kent quality.

Atwater Kent engineers have done more than merely adopt the new metal tubes. They have created Atwater Kent precision-built quality receivers to get the utmost out of them.

Look at the Atwater Kent metal-tube chassis. Show them to prospective customers. Compare them with any other receivers at any price. We'll abide by the results.

ATWATER KENT MANUFACTURING CO.

A. Atwater Kent, Pres.

PHILADELPHIA, PA.

**WITH CONTROL-ROOM RECEPTION**



**GENERAL  ELECTRIC**

**RADIO  
"GOES OVER"**

**IN THE  
PITTSBURGH  
MARKET**

**GENERAL ELECTRIC SUPPLY CORP.  
WHOLESALE DISTRIBUTORS  
of General Electric Appliances**

**Headquarters . . . Pittsburgh, Pa.  
Branch . . . Youngstown, O.**



**Says R. M. Davis, Manager, Appliance Sales:—**

"The advance publicity on the new General Electric Radio line and the early promises made by the General Electric Company, have been more than fulfilled by the new line of radio receivers and the sales promotion program supporting them. Radio dealers have been quick to recognize the truth of this statement and have indicated their sincerity by placing substantial initial orders. Watch the G-E Radio Bandwagon go."

**RADIO NEWS MEANS RADIO SALES  
GENERAL  ELECTRIC  
RADIO  
IS NEWS . . . . . EVERYWHERE**

**DETAILS OF G-E PROMOTIONAL  
SERVICES NOW ANNOUNCED**

BRIDGEPORT—The Merchandise Department of the General Electric Company is supporting its first Bridgeport manufactured line of receivers with a merchandising and sales promotional plan built on proven principles, according to an official of this firm.

An expanded program of national magazine advertising backed by an extensive key city newspaper campaign will blanket the nation with a factory sponsored advertising campaign. A local dealer advertising plan will aid dealers to cash in on the factory advertising program and identify themselves as franchised G-E radio dealers.

All the items of sales promotion material needed for a successful season's drive on G-E sets have been assembled into three promotion services. Each has been field tested with the idea of giving each dealer only the type of sales promotion material that will prove most helpful for his use. Service No. 1 has everything the medium-size dealer organization will require. No. 2 teems with material for the larger-unit retail store, while Service No. 3 is designed primarily for promotions by department stores.

Each service includes window display material suitable for the type of store for

which the service is designed. Dealers will receive a series of attractive lithographed displays, while a de luxe display unit 6 feet wide and 6 feet high with a corduroy drape is available for department stores and large dealers.

**Bandmaster Doll**

An interesting part will be played by a new trade character—the G-E Bandmaster Doll. Standing 18 inches high, this jolly display figure is dressed in the uniform of a bandmaster and can stand in any position that can be assumed by a human being. Each service includes a Bandmaster Doll and a number of display cards for him to hold.

The Ad-Desk, a special advertising service, is available to subscribers of these services. The Ad-Desk consists of a proof book of headlines, copy, illustrations, etc., that dealers may use in designing their own advertisements.

Other items included in the promotion services are: The *Bandwagon*, a tabloid-size monthly newspaper devoted to newsy information of interest to G-E dealers. *Short Wave News*, a monthly tabloid-size newspaper to promote the general public's interest in shortwave broadcasting programs. A new and revised edition of the *Radio Log Book*.

**ARVIN NOW MAKES HOME SETS**

This month marks the entry of the Noblitt-Sparks Industries, Inc., into the field of radio receivers for home use. This concern, favorably known because of its line of "Arvin" automobile radios and its automotive products, plans an exceedingly aggressive advertising campaign in connection with its latest venture.

G. W. Thompson, general manager, states that these sets will have many unique and exclusive selling features, including metal tubes.

The line starts with nine models, in five cabinets, three of which are of the table type.

For many years the name Arvin has meant much in dollars profit to hundreds of dealers. Now, states this large manufacturer, this same opportunity will be made available to the radio retail trade.

Dependable trade relations and aggressive advertising to the consumer will be the two

policies on which this concern will build for the long term pull. Just what these trade policies and advertising plans will be will be presented in detail in the next issue of this magazine.

**Arthur Case Active Again**

MARION, IND. — Arthur Case, a successful radio manufacturer for the past twelve years, has just organized the Case Electric Corporation, with a modern factory at Marion, Ind. A survey of their new models promises a spectacular return to the active list of top place contenders.

**Radio Book Available**

Emerson dealers will find this firm's 1936 booklet of incalculable benefit. More than a catalog, although each set is illustrated and fully explained, this 24-page piece is a veritable sales manual.



# Let 'em come!

Just take them as they come, with big bankrolls or little bankrolls, you've got the right radio to sell when you handle the new Westinghouse line. You can talk features—every worth-while feature—without going out of sight when it comes to price. Or you can talk *PRICE*—just plain price—and still offer radio's biggest values.

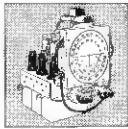
Check over the new Westinghouse models, shown here for the first time. (A five-tube, two-band Midget for only \$19.95 . . . a beautiful six-tube Console for only \$59.50!) Can you think of a customer you *couldn't* sell . . . with one of these fourteen models to choose from?

Now is the time to decide . . . on Westinghouse. You'll be set for sales, set for profits, set for a big volume year in radio.

## FEATURING

### New "PRECISION TUNER"

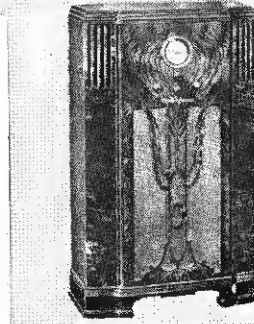
An amazing development that gives true tone, true quality on every broadcast band. Rules out variables that distort tone, introduce noise, affect dial settings.



### ALL-METAL TUBES

Westinghouse has them, of course . . . just as it has every other worth-while improvement in radio reception science.

For complete descriptions and information see your nearest jobber or write Westinghouse Radio, Merchandising Headquarters, 150 Varick Street, New York City.



Console WR-303. Standard, Police and European Short Wave Bands



Table Model, WR-201. "The Mighty Midget"—Standard and Police Bands

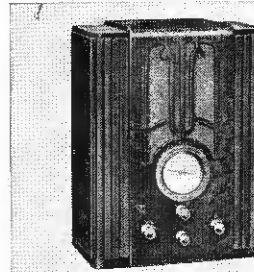


Table Model, WR-203. Standard, Police and European Short Wave Bands

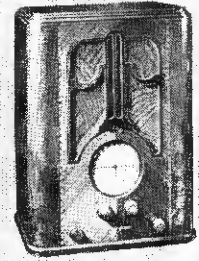
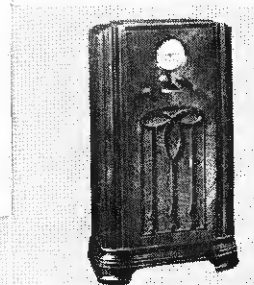
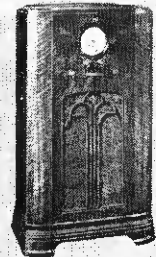


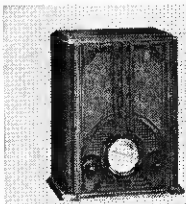
Table Model, WR-205. Weather, Standard, Police, European Short Wave Bands. Precision Tuner and Metal Tubes



Console WR-304. Standard, Foreign and Police Bands. With Precision Tuner and Metal Tubes



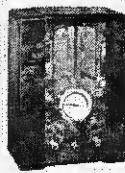
Console, WR-305. Weather, Standard, Police, European Short Wave Bands. Precision Tuner and Metal Tubes



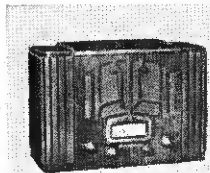
Midget, WR-100. Five tubes. Standard and Police Bands



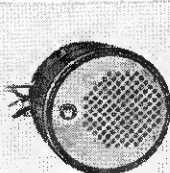
Farm Set, WR-601. Standard and Police Bands



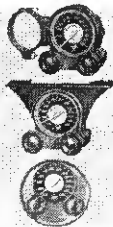
Farm Set, WR-602. Battery Set. Standard and European Short Wave



Midget, WR-101. Six tubes. Standard, Police and European Short Wave Bands



Auto Radio, WR-500. Steering wheel, windshield or dashboard controls



Auto Radio, WR-501

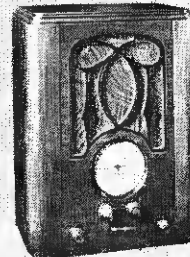
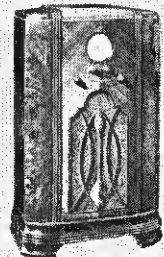


Table Model, WR-204. Standard, Foreign and Police Bands. With Precision Tuner and Metal Tubes



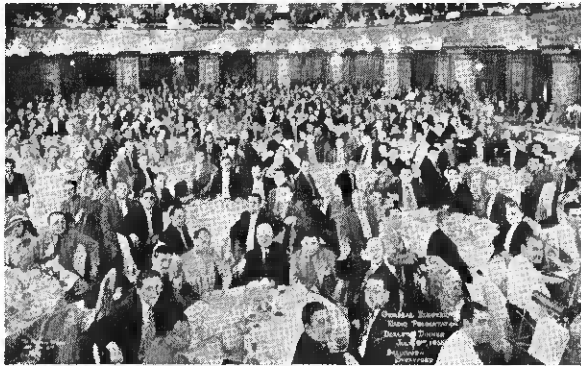
Console, WR-306. Four Bands, Weather, Standard, Police and European Short Wave. With Precision Tuner and Metal Tubes

Price Starts with Mighty Midget at \$19.95 up to Super Deluxe at \$139.50

# Westinghouse Precision Radio

**GENERAL  ELECTRIC  
RADIO  
"GOES OVER"**

**IN THE  
PHILADELPHIA  
MARKET**



**ELLIOTT-LEWIS ELECTRICAL CO., Inc.  
WHOLESALE DISTRIBUTORS**

**Headquarters . . . Philadelphia, Pa.**

*Says F. R. Elliott, President:—*

"The dealer interest in Philadelphia hit a new high when 1027 dealers attended the announcement of General Electric's new radio line at the largest meeting of its kind in the Bellevue-Stratford Hotel. Dealer enthusiasm ran even higher when orders were counted, guaranteeing positive dealer support and success for G-E Radio."



**RADIO NEWS MEANS RADIO SALES  
GENERAL  ELECTRIC  
RADIO  
IS NEWS . . . . . EVERYWHERE**

**Sparton G Men Hitting  
the Hot Trails**

JACKSON, MICH.—Word comes from company headquarters, this city, that the recently appointed "G Men" of the Sparks-Withington jobber organization are hot on the trail of prospects. Definite dealer commitments, since Sparton's June 28-29 convention, already exceeding expectations, according to general manager Harry Sparks.

This showing is the direct result of the "intelligence" work of chief deputies Art Haugh; E. T. H. Hutchinson, eastern sales manager; Harley Wall, new divisional sales manager, and Earl Brower, West Coast sales manager.

**Deacon made S.M. For  
RCA-Radiotron**

**Other Executive Appointments  
Made by Corporation**

CAMDEN—Eugene Deacon, formerly general manager in charge of plant control for the Interwoven Stocking Company, ex-promotion and merchandising man for the Curtis Publishing Company,



**EUGENE DEACON**

has been made general sales manager of the Radiotron Division of the RCA Manufacturing Company.

E. C. Grimley, formerly manager of RCA's International Department, becomes president of RCA Victor Company, Ltd., Montreal, Canada, replacing Ben Gardner, who has resigned. Simultaneously, Frank R. Deakins becomes manager of the International Department, handling the export business of the RCA Victor Division, continuing to hold down his job as manager of the Engineering Products Department at the same time.

Still more appointments:

John W. Griffin is the new manager of the RCA Victor Division's eastern sales group. He is widely known in the territory he is to control, first attracting attention in the industry as president of Haynes-Griffin, a well known New York retail shop once engaged in the manufacture and wholesale distribution of radio parts.

Louis K. Roth is to be in charge of sales to large retail outlets, nationally. He was formerly eastern division manager on radio and refrigeration for Stewart-Warner, began his radio activities with Continental Radio & Electric.

**Clement New Victor V. P.**

CAMDEN—Lewis M. Clement has been appointed vice-president in charge of the RCA-Victor division's research and engineering activities. His prior duties were with the International Telegraph and Telephone Company, in charge of radio receiver engineering for eight foreign factories located in South America, Australia, Budapest, Vienna, Antwerp, London, Paris and Berlin.

**Jud Sayre Joins Victor**

CAMDEN, N. J.—J. S. Sayre, manager since September, 1933, of the household appliance division of Montgomery, Ward & Co., has joined the augmented forces of the RCA-Victor Co. "Jud," as he is widely known, will act as assistant to president E. T. Cunningham in the dual matters of production and general sales supervision.

Before his catalog house connection Mr. Sayre was sales manager of the Kelvinator Corporation.

**Shure Goes After Export**

CHICAGO—Shure Brothers Company, manufacturer of crystal, condenser and carbon microphones and other accessories for the sound field, has organized an export department under the direction of John C. Hill. The company plans to work through wholesale importers abroad but will sell direct to broadcast stations in localities where no importer has been appointed.

**UTC Moves**

NEW YORK—The United Transformer Corporation has moved to new offices and plant at 72 Spring Street, consolidating three floors formerly occupied at 264 Canal into one large area with about twice the original space.





**Department Store Man**

A. E. Pierce, GE's new manager of department store sales, who will work with key merchandising outlets, including large furniture operators

**BROADCAST BREVITIES**

**BUSINESS UP** Says Edgar Kobak, NBC vice-president: "We already see results of our stated policy to sell advertising first, radio second and NBC third when we regard the coming fall months' prospects. This summer network business is better than it has ever been, and advance bookings for NBC networks show promise that the fall of 1935 will be at least 12 per cent better than last fall. The month of June ran over 10 per cent ahead of the corresponding month in 1934; July's billings will probably exceed the same month in 1934 by about 13 per cent. Thus, actual revenue figures show that the upswing is already started. With time at a premium now, many fall campaigns are scheduled to start three or four weeks sooner than last year."

**PROGRAMS** NBC gave the public well-balanced fare in the first six months of 1935,

will continue to dish out diversified programs. Here's an analysis of how time was spent from January to June:

Music .....	63.4%
Literature .....	13.5%
Lectures .....	7.6%
Novelty .....	4.0%
Children's .....	3.3%
Current topics .....	3.1%
Women's .....	1.6%
Religion .....	1.3%
Physical training .....	0.9%
Outstanding events .....	0.8%
Reports .....	0.5%

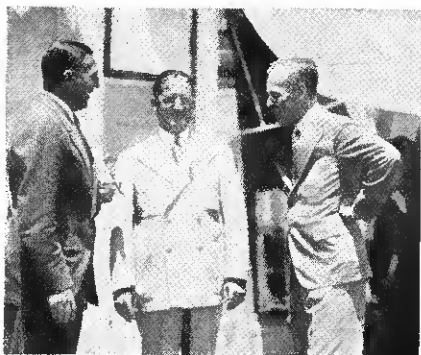
**MORE PROGRAMS** If set sales follow broadcast business, and they should, everything will be hotzy-totsy. CBS reports fall bookings up 20 per cent over last year, up 80 per cent over 1933! Daylight program sales increased 50 per cent over '34. To be continued on the air: Eddie Cantor, Alexander Woolcott, March of Time (in a new 5-days a week schedule), Chesterfield, Ford Symphony, Campbell's Hollywood Hotel and Fred Waring. New shows: Lux Theatre of the Air (beginning July 29) and Lawrence Tibbett on the Packard program.

**JOBBER GOSSIP**

**Tri-State Radio Equipment Company** is the new name of Professional Radio Service of Pittsburgh, now ensconced in a new store at 403 Penn Avenue and actively engaged in the distribution of sets, parts, testing equipment and amateur supplies. Frank A. Baumgarten is in charge, says he will continue to service and install for dealers, specializing in special antenna jobs.

**New AK distributors:** Grant-Dadey of Fargo, N. D., and Bismarck; Grand Forks Supply of Grand Forks, N. D.; F. C. Hayer, Minneapolis; H. E. Sorensen, Des Moines; Graybar Electric of Pittsburgh.

**Glasgow - Stewart & Company**, Charlotte, N. C., is now exclusive distributor for Fairbanks-Morse Home Appli-

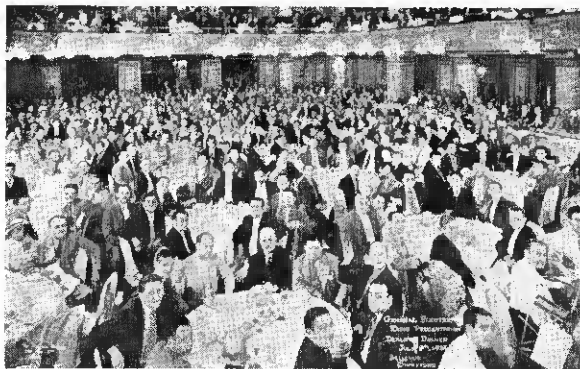


**Some Fun! Eh?**

It seems there was a farmer's daughter . . . Raymond Rosen, Philadelphia RCA distributor, (left) relates the tale to Fred Sayre and Elmer T. Cunningham.

**GENERAL ELECTRIC RADIO "GOES OVER"**

**IN THE PHILADELPHIA MARKET**



**GENERAL ELECTRIC SUPPLY CORP. WHOLESALE DISTRIBUTORS** of General Electric Appliances

- Headquarters . . . Philadelphia, Pa.
- Branches . . . . . Allentown, Pa.
- " . . . . . Scranton, Pa.
- " . . . . . Reading, Pa.

Says W. H. Coleman, District Manager:—

"It is hard to select any one phase of the new General Electric Radio line for special commendation, but if I were asked to do so, I would say that the design features of the new G-E Radio receivers are worthy of special attention. The metal tubes, sentry box, permaliner, sliding-rule tuning, projection welded speaker, cabinets—these are not merely gadgets added for advertising appeal but are genuine contributions by the General Electric Company to greatly improved radio reception."



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**GENERAL ELECTRIC RADIO**  
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**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**PORTLAND**  
**MARKET**

**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . Portland, Ore.**  
**Branch . . . . . Spokane, Wash.**



*Says G. A. Boring, District Manager:—*

"Dealers throughout our territory recognized in the advance publicity on the metal tube that here was a new opportunity for them. We have signed franchise agreements with leading dealers throughout the territory and they report the metal tube, sentry box, permaliner and other features to be of unusual sales value."

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

ances, Inc., adding another unit to the rapidly growing distributor organization. The territory covered includes both of the Carolinas with the exception of a few counties in North Carolina.

**Peerless Electrical** of Minneapolis now handles Fada in Minnesota and part of Wisconsin. R. H. Parker says he will handle repair work on old Fada's too, if any is necessary.

**H. E. Sorenson** of Des Moines, will do the distributing honors for AK in the tall corn section of America.

**Bartlett Radio** of Portland, Maine, has taken on Fada. This well known concern will operate jointly with the Darling Automobile Company of Lewiston in covering the entire state.

**Hamburg Brothers** of Pittsburgh, becomes RCA Victor distributor for the tri-state area. The Ohio territory will be served from this outfit's Akron branch while West Virginia will be covered from Wheeling. A complete complement of Hamburg excess reported at the Ambassador, Atlantic City, for the RCA convention.

**RCA Convention**

*(Continued from page 47)*

upon volume, must receive special treatment.

"Field studies have shown that in practically every instance where a certain make is popularized by an extensive newspaper advertising campaign over the signature of one of these outlets the small dealers' business in this line also increases," he concluded.

The new line of RCA-Victor receivers was introduced by E. V. Vogel, abetted by Tom Joyce, advertising manager. These sets, modern, pleasing and innovational, now are being presented to the dealers throughout the United States and will be fully described in the September "Specifications" issue of *Radio Retailing*.

Lack of space prevents a full presentation of all the interesting features of this convention, of the oratorical flights of Lew Sullivan, who finds sermons in wood, of Tom Joyce's inspirational touches, everywhere in evidence, of the "Sales Drammer" staged by Jack Griffin's triumvirate of freebooters or of Mr. Sarnoff's banquet speech wherein he reviewed Radio's thrilling past and pointed to its almost inconceivable future possibilities.

It was a fine convention.



I HEAR YOU'RE TAKING ON THE NEW STEWART-WARNER LINE —

YOU BET! THAT NEW STEWART-WARNER FERRODYNE RADIO IS "GOING PLACES" — AND I'M GOING WITH IT!

*See Story on Page 33*

# NEW MERCHANDISE



## Portable Combinations and Phonographs

Over 20 portable phonographs of the better kind—in most instances electrically driven and frequently with modern electrical pick-ups—are illustrated and described this month. Their number and quality attest the current interest in recorded music and supply a reason for the growing sale of popular records.

Radio dealers, regardless of the type of retail outlet operated, will do well to write for further details about these up-to-date, convenient and inexpensive record players.

### "Port-O-Matic"

The Port-O-Matic consists of a combination of radio and automatic record changer in a compact portable leather case. It was designed for those who prefer a portable instrument with the same features as a console.

A unique feature is the Robot door. In order to completely enclose the phonograph compartment so as to eliminate trace of needle vibration and motor noise there is a small door on the side of the case, which opens immediately after the record is completed, stays open long enough for the record to slide into the tray which is attached to the side of the cabinet, then automatically closes again.

When traveling, the outside tray is detachable and is used to store records in the cover of the case. The record changer changes eight records of any make.

Available in three models listing at \$139.50, \$149.50 and \$165. The standard models are designed to operate on either 110 volts a.c. or d.c. with five or six tube radio sets with or with-

out short wave. Lehman Radio Salon, Inc., 1013 Madison Ave., New York City.—*Radio Retailing*, August, 1935.

### Portable Victrolas

Model 2-65 portable Victrola of the RCA Mfg. Co. Inc., Camden, N. J., is a de luxe instrument with Orthophonic sound box and other improvements. The fibrous type horn eliminates metallic resonance. Two 10 in. records may be played from one winding. Automatic start and stop. A special tray permits carrying of records right on the turntable. (See illustration).

Model 2-19 is a low priced model with start-stop lever.

RCA also makes a record player incorporating an electrically driven, constant speed turntable, capable of playing 10 or 12 in. records, and a modern pick-up. It connects to the amplifying section of the radio. A special feature is that it may be operated at any distance from the radio. A volume control is provided at the side of the instrument so it is not necessary

to adjust the volume on the radio. Housed in a walnut finished chest. \$16.50.—*Radio Retailing*, August, 1935.

### Columbia Portable Phonographs

A complete series of portable phonographs may be obtained from the Columbia Phonograph Co., Inc., 1776 Broadway, New York City.

Model 115, all electric, in a fabrikoïd leather covered case plays both 10- and 12-in. records and has a Green Flyer electric motor, \$45; to operate on either a.c. or d.c., \$55.

Model 163 covered with an extra heavy fabrikoïd in a two-tone Spanish blue, with record compartment for 10-in. and 12-in. sizes, is \$37.50.

Model 122 in a black leatherette case, Swiss motor with over-size single spring which plays three 10 or 12-in. records, is \$22.50.

Model 100 is a radio-phonograph combination in a fabrikoïd leather case with a radio panel in walnut. It is a.c. operated and the 5 tube radio will play on either a.c. or d.c. \$60. With the record player designed to play on either a.c. or d.c. the price is \$67.50.

Model 113 comes in blue or black with single spring motor to play two 10- or 12-in. records. \$14.75.—*Radio Retailing*, August, 1935.

### Ansley Dynaphones

Two radio-dynaphones, a straight dynaphone, or portable electric phonograph, and a dynaphone attachment make up the line of the Ansley Radio Corp., 240 W. 23rd St., New York.

Models D-9 and D-10 are the combination radio and phonograph models with crystal pick-up. The set is a 6-tube super-heterodyne for either a.c. or d.c. and covering the short wave band from 19 to 50 meters as well as the standard broadcast wave length. Model D-9 in a fabrikoïd covered case, with space for carrying records, is \$79.50 and Model D-10 in a walnut cabinet is \$84.50.

Model D-1 is a straight dynaphone with self-contained amplifier and dynamic speaker operating on both alternating and direct current. \$69.50.

Ansley also makes a dynaphone attachment to be used with any radio, a.c. or d.c. This attachment will convert the set into a radio-phonograph combination. Comes in a wooden case and may be quickly installed. \$37.50.—*Radio Retailing*, August, 1935.

### Lang Portable Radio Phonographs

The new portable radio-phonographs will shortly be added to the line of the Lang Radio Corp., 3611-14th Ave., Brook-



**GENERAL  ELECTRIC**

**RADIO  
"GOES OVER"**

**IN THE  
SALT LAKE CITY  
MARKET**

**GENERAL ELECTRIC SUPPLY CORP.  
WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . Salt Lake City, Utah**  
**Branches . . . . . Billings, Mont.**  
" . . . . . Butte, Mont."  
" . . . . . Denver, Colo.



*Says J. A. Kahn, District Manager:—*

"Presentation of the 1936 line of General Electric Radio receivers with new metal tubes has not merely astounded all dealers, but has caused them to express the most extravagantly favorable opinions of perfection of sound, beauty of design, completeness of advertising and sales promotion plans, and attractiveness of prices. Our most serious problem is to try to pacify the great number of good dealers to whom we cannot give dealerships."

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

**MORE NEW MERCHANDISE**

lyn, N. Y., but as they are now in the process of design, complete information is not available.

One will be a 5-tube police call job in a leatherette case and the other will be a de luxe 3 band model using 7 tubes and housed in a genuine leather case.—*Radio Retailing*, August, 1935.

**American Bosch Radios**

The "Centromatic" Unit is introduced for the first time in the new line of sets brought out by the United American Bosch Corp., Springfield, Mass. This is regarded by American Bosch as an important step forward in radio design.

The Centromatic Unit is actually a separate unit on which

**Electric Portable Record Player**

The new electric portable record player of the Economy Distributing Co., 872 Broadway, New York City, is equipped with a GE induction motor and Audak pick up with built-in volume control.

It plugs into radio jack or is attached to the detector and plays the records through the radio speaker. Electric pick-up has an impedance of 5 to 10,000 ohms which is suitable for 90% of the present day sets. Other impedances will be furnished upon request at no additional cost. Plays both 10- and 12-inch records. The record container will hold ten records.

This record player comes in a brown leatherette case with brass hardware to match. The suggested list price is \$19.50 and the net price of a single player is \$10.75 and in quantities \$10.50.—*Radio Retailing*, August, 1935.



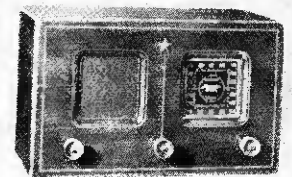
*American Bosch Model 510E*

are centralized all the sensitive radio elements, insulated and isolated from the audio-section where the usual intruding "feed back" noises ordinarily occur. Within this unit all coils, condensers and switches are assembled into rigid armored groups that guard against electrical interference and electrical losses. As a result 90% of all wiring

**"Com-Rab" Radio-Phonograph Combination**

A radio-phonograph combination which will work on both a.c. and d.c. may be obtained from Rabsons, 1373 Sixth Ave., New York City. It is known as the "Com-Rab" and comes in an imitation leather case in either brown or black or in a genuine leather case in brown. A model to receive 1000 and 2000 meter bands available at a slight additional charge.

With five-tube radio in imitation leather case the price is \$69.50 and in genuine leather \$79.50. With six-tube radio, in genuine leather only, the price is \$99.50. The Com-Rab will play both 10- and 12-in. records and has a compartment in the case for carrying these records.—*Radio Retailing*, August, 1935.



*American Bosch Model 505*

is eliminated and there are 104 fewer soldered connections. Improved reception, easier tuning on both long and short waves, greater freedom from noise on stations and between stations and higher tone fidelity on all wave bands, result from this innovation.

All models are equipped with metal tubes.

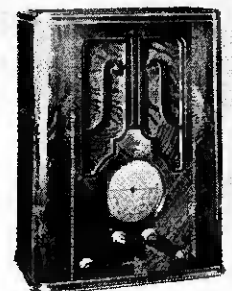
There are two high fidelity receivers featuring a tone range

**Plaza Portables**

A most complete line of portable phonographs and radio-phonograph combinations is offered by the Plaza Mfg. Co. Inc., 3 W. 18th St., New York City. Sonora No. 1 (see cut page 59) plays 10 and 12 in. records, \$17.50; with a.c. motor, \$27; with universal motor, \$37. Sonora No. 2 has air tight tone chamber and throwback tone arm. \$22.50.

There are also the Pal Gem in black, blue or brown case, \$10; Pal Champion which plays 10 and 12 in. records, available in same three colors, \$15; and the Little Pal in red or blue waterproof case, especially suited for nursery or play room use.

Plaza also makes a radio-phonograph combination with 5 tube set. Special shaft to hold records in cover, \$59 with a.c. motor and \$69 with a.c.-d.c. motor.—*Radio Retailing*, August, 1935.

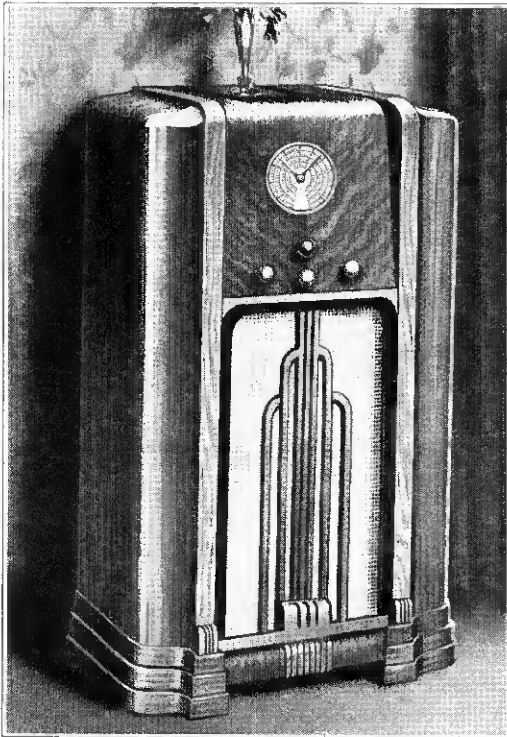


*American Bosch Model 585Y*

expanding device. This is used to modulate the reception according to the room, program signal strength and individual taste. The console and console models are particularly well designed this year and great originality distinguishes the Personal models. Two consolets and one console are designed for the battery type market exclusively. Prices start at \$17.95 for the Model 04 Personal and run to \$169.50 for Model 595M.—*Radio Retailing*, August, 1935.

*Radio Retailing, August, 1935*

# CASE *High Fidelity* RADIO



Model 1001, 10 tubes, High Fidelity, Continuously variable Selectivity, Simplified tuning, Illuminated 360 degree dial, 4 wave bands, Modern Streamlined Console.

*from* RADIO  
FREQUENCY  
*clear through to*  
CABINET

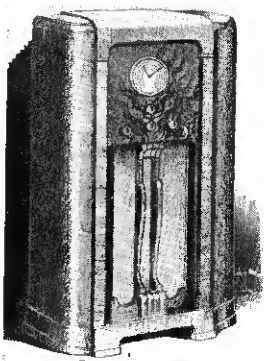
*Incorporating*  
METAL TUBES

Continuously variable  
selectivity

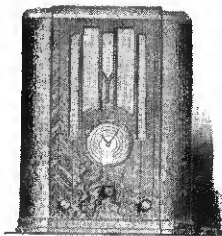
Simplified all-wave tuning

Rich modern streamlined  
cabinets

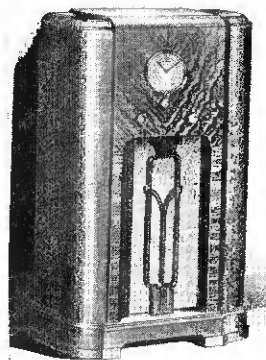
## Low POPULAR PRICES



Model 1003, 10 tubes,  
Variable Selectivity,  
console



Model 700, 7 tubes,  
table compact cabinet.



Model 701, 7 Tubes,  
Console

A NEW LINE BUT NOT A NEW NAME. CASE has meant quality in Radio for twelve years and in electrical products for twenty-five years. New models embodying the big new selling features, thoroughly engineered and manufactured by a long seasoned organization in our large new and efficient factory.



Distributors having large territories, write or wire for information.

## CASE ELECTRIC CORPORATION

Factory  
Marion, Indiana

General Sales Office  
1307 South Michigan Ave., Chicago, Illinois

Export sales office, 330 So. Wells St, Chicago, Ill.

Cable address, Caselect, Chicago.

**GENERAL  ELECTRIC  
RADIO  
"GOES OVER"**

**IN THE  
ST. LOUIS  
MARKET**



**GENERAL ELECTRIC SUPPLY CORP.  
WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . St. Louis, Mo.  
Branches . . . . . Evansville, Ind.  
" . . . . . Memphis, Tenn.  
" . . . . . Springfield, Ill.**

*Says L. C. Arnold, District Manager:—*

"The 400 dealers attending our St. Louis meeting, plus the record attendance at Evansville and Memphis, tell us G-E Radio will establish new sales records this year. We are gratified that so many of the important dealers have already taken on the G-E line. We are on our way!"



**RADIO NEWS MEANS RADIO SALES  
GENERAL  ELECTRIC  
RADIO  
IS NEWS . . . . . EVERYWHERE**

**MORE NEW MERCHANDISE**



GE Model A125

**G-E Metal Tube Line**

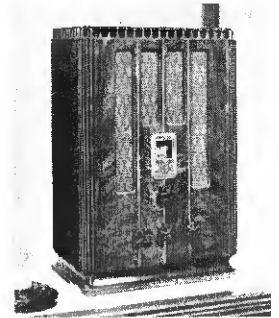
100 per cent metal tube complements feature the eight new receivers in the 1936 line of the General Electric Co., Bridgeport, Conn. There are four consoles and four upright table models.

The sets incorporate five major developments in addition to many improvements over the conventional types of sets and all offer both standard and shortwave reception. Several have extended tuning ranges for ultra short waves. In addition to the metal tubes these sets incorporate the sentry box, the permaliner, the stabilized dynamic speaker and the sliding-rule tuning scale.

The sentry box is a sub-assembly containing the radio frequency circuits of the set. It selects and aligns the receiver with the various tuning bands. The permaliner is a new type trimmer capacitor. Sealed

5Z4) 140-410, 540-1750, 1750-6000 and 6000-19500 kc., equipped with sentry box, permaliner and sliding-rule tuning scale.

Model A-125 is the de luxe model of the line. It takes twelve tubes (3-6K7, 6L7, 2-6C5, 2-6H6, 3-6F6 and 5Z4). This set has sentry box, permaliner, sliding-rule tuning scale, high-low speed station finder, shadow band tuner, noise control and low note compensation. List prices are: A53, \$34.50; A-63, \$47.50; A65, \$64.50; A70, \$74.50; A75, \$100; A82, \$94.50; A87, \$125; A125, \$185. Prices are slightly higher in the West, Midwest and South.—*Radio Retailing*, August, 1935.

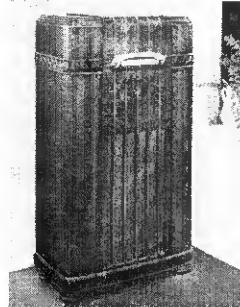


GE Model A63

**Stewart Warner  
"Ferrodyne"**

Illustrated is the new Stewart Warner "Ferrodyne" in a cabinet of unusual design. It uses 11 metal tubes and the 12 in. dynamic speaker has a curvilinear cone that adds a full octave to the audio response. There are separate bass and treble dual tone controls.

The illuminated airplane dial has a second-hand fast pointer for accurate shortwave logging and the wave bands in operation are indicated by different colors. This is known as Model 1385 and is made by the Stewart Warner Corp., 1826 Diversey Blvd., Chicago.—*Radio Retailing*, August 1935.



GE Model A87

against moisture and dirt, it is unaffected by temperature changes and assures proper and permanent alignment of the circuits.

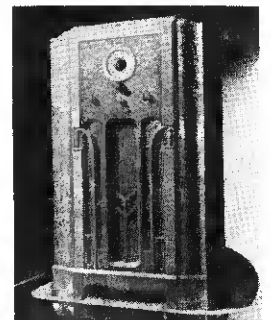
The sliding-rule tuning scale is a horizontal rotary scale printed on an opaque cylinder, upon which only one scale is visible at a time. It protrudes slightly into the front of the panel and may be seen plainly from either a standing or sitting position.

The new G-E stabilized dynamic speaker is projection-welded—a process which fuses all parts of the metallic frame work into one integral piece. Cabinets of these sets present a new mode in modern design.

Model A-53 is a five tube upright table set (6A8, 6K7, 6J7, 6F6 and 5Z4) 540-1600 and 2400-6800 kc. Models A-63 and A-65 are six-tube sets, table and console (6A8, 6K7, 6H6, 6C5, 6F6, 5Z4) 540-1600 and 5400-16,000 kc.

Models A-70 and A-75, also table and console, with 7-tube chassis (2-6K7, 6A8, 6H6, 6C5, 6F6 and 5Z4) 540-1750, 1750-6,000, 6,000-19500 kc., equipped with sliding-rule tuning scale.

Models A-82 and A-87, table and console, take eight tubes (2-6K7, 6A8, 6H6, 6C5, 2-6F6 and



**Radio Light With  
Bayonet Base**

Static caused when a dial light bulb jars loose from vibration and sets up electrical interference is eliminated with a new radio panel lamp that "stays put" in the socket. This lamp has been developed by the Westinghouse Lamp Co., Bloomfield, N. J. It has a bayonet base, as on automobile lamps, which locks the light in a fixed position.—*Radio Retailing*, August, 1935.



# THE SPARTON

## 35th

# ANNIVERSARY

# RADIO LINE

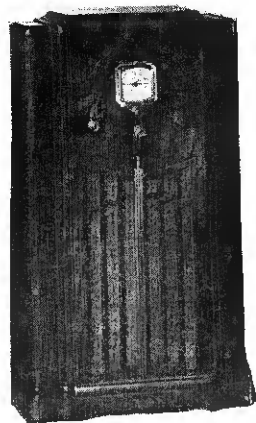
*Engineered with "Presence" Reproduction*

*Styles for the New Radio Era*

● Every Sparton dealer and distributor who has seen, heard and priced the new 35th Anniversary line has been wildly enthusiastic. For in this new line is *everything* that a dealer will want this year to sell in volume and make money. The models shown on this page are just part of the sensational Sparton line.

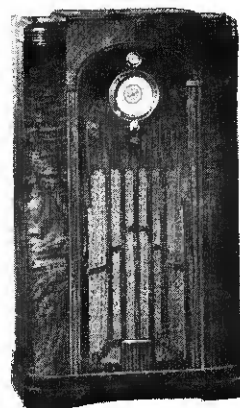
The most important advantage in Sparton engineering is "presence" reproduction. This exclusive Sparton sales advantage means finer radio performance. With "presence" reproduction, Sparton offers Super High Fidelity bringing in the complete range of lower and higher notes—Sparton's famous special Superheterodyne Circuits—the Tone Exactifier, which unscrambles and clarifies reception so amazingly—and the Triolian Principle which utilizes three speakers, giving a full rounded "presence" tone.

Cabinets are of unusual beauty—with a big surprise to be introduced at the National Electrical and Radio Exposition. Sparton has created a merchandising plan which will tell prospects from coast to coast about the sensational 35th Anniversary Sparton. Check in now. The Sparks-Withington Company, Jackson, Michigan. Sparton of Canada, Ltd., London, Ontario.



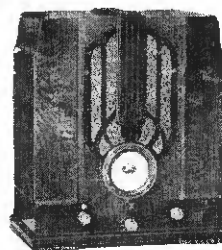
SPARTON 666

● Truly beautiful, modern 6-tube A.C. console, American and foreign reproduction in 4 bands. Illuminated airplane dial. Precision tuning ratios. 530 k.c. to 20,000 k.c. Sparton's leading console.



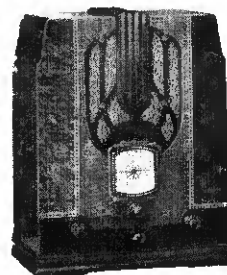
SPARTON 766

● Smart 7-tube A.C. console with large 10-inch superdynamic speaker. American and foreign wave reception covered by 4 bands—colored indicator lights. Viso-glo tuning. Fully illuminated airplane-type dial.



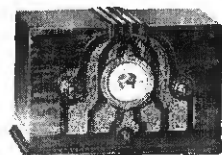
SPARTON 716X

● Seven tube, straight A.C. superheterodyne table model. Foreign and domestic reception. Attractively priced. Illuminated airplane dial. Precision tuning ratios.



SPARTON 616

● Modernly designed, 4 band wave, 6-tube, table model. Fine tone from adequate baffle area. Illuminated airplane dial. Precision tuning ratios.



SPARTON 506

● Five-tube, superheterodyne portable, 110-volt A.C. or D.C. Beautiful, unique, modern design. Broadcast and short-wave frequencies covered in 2 bands. Illuminated, airplane dial centered in grille.

# Noise . . .

is Public Enemy No. 1  
to All-Wave Reception

The increasing use of electrical conveniences in the home and the tremendous development of all-wave receiving sets, have made it all the more vital for merchants and service organizations to combat NOISE, the arch-enemy of good radio performance. Be smart . . . fight this formidable foe with

## NOISE-MASTER ALL-WAVE ANTENNA

Licensed under A.A.K. patent No. 1,965,539, and CORWICO-engineered to the last inch of its stanch copper wire, NOISE-MASTER picks up and strengthens weak oversea signals . . . strains out "man-made" static . . . improves broadcast as well as shortwave reception. Adaptable to every set and every locality. Makes multiple-set operation from one aerial an accomplished fact. You dealers and service men who are confronted with static problems will win valuable good will by urging and installing NOISE-MASTER at every opportunity.

Cat. No. 14 List Price **\$6.75**

Write for Special Booklet

**CORNISH WIRE CO.**  
30 Church Street New York City

Also  
"EXPLORER"  
Cat. No. 11  
List Price **\$3.70**

"CON-  
QUEROR"  
Cat. No. 12  
List Price **\$3.40**

. . . and there are others



is the trademark and the hallmark of QUALITY and scientific precision in antenna materials and radio wire. There is none better at any price.



**HIGHEST QUALITY**  
**FIRST-CLASS ENGINEERING**  
**PROFIT TO DEALERS**

**DEPENDABLE**  
**LONG LIFE**

**Ken-Rad Radio Tubes**

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

**LONG LIFE**

KEN-RAD Radio Tubes are real money-makers. Write us for complete dealer proposition. Here's opportunity for increased business. Act now! No obligation.

## 10,000,000 FARMS WITHOUT ELECTRICITY ARE IMMEDIATE PROSPECTS FOR ..

### 6-VOLT RADIOS AND WINCHARGERS

Wincharger does away with the expense of battery recharging—opens up a practically unlimited sales field in millions of farm homes. Thousands of 6-volt farm radio sales are being made every month with Wincharger.

A 6-volt radio + a Wincharger makes a quick and easy sale to an otherwise doubtful farm radio prospect.

**DeLUXE WINCHARGER**

**THE WINCHARGER DE LUXE**

The Super De Luxe 6-Volt Wincharger. Gives an excess of power to keep the owner's batteries continuously charged without cost and enables him to charge his neighbor's batteries, too, if he so desires.

**WINCHARGER HAS TWO GOVERNORS**

Governor No. 1. A third brush controls output of the generator and prevents its overheating and burning out.

Governor No. 2. The Special Albers Airfoil propeller is designed so that it will not make above 1700 R.P.M. in thirty-mile wind. This doubly protects generator and prevents burning out.

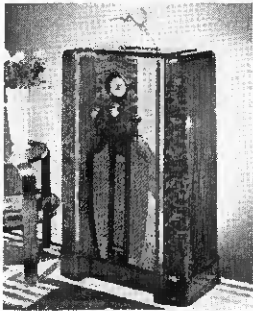
Comes as shown with Albers Airfoil propeller; newly designed 6-volt generator which begins charging in light winds at 380 R.P.M. and has output of 15 to 18 amps.; turntable, vane and mounting; 6 1/2 ft. angle iron tower; cutout, ammeter and short lead-in wire.

Write today for complete information and begin at once to realize a larger volume of farm radio sales.

**WINCHARGER CORPORATION**  
2704 HAWKEYE DRIVE  
SIOUX CITY IOWA

FITS EITHER CABLE OR FLAT ROOF

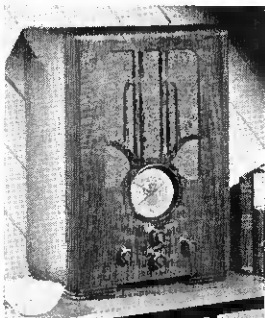
# MORE NEW MERCHANDISE



Grunow Model 1241  
Grunow 1936 Sets

The "tone tested resonator" featured in the 1936 models of the General Household Utilities Corp., 2638 N. Crawford Ave., Chicago, consists of a skillfully graduated series of resonance rings made of carefully selected woods replacing the old mounting board and ending, they say, baffle board distortion.

For hi-fidelity, Grunow uses three speakers to cover the en-



Grunow Model 640

tire range. Two separate power channels supply the exact power required to perfectly reproduce the high and low frequencies. Two buttons are provided—one to cut out the two small speakers and the other to cut out the low frequency speaker so it is possible to test the difference.

The Signal Beacon is continued—and this year the Aladdin "Colorflash" dial is incorporated to facilitate tuning.

Metal tubes are used, of course. Cabinets are streamlined and in keeping with to-



Grunow Model 1171

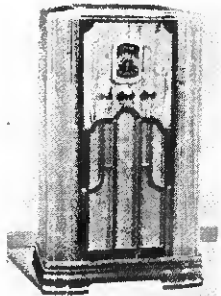
day's designs. These are all-wave sets—not skip band.

Model 1241, illustrated, is the deluxe set of the series—having both tone tested resonator and triple speakers. It covers from 150-410 kc. and from 545 straight through 18,000 kc. \$167.50.

Other consoles are: Model 1171, 11 tubes, \$137.50; Model

871, 8 tubes, \$99.50; Model 761, 7 tubes, \$87.50; Model 681, 6 tubes, \$69.50; Model 641, 6 tubes, \$59.95; Model 581, 5 tubes, \$49.95. All the above are all-wave sets and the majority use metal tubes.

The table sets include: Model 640, 6 tubes, all-wave, \$49.95; Model 580, 5 tubes, all-wave, \$39.95; Model 520, an a.c.-d.c. compact set, 545-1720 kc., \$29.95; Model 470, upright style, 545-1720 kc., \$22.50. None of the table models employ metal tubes.—*Radio Retailing*, August, 1935.

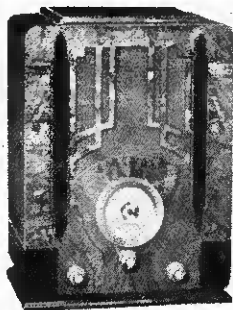


Howard World Seven

## 1936 Howard Line

A complete kit of metal tubes is used in the World Seven set just announced for the new season by the Howard Radio Co., 1731 Belmont Ave., Chicago. This is a shortwave and broadcast set covering from 540 straight through to 18,000 kc. It may be had in two models—the illustrated console at \$94.50 and the upright table set, \$79.50.

Other new models include the Special Six in both table and



Howard "Six" Table

console type cabinets. 540-16,000 kc. \$44.95 and \$59.95.

The Grand Junior has metal tubes. Covers the broadcast and all shortwave bands, with each individually illuminated.

The well known Howard Grand is being continued. This is a 19 tube receiver with 20 watts output, band spread, adjustable selectivity and sensitivity, beat oscillator and phonograph and headphone jacks. \$295.

Howard also has three 6 tube, three band models for use with Air cell and B-batteries, 6 volt storage alone or with 32 volt equipment. In table or console cabinet.

Two auto sets are available, 6 tube and 5 tubes in metal cases with built-in speaker and airplane dial on the remote control.—*Radio Retailing*, August, 1935.

# GENERAL ELECTRIC RADIO "GOES OVER"

## IN THE ST. PAUL MARKET



**GENERAL ELECTRIC SUPPLY CORP.**  
**WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . St. Paul, Minn.**  
**Branches . . . Duluth, Minn.**  
" . . . Minneapolis, Minn.  
" . . . La Crosse, Wis.

*Says L. C. Mample, District Manager:—*

"The response of over 200 dealer representatives at our dealer meeting more than verifies our own opinions of the acceptance, salability, and profit possibilities of General Electric Radio. This enthusiasm, which was duplicated at Duluth and LaCrosse, was backed by actual commitments, which again makes us believe that G-E Radio is the outstanding line from now on."



**RADIO NEWS MEANS RADIO SALES**  
**GENERAL ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**



**GENERAL  ELECTRIC**

**RADIO  
"GOES OVER"**

**IN THE  
SAN FRANCISCO  
MARKET**

**GENERAL ELECTRIC SUPPLY CORP.  
WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . San Francisco, Calif.**  
**Branches . . . . Sacramento, Calif.**  
" . . . . Fresno, Calif.  
" . . . . Oakland, Calif.



Says Chas. W. Goodwin, Jr., Dist. Mgr.:—

"In the Pacific Coast district alone over 2,000 dealers attended the presentations of the 1936 line of G-E Radio receivers, which are equipped with the new all-metal tube. We are convinced that as a result of the enthusiasm and interest displayed, General Electric Radio will shortly attain the position of leadership. We are therefore organizing our sales forces so as to capitalize, to the greatest degree, the opportunities which are ahead."

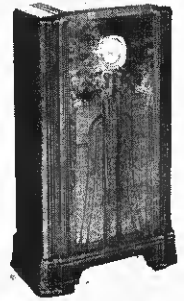
**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**

**MORE NEW MERCHANDISE**

**Arvin Home Sets**

The maker of the well-known Arvin hot water heaters for cars and Arvin auto-radios has entered the "home" radio field with a series of nine models.

There are five different cabinets—two all-wave consoles and one table model with 6 and 8 glass tubes or 7 and 9 metal tubes—also 4 and 5 tube table sets and a battery model. Up-to-the-minute in every mechanical detail with many new Arvin innovations in tuning controls, dials and chassis construction. The cabinets are modern in appearance without being modernistic, pleasingly proportioned



Sentinel Model 34B71

**Sentinel Battery Sets**

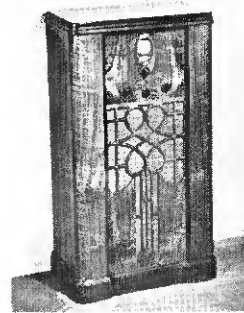
Eleven battery operated table and console type radios housed in particularly attractive cabinets are announced for the new season by the Sentinel Radio Corp., 2222 Diversey Blvd., Chicago.

There are three upright table sets: Model 32B69, 4 tube, 2 volt \$29.95; Model 34B73, 4 tube, 6 volt, \$49.95; Model 36L73, 6 tube, 32 volt, \$39.95; Model 33B70, 5 tube, 2 volt, \$39.95; Model 35B70, 6 tube, 2 volt, \$49.95 and Model 31B74, 6 tube, 6 volt, \$59.95.

Two consoles are offered—one of which may be had with any one of three chassis, 6 tube, 32 volt, \$59.95; 4 tube, 6 volt, \$69.95; or 5 tube, 2 volt, \$59.95; the other comes with 6 tube, 2 volt, \$69.95 or 6 tube, 6 volt chassis, \$79.95.

All Sentinel models are designed for 2 volt storage battery, three volt dry A or Air-cell operation.

A specially designed wind charger is also available to retail for \$12.50.—*Radio Retailing*, August, 1935.



Arvin Model 81M

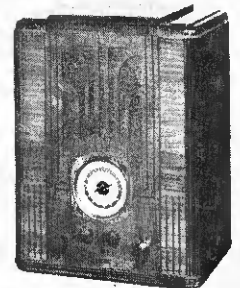
and embellished just enough to relieve the "plain" look.

Featured in this new line are a band-beam station finder which tells at a glance where to turn for the station desired and a microcycle signal separator which adds to the simplicity and accuracy of tuning and logging shortwave stations. The latter is a secondary dial which eliminates the "second hand" pointer and complicates scales. In addition there are the following: true fidelity amplifier circuits, double action a.v.c., logarithmic manual control of volume, automatic wave-route director and center poised tuning unit.

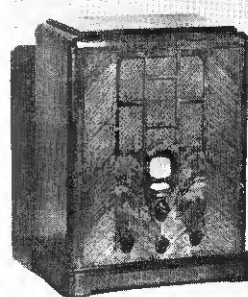
Model 81 console has 8 tubes and covers 540-1750 kc., 1.75-5.5 mc. and 5.5 to 18 mc. \$89.50. With 9 metal tubes instead of glass, \$99.50.

Model 41 table set takes 4 tubes and covers 1750-540 kc. \$19.95.

Model 51 is a 5 tube skip-band table model—540-1750 kc.



Sentinel Model 31B74



Arvin Model 61M

and 5.5-18 mc. \$32.95. With 6 volt battery chassis the price is \$34.95.

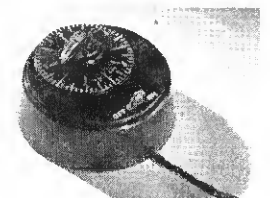
Model 61 is a 6 tube all-wave set with glass tubes. Three band dial—1750-540 kc., 1.75-5.5 mc. and 5.5-18 mc. \$49.95. With 7 metal tubes, \$57.95.

Model 62 is a walnut console with 6 tube all wave chassis and 19 in. speaker. \$59.50. With 7 metal tubes, \$67.50. Noblitt Sparks Industries, Inc., Columbus, Ind.—*Radio Retailing*, August, 1935.

**"Mark-Time" Switch**

To catch a favorite radio program on the dot and to shut the set off when it's over—these are only two of the many things the "Mark Time" switch will do. It will start the radio in the morning so you begin the day with music instead of the jangling of an alarm clock, it will turn it off after you get in bed if you like to be lulled to sleep by sweet music.

No. 605, 5 hour, \$3.95; No. 610, 10 hour, \$4.95. M. H. Rhodes, Inc., Rockefeller Center, New York.—*Radio Retailing*, August, 1935.



**"I WANT TO  
BE SURE OF  
MY PROFITS"**



**So said this retailer when we asked why he sold so many Sylvania Tubes!**

► "I'll tell you why I sell so many Sylvania tubes! I push Sylvania . . . I recommend them to my customers, and I recommend them because I make an extra profit on Sylvania!

"My bread and butter depend on my profits . . . I can't afford to pass up a good bet. And I know that when I do sell Sylvania, my customers will be satisfied. There's not a better tube made than Sylvania . . . it's as good as the best and my extra profit is my reason for putting it out front!"

This retailer knows a good thing when he sees it . . . and he knows a good tube when he sells it! He pushes Sylvania tubes, and sells them for the full profit that is his due.

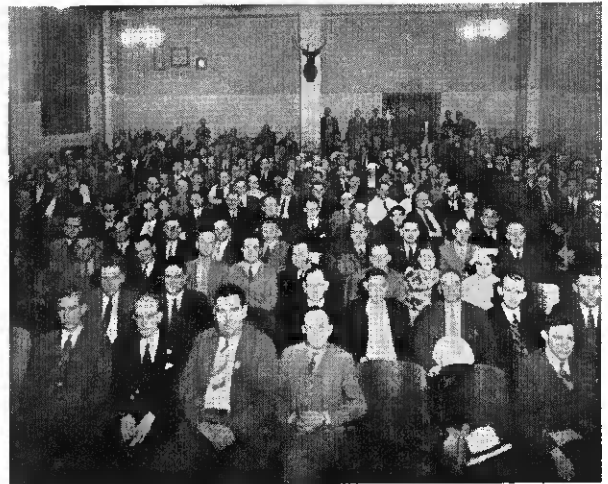
Find out how such profits can be yours. Write for information on Sylvania's sales policies. A card or letter will bring this information within a few days. The Hygrade Sylvania Corporation, Emporium, Pa.

**SYLVANIA**  
**THE SET-TESTED RADIO TUBE**

© 1935, Hygrade Sylvania Corp.

**GENERAL  ELECTRIC  
RADIO  
"GOES OVER"**

**IN THE  
SEATTLE  
MARKET**



**GENERAL ELECTRIC SUPPLY CORP.  
WHOLESALE DISTRIBUTORS**  
of General Electric Appliances

**Headquarters . . . Seattle, Wash.**

*Says F. A. Block, Manager, Appliance Sales:—*

"OUR MEETING SEATTLE GRAND SUCCESS STOP ATTENDANCE EXCEEDED THREE HUNDRED DEALERS INCLUDING HARRY SMITH OF KETCHIKAN ALASKA STOP GREATEST ENTHUSIASM REGISTERED AND ORDERS ARE ROLLING IN STOP WE ARE GOING PLACES WITH THE NEW G-E LINE THIS YEAR."



**RADIO NEWS MEANS RADIO SALES  
GENERAL  ELECTRIC  
RADIO  
IS NEWS . . . . . EVERYWHERE**

**GENERAL  ELECTRIC**

**RADIO  
"GOES OVER"**

**IN THE  
WASHINGTON  
MARKET**



George Wasserman, of George's Radio, Washington, D. C., signs an order for 450 sets immediately following the Washington dealer meeting. Says Mr. Wasserman —

"At last we have found a line with a sufficient number of features to put it in the specialty class. This means more profit for me."

**NATIONAL ELECTRICAL SUPPLY CO.  
WHOLESALE DISTRIBUTORS**

**Headquarters . . . Washington, D. C.**

Says F. N. Chase, Mgr., Radio & Marine Dept.:—

"At our meeting in Washington the new line was received with impressive enthusiasm by our dealers. And, furthermore, they confirmed their belief and confidence in the future of G-E Radio with many substantial orders."

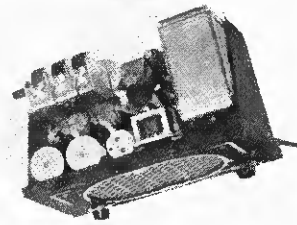


**RADIO NEWS MEANS RADIO SALES**

**GENERAL  ELECTRIC  
RADIO**

**IS NEWS . . . . . EVERYWHERE**

**MORE NEW MERCHANDISE**



**Remler Auto-Radio with  
Metal Tubes**

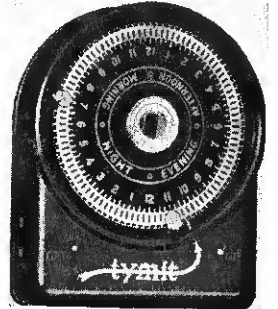
The Remler Co., Ltd., 2101 Bryant St., San Francisco, Calif., announced its improved Model 37 auto-radio with metal tubes throughout.

Shield rattles are eliminated and background and tube emission noises are practically eliminated by use of metal tubes, Remler states. The new octal socket holds the tubes more securely. The tube line-up consists of 2-6K7, 6A5, 6H6, 6J7 and 6F6.

This set will get short waves as it covers from 2,200 to 6,800 kc. and is powered by the Remler dynamotor. The list price is \$59.50.—*Radio Retailing*, August, 1935.

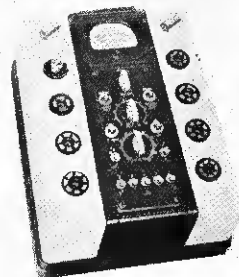
**"Tymit" Timeswitch**

"Tymit" is a portable domestic time switch designed to increase the use of radio to replace alarm clocks although it also has many other practical uses. It may be set to turn the radio off at night and on in the morning every day without resetting. All settings are on the front and it may be turned on or off manually without touching the dial or affecting the automatic operation. It lists for \$9.75.—Made by the Tork Clock Co., Inc., Mount Vernon, N. Y.—*Radio Retailing*, August, 1935.



**Hyflux Speaker**

Wright-DeCoster, Inc., 223 University Avenue, St. Paul, Minn., has brought out a magnetic type speaker with many new features. This speaker has fewer parts, no solder is used in the mechanical linkages and it is extremely rugged in construction, making it operate with no attention whatever almost indefinitely, it is claimed. Has an exceptional frequency range for a magnetic type unit with tone quality very similar to a dynamic type speaker.—*Radio Retailing*, August, 1935.

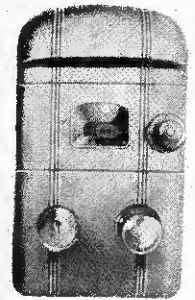


**Weston Tube Checker**

A modern tube checker which represents a striking departure from former types in external appearance, in electrical and mechanical design, and in convenience has just been placed on the market by the Weston Electrical Instrument Corp., Newark, N. J.

It has socket mountings covering all pin combinations for glass and metal tubes now commercially available with provision for combinations which may be introduced.

The unit is completely enclosed in a durable cast aluminum case with switch handles and trim of red bakelite. A compact carrying case is available.—*Radio Retailing*, August, 1935.



Oldsmobile Mounting

**Kay Remote Control  
Units**

A new remote control unit to meet every requirement in installing auto-radios may be obtained from Kay Products of America, Inc., 1036 Bedford Ave., Brooklyn, N. Y.

These control units are specially adapted for installing sets in ash tray and radio openings of Ford, Plymouth, Dodge, Chrysler, Pontiac, Oldsmobile, Chevrolet, LaSalle and Cadillac and on the dashboard of all other cars. They have illuminating dial of the airplane type and no bolts, screws or brackets are visible.

They are designed in the modern motif with red and black pointers and chromium plated bevel ring. The control knobs are ivory plastic. List price, \$5.—*Radio Retailing*, August, 1935.

**Solar "Elim-O-Stat"**

A complete line of "Elim-O-Stats" to be used in connection with practically all types of electrical equipment may be obtained from the Solar Mfg. Corp., 599 Broadway, New York City. Some of these Elim-O-Stats are also excellent suppressors of noise when used at the radio receiver power outlet, and they have been designed to cope with radio interference encountered in the operation of sensitive sets, including short wave and all wave types. In addition, there are models to eliminate radio interference, particularly at its source.—*Radio Retailing*, August, 1935.



# All-Wave Sets

*need*



*this* **ALL-WAVE ANTENNA**  
*Increase Your Profits*

*with* **BROWNIE ALL-WAVE ANTENNAE**

THE surest way to extra profits this fall is to push the Brownie All-Wave Antenna. As a smart dealer, you know that a tremendous market exists for this high grade antenna. Most owners of short wave radios are not getting satisfactory reception. This is largely due to the use of a cheap or inefficient antenna. Now, with the Brownie you can sell a better antenna and make a real profit besides.

### Customers Stay Sold

Sell a dissatisfied customer a Brownie and the Brownie will re-sell the set. Repeated tests have proved that the Brownie will out-perform most antennae on the market today—none surpass it either in results or in quality of design and workmanship. For distance and volume, for clarity and freedom from man-made interference the Brownie is in a class by itself.

The Brownie is constructed on the Balanced Doublet System and uses a new type, super efficient matching transformer. Complete with all necessary parts, the Brownie is easily and quickly installed. And back of every antenna is the experience and fine reputation of a long established manufacturer in the electrical field.


Be in a position to cash in on the national advertising campaign, starting soon in *Colliers* and the *Saturday Evening Post*. Remember, when you sell a Brownie you are not only making a handsome profit, but you are "sewing up" a customer for life. Just mail the coupon for our money making proposition.

PORCELAIN PRODUCTS, INC., FINDLAY, OHIO

## Mail this Coupon Today

Porcelain Products, Inc. Dept. A Findlay, Ohio  
If there's real merit to your antenna, I'm interested. If there's a real profit for me, I want to make it. Rush me your proposition

Name \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
My Jobber is \_\_\_\_\_

**GENERAL  ELECTRIC**  
**RADIO**  
**"GOES OVER"**

**IN THE**  
**WICHITA**  
**MARKET**

**SUTTON ELECTRIC SUPPLY CO.**  
**WHOLESALE DISTRIBUTORS**

Headquarters . . . Wichita, Kans.




*Says R. M. Sutton, President:—*

"With a new line that is —

- Designed beyond competition . . .
- Competitively priced . . .
- Adequately advertised . . .
- Delivered on time . . .

the General Electric Company is making a business out of the radio business."

**RADIO NEWS MEANS RADIO SALES**  
**GENERAL  ELECTRIC**  
**RADIO**  
**IS NEWS . . . . . EVERYWHERE**



**A**FTER several years of carrying on in a lack luster manner, the radio industry has started to hustle. Why? Because with industrial activity improved over last year and marked advances in both wholesale and retail prices as compared with the first half of 1934, the radio industry sees an opportunity to recuperate some of the losses suffered this past spring.

Manufacturers are bringing out vastly improved models.—Distributors are putting on additional salesmen.—Dealers are aggressively pushing sales, including the reemployment of outside salesmen.—Service men are testing sets, tubes, antennas and every other possible source of business.—Installment finance concerns are again coming back into radio.—Broadcasting companies report more first class programs than ever before.

And so it goes throughout the entire radio industry. **ACTIVITY AND PLENTY OF IT.** Are you ready to go?

**RADIO RETAILING** is ready to help you obtain more radio sales, stronger distribution, lower sales costs and **MORE PROFITS**

*Radio Retailing* was founded—"to disseminate sound business practices throughout the radio industry." And from this basic creed, stated in the first issue, January, 1925, it has never departed.

First to publish the "Annual Complete Specifications of Radio Sets." First to gather and publish sales statistics. First to present the costs of retailing radio merchandise. First to publish auto-radio specifications.

Fought and won the battle at Washington for "clearing up the ether." Campaigned for continuance of All Industry Trade Show. Launched "second set" idea. Advocated "Sell up" policies to increase average unit sale. Enlarged and strengthened Service De-

partment. Brought deplorable tube situation out into the open.

Such is the record of leadership maintained by *Radio Retailing* over the past 11 years.

### *And in 1936*

*Radio Retailing* will continue to serve the needs of the manufacturer, the distributor, the dealer, and the service man in the radio industry.

*Radio Retailing* will continue to initiate and sponsor important developments in the industry—such as the present movement to capitalize on the obsolescence of old sets, which bids fair to be a most important factor in the 1936 selling plans of the radio industry. Probably 85% of the sets sold during the coming year will go to people who already own obsolete receivers.

*Radio Retailing* will continue to gather and publish practical ideas on the merchandising and servicing of radio equipment.

*Radio Retailing* will continue to compile and publish authentic statistics on industry sales and complete specifications of new models.

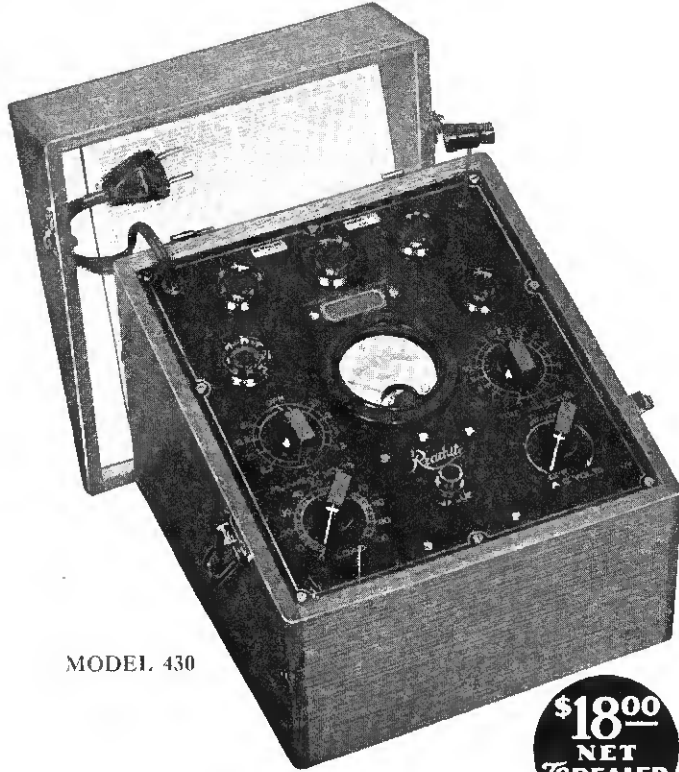
*Radio Retailing* will continue to present authentic technical information on new developments in the industry.

*Radio Retailing* will continue the various departments which have established its leadership as the only really complete trade publication in the radio industry.





# Readrite SENSATIONAL New Tube Tester



MODEL 430

**\$18<sup>00</sup>**  
NET  
TO DEALER

## FEATURES:

1. Tests both metal and glass tubes.
2. Applies proper load values to tube under test.
3. Tests for slightest leakages and all shorts.
4. But four simple operations required.
5. Uses Triplet Model 221 meter with GOOD-BAD scale.
6. Meter especially protected against damage.
7. Shadow type A.C. meter for line volts adjustment.
8. Has double grid cap for metal and glass tubes.
9. Sloping, all metal lithographed panel.
10. Furnished in handsome quartered oak case—which must be seen to be appreciated.

**E**VERY serviceman will want this new Readrite Model 430, because it speeds up jobs, and makes money on every service trip. Ruggedly built, and designed especially to withstand the harshest treatment.

## RUSH COUPON FOR DETAILS

READRITE METER WORKS  
179 College Avenue, Bluffton, Ohio

Gentlemen:

Please rush immediately catalog describing the new, 1936 Readrite line.

Name .....

Street .....

Town ..... State .....

Don't be caught short because of inadequate test equipment. Be sure you have the Readrite Model 430 to meet all tube testing requirements. Be prepared! See the Readrite Model 430 at your jobber's, and write immediately for catalog describing this and other outstanding Readrite equipment.

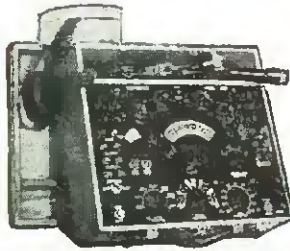
WATCH FOR OTHER NEW ITEMS

*See Your Jobber*

**READRITE METER WORKS**

179 COLLEGE AVE., BLUFFTON, OHIO, U. S. A.





**SUPREME 391—P. A. ANALYZER**  
A new analyzer especially designed for servicing sound film equipment and public address systems. \$69.95

**"391" QUICK FACTS**

**1. DECIBEL RANGES**

- 10 DB to + 20 DB
- + 5 DB to + 35 DB

referred to zero level of six milliwatts in 500 ohm line.

**2 D.C. VOLTAGE RANGES**

- (1000 ohms per volt)
- 0 to 5 volts
  - 0 to 25 volts
  - 0 to 125 volts
  - 0 to 250 volts
  - 0 to 500 volts
  - 0 to 1250 volts

**3. A.C. VOLTAGE RANGES**

- (1000 ohms per volt)
- 0 to 5 volts
  - 0 to 25 volts
  - 0 to 125 volts
  - 0 to 250 volts
  - 0 to 500 volts
  - 0 to 1250 volts

**4. RESISTANCE RANGES**

- 0 to 500 ohms
- 0 to 5,000 ohms
- 0 to 50,000 ohms
- 0 to 500,000 ohms
- 0 to 5,000,000 ohms
- 0 to 50,000,000 ohms

**5. CAPACITY RANGES (Low)**

- 0.0000125 to 0.00125 mfd.
- 0.00005 to 0.005 mfd.
- 0.000125 to 0.0125 mfd.
- 0.0005 to 0.05 mfd.
- 0.00125 to 0.125 mfd.

**6. CAPACITY RANGES (High)**

- 0.005 to 0.5 mfd.
- 0.0125 to 1.25 mfd.
- 0.05 to 5.0 mfd.
- 0.125 to 12.5 mfd.
- 0.5 to 50.0 mfd.

**7. DIRECT CURRENTS**

- 0-250 microamperes
- 0 to 1.25 ma.
  - 0 to 5.0 ma.
  - 0 to 25.0 ma.
  - 0 to 125.0 ma.
  - 0 to 250.0 ma.
  - 0 to 500.0 ma.
  - 0 to 1.25 amp.
  - 0 to 5.0 amp.
  - 0 to 12.5 amp.



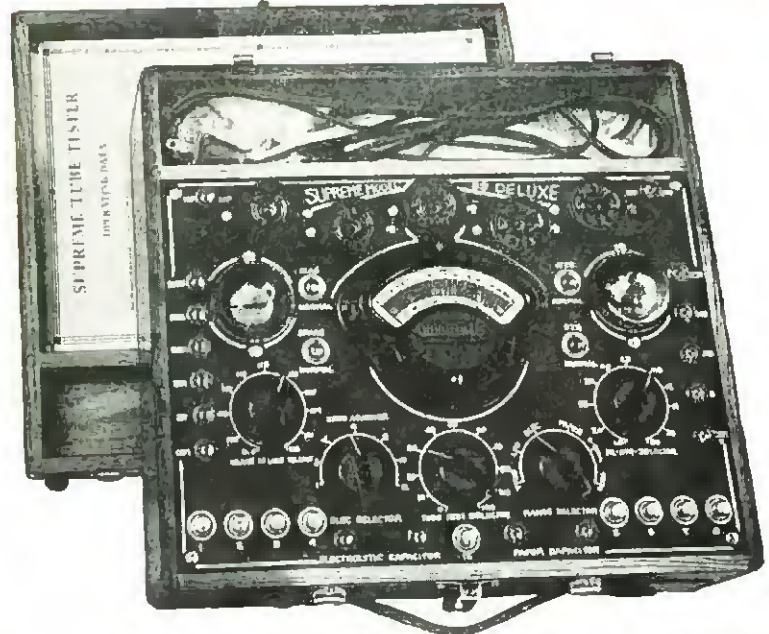
The 391 Meter Dial. Note evenly divided scale for voltage, current, and capacity readings, and the convenient division of ranges, so that values occurring most often are near the center of the scale or above. The DECIBEL section is of different color than the remainder of the scale, attracting the eye when measuring power levels.

The ohmmeter scale has been so chosen that the ranges overlap considerably, hence a range can always be found which will give a good needle deflection for any resistor up to at least 10 megohms, and values up to 50 megohms can be read with but little trouble.



*Mr. Serviceman,*  
WITH THE GREATEST LINE OF EQUIPMENT  
IN RADIO SERVICING

**SUPREME  
1936 INSTRUMENTS**



**Supreme 89—DeLuxe Tube Tester, \$45.95**

Dealers Net Cash Wholesale Price

In a week or so the peak season of radio will be here. Thousands of new models will be installed, bringing new problems in radio-servicing. Supreme engineers, always in closest touch with the new in radio reception design, have produced a line of instruments abreast of these new developments. Capacity for the all-metal octal tubes is only one of the features that add to the precision and speed of the serviceman. Don't be satisfied with makeshift methods. Get the MODERN equipment which progressive servicemen by the thousands have already acquired. Prices establish a new standard of quality and value at low cost.

**QUICK FACTS — 89 DeLuxe**

1. Simple to operate. (1) select filament voltage, (2) set tube selector per chart, and (3) press a button.
2. Accurate. New circuit tests all tubes at RATED LOAD.
3. Rugged. Cannot be damaged by shorted tubes.
4. Fool-proof. Only 5 sockets—a tube cannot be placed in wrong socket.
5. Neon Leakage tests. Detects leakages and "shorts" between ALL tube elements and indicates faulty elements.
6. Sensitivity of neon leakage test LIMITED so as not to discard good tubes.
7. Quality test detects open circuited elements.
8. All leakage and "short" tests while tubes are heated.
9. Extra handling avoided by making leakage and short tests in same socket used for Quality test on English Reading "Good—Bad" Scale.
10. Tests all tubes without adapters.
11. Fixed ratio between tube and circuit resistance for extreme accuracy on Quality tests.
12. Easily adaptable to future tube developments.
13. Adjustable to varying power supply.
14. First English Reading condenser tester.



15. Accurately classifies all electrolytic condensers as "Good" or "Bad" on meter scale.
16. Neon test of all electrostatic condensers indicating leakages, shorts, or opens.
17. Uses full size neon lamp—easy to see instantaneous leakages.
18. Supreme 5" fan shaped meter, 1000 ohms per volt sensitivity.
19. Volt-Meter for point-to-point testing. 5 D. C. ranges of 0-5, 0-125, 0-500, and 0-1250 volts, 1000 ohms per volt.
20. Ohmmeter. Direct ranges of 0-2000, 0-20,000 and 0-200,000 ohms, powered with self-contained flash light battery. Low range to 1 ohm with 35 ohms marking at center scale.
21. Megohmmeter. Direct ranges of 0-2 and 0-20 megs. SELF-CONTAINED power pack.
22. Single selector switch converts instrument to (1) English Reading tube tester, (2) neon tube leakage tester, (3) Neon Electrostatic condenser tester, (4) English Reading Electrolytic condenser analyzer, (5) Multi-range voltmeter, (6) multi-range ohmmeter, and (7) a double range megohmmeter.

**THE INSIDE STORY OF EACH INSTRUMENT**



Now you can know exactly what your service instrument has before you buy. Send this coupon for the illustrated manual of your choice. No cost. No obligation.

- SUPREME INSTRUMENTS CORP.**  
Supreme Bldg., Greenwood, Miss.  
Send me the inside, diagrammatic story of Supreme instruments as follows:
- Supreme 89—DeLuxe Tube Tester
  - Supreme 89—Standard Tube Tester
  - Supreme 385—Automatic
  - Supreme 189—Signal Generator
  - Supreme 339—DeLuxe Analyzer
  - Supreme 339—Standard Analyzer
  - Supreme 391—P.A. Analyzer

Name \_\_\_\_\_  
Address \_\_\_\_\_  
Town \_\_\_\_\_ State \_\_\_\_\_  
Jobber Preference \_\_\_\_\_

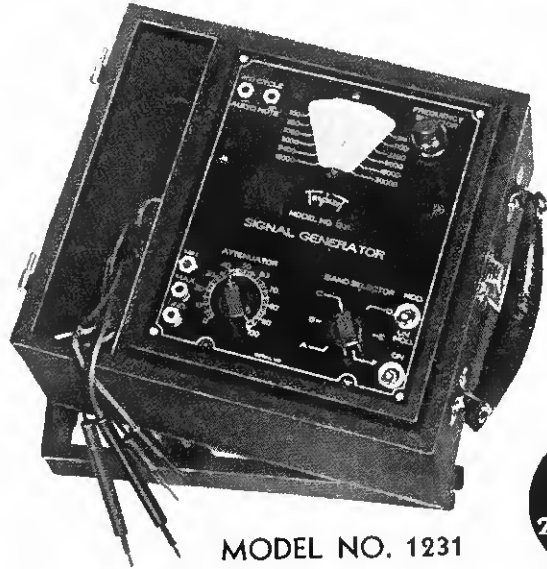




# New 1936 Models

By **TRIPLET**

THE new **TRIPLET** Model 1231 is the outstanding All Wave Signal Generator available to servicemen today. Servicemen need this efficient and reliable unit for checking and aligning RF and IF stages in the latest advanced radio receivers. Built with the traditional **TRIPLET** Master Craftsmanship, it is a Master Unit which every serviceman will be proud to own.



MODEL NO. 1231

**\$26<sup>67</sup>**  
NET  
TO DEALER

### FEATURES:

- All frequencies are fundamentals and fully stabilized.
- Has perfect attenuation.
- Special 12" Vernier type direct reading scale permits very accurate readings.
- All parts are low-capacity, non-hydroscopic and thoroughly shielded throughout.
- Six bands supply frequencies from 100 to 30,000 KC.
- The 6-bands furnish the following frequencies:

100-340 Kc.....	330-1100 Kc.
1050-3200 Kc.....	3000-9000 Kc.
8700-18000 Kc.....	18000-30000 Kc.

- Low-loss switching for band connections.
- Jacks provided on panel for obtaining 400 cycle audio note.
- Has self-contained batteries and two '30 tubes.
- Furnished in regular black Master Unit Case, suitable for inserting in any Triplet Master Carrying Case. Single unit carrying case as shown \$4 net extra.
- Model 1232 is similar to Model 1231, but for 110 volts, 60 cycle A.C. operation.

Price less carrying case..... **Dealer's Net \$26.67**

### OTHER 1936 TRIPLET MODELS

	Dealer's Net
No. 1500 Power Output Tube Tester.....	\$36.67
No. 1501 Multi-Purpose Tube Tester—(10 units in 1)	46.67
No. 1206 Master 1936 Test Set.....	82.67
No. 150 Decibel Meter Kit.....	21.67
No. 200 Decibel Meter Kit.....	23.50

You will want to know more about these new 1936 Triplet instruments, so contact your jobbers regularly and write for new price sheets.

### TRIPLET ELECTRICAL INSTRUMENT CO.

182 Main St. Bluffton, Ohio, U. S. A.

TRIPLET ELECTRICAL INSTRUMENT CO.  
182 Main St., Bluffton, Ohio, U. S. A.

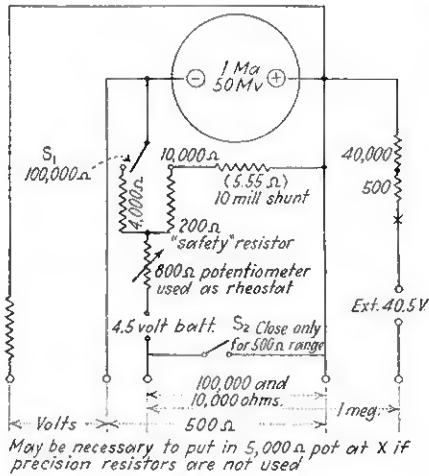
Please rush to me at once catalog on the new line of Triplet instruments and tester.

Name .....

Street .....

Town.....State.....

## SHOP SHORTCUTS



### "Inverse Scale" Ohmmeter

By Robert C. Barton

I have just completed construction of a new ohmmeter which is particularly useful in reading resistor values between 1 and 500 ohms, especially where current required for operation of the meter must be low in order to obtain accurate readings.

The instrument uses a Weston 301 type meter, which has a current drain of 1 ma., and a Van Leuven type 3X (D. L. Van Leuven, 410 E. 15th St., New York) dial with an "inverse" ohmmeter scale.

Two toggle switches are employed. With S2 open and S1 thrown on one side the result is a standard 100,000 ohm ohmmeter circuit, with a center reading of 4,500 ohms. With S2 still open and S1 thrown to the other side the circuit is converted into a 10,000 ohm scale device, drawing 10 ma. in operation. The 200 ohm resistor shown is a safety device so placed to constitute a limiting resistor in the circuit at all times in case the potentiometer adjustment is turned all the way out.

Now, with S1 back in the 100,000 ohm range position, close S2 and the needle

will swing over to the zero end of the ohmmeter scale. Adjust the potentiometer to full scale deflection, use the tip jacks indicated as 500. Any resistance up to 500 ohms placed across these terminals will act as a shunt on the meter and will be directly readable on the inverse scale.

The balance of the diagram is entirely conventional. Voltmeter ranges may be put in to suit individual needs (the dial provides for use of the meter as a voltmeter and as a milliammeter). The 40.5 volt battery is two small 22½ volt tapped batteries. Only 18 volts is taken from one of them.

The degree of accuracy in the resistors used is entirely up to the builder. However, the utility of the unit and the constant uses suggest accurate ones.



### "Eggselent" Cone!

L. A. Wacaser of the Hockett-Cowan Music Company, Fresno, California, sends in this "replacement cone" found in a repaired radio. It was made out of an egg-carton!

### Test Battery Protecto:

By M. A. Perrenot

In order to test an auto-radio receiver properly, especially where it uses a vibrator type eliminator, it is necessary to know what supply voltage and current is applied to the input terminals.

So servicemen doing such work generally connect an ammeter in the supply line and a voltmeter across it. Very often they forget to disconnect the voltmeter when completing a job and, even if it is of the high resistance variety, unnecessary battery drain results.

To guard against this I use a voltmeter relay made of an old generator cutout. It is used in series with a supply line and, to keep the drop within bounds, was re-wound with heavy wire. It is adjusted so that it will trip with about 2 amperes flowing through the coil as some sets tested

use B batteries and the heater drain is relatively low.

When there is no load on the battery the relay remains open and the voltmeter is automatically disconnected.

### Notes On Speaker Repairs

By John M. Thompson

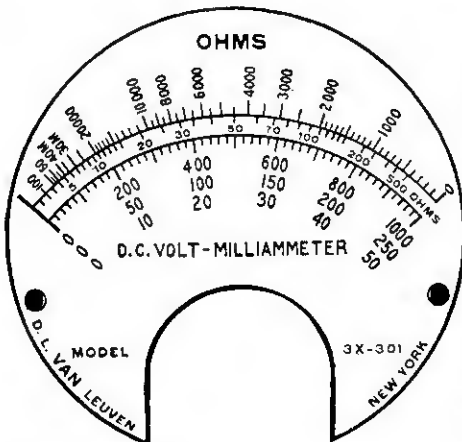
**To repair torn cones:** Cut piece of thin blotting paper to such shape that it will cover the tear and overlap about ¼ in. on each side and ½ in. on each end. Thin the edges of the patch and then apply a coat of cement such as DuPont's household cement to one side. Cover the cone area, outside, with the cement also where the patch is to fit. Let cement set and then apply second coat to both patch and cone. Apply patch to tear and press firmly until cement sets by holding with fingers. Apply thin layer of edges of tear on inside of cone and allow to dry several hours before placing in service.

**Soft cones:** Spray cone several times with thinned clear lacquer, using a spray-gun. A hand sprayer is satisfactory. This may be done without removing cone from speaker by using a cloth pad to cover center opening of dynamics but better results will be obtained if the cone is removed and both sides sprayed evenly. Do not use more lacquer than the cone material will absorb and wipe off any excess before it sets. Allow at least 10 hours drying time before attempting to center the cone. This method is particularly effective in connection with old types of dynamics constructed of doped cloth, such as the early Victors and Philcos, which may have softened due to vibration.

**Loose voice-coil windings:** Remove speaker cone and apply clear lacquer to winding. After 15 minutes wipe surplus off with cloth dampened in lacquer-thinner. This method allows the lacquer to penetrate between turns and anchor them to the form. If done properly the voice coil will not be distorted or increase in size, which would affect clearance.

**Scratchy sound from voice-coil:** This is frequently caused by a frayed or bent voice-coil edge. Remove the cone from the speaker and polish the inside of the voice-coil form and bottom edge with a small piece of very fine sandpaper. Round off the edges of the form slightly but be careful not to disturb the winding. Then apply a thin film of clear lacquer to the inside of the form and the edge. This is best done by soaking a small pad of cloth with lacquer and rubbing the coil form with same. Do not use any more lacquer than necessary to leave a thin film.

**Raspy sounds at high frequencies:** On some types of speakers using external spider mount, particularly the older Magnavox units, rasp is caused by separation and peeling of the glue holding the external spider to the voice-coil. This thin film of glue vibrates. Apply household cement on the end of a screwdriver or prod all around the groove formed by spider support and voice-coil form, directly over the old glue.





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## Radio Instruments

## TRICKS of the TRADE

**AK 80 Series.** Hum and distortion not due to condensers or resistors . . . Replace grid resistor in 47 input, also coupling condenser to detector plate.

**ARVIN 7, 17, 27, 37.** Intermittent oscillation or motor-boating . . . Replace twin a.v.c. condenser located between the 78 socket and the antenna coil. In the model 7 the condenser is located between the 6F7 socket and the antenna coil.

**BALKITE 60, 70.** Alignment data . . . Remove cap of 6A7 and place output wire from oscillator on this cap through .01 condenser. Ground other oscillator terminal to frame of variable condenser. Set dial at 550 kc. with switch in broadcast position. Set oscillator at 456 kc. and, with volume control of set on full, using output meter, align first and second intermediates in the order named. Repeat this for accuracy. Remove oscillator lead from 6A7 and connect it to the antenna post. Set test oscillator frequency at 1400 kc. and align trimmers on variable condensers. Set dial and oscillator at 600 kc. and adjust 600 kc. padder located at side of set for maximum output indication. Repeat high frequency alignment for accuracy. Best results are obtained on shortwave alignment by experimentation. Adjust front coil trimmer at about 15,000 kc. and rear at 6 mc.

**CROSLY 146.** Local stations received weakly, voltages ok . . . Look for open 12 mike condenser section of dual filter and cathode 6 mike cardboard encased unit. Replace, if "out" with 12 mike 400 volt job. Lower breakdown units will not last.

**CROSLY 167.** Set works on high frequency end but dies out on low, or cuts in and out . . . The .1 mfd. condenser across the 3,500 ohm resistor in the cathode circuit of the first 58, the first detector-oscillator, shorts out and sometimes partly shorts.

**EMERSON M-AC-7.** Hum, after being in service several months, not due to open filter or other common causes . . . Check high voltage winding of power transformer with an ohmmeter. The winding sometimes partially shorts, throwing the center-tap off.

**FIRESTONE 1322.** Speaker rattle . . . Look for loose solder in speaker. Microphonics . . . Loosen condenser rubber washers and tighten all nuts and screws. Case buzz and rattle . . . Loosen Parker-Kalon screws, take cover off, bend, replace.

**FORD 35.** Low volume, sensitivity ok, cuts on and off . . . Header speaker cone leads often short to steel spring used as their support. Remove leads from support to remedy.

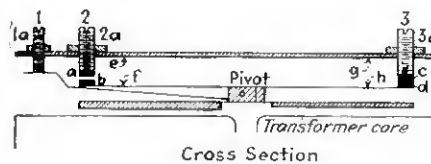
**GE J100, J105.** 10 mike capacitor with yellow lead to lug on volume control opens, causing oscillation . . . When replacing watch polarity as ground is positive in this circuit.

**GM 50 SERIES.** Volume weak, plate voltage low . . . Look for leaking or shorted r.f. plate condenser. It is generally the top one in the 3-pile assembly that goes bad so don't unsolder the others until the top one is tested.

**GLORITONE.** Oscillation at high frequencies despite cleaning of tuning condensers and wipers and checkup of by-passes, voltages, etc. . . Put two turns of wire around control grid lead of tube not shielded and ground to frame.

**GULBRANSEN 75.** "Static" on all stations, tubes and voltages ok . . . Traceable, as a rule, to defective plate choke coil in 24 detector circuit.

**MAJESTIC VIBRATORS.** Notes on adjustment . . . Loosen screws 2 and 3 until there is a fairly large gap between contact points a and b and c and d. Then adjust screw 1 until the distance between points e and f and g and h is equal. In other words, see that the armature balances equally on both sides of the pivot. Now adjust screw 3 until contacts c and d touch, then tighten set nut 3a. Finally adjust screw 2 until there is a small gap between contacts a and b. Tighten set nut 2a and the job is done.

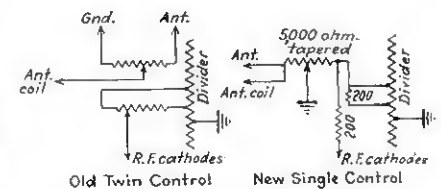


**MAJESTIC 90, 90B.** Hum, sounds like noise from small motor . . . See that antenna and ground wires have not been reversed, or that ground connection has not gone bad.

**MOTOROLA TWIN-8, DUAL-6.** Buzzing noise from vibrator pack audible through signals, or with volume control off . . . Tighten self tapping screw which holds the vibrator pack in its housing. This is located on the bottom of the set and also holds the cover on.

**PHILCO 45.** No plate voltage on 75 tube . . . Bad .1 mfd. plate condenser, part No. 30-4170. When replacing use a higher voltage unit. Intermittent reception, especially when tuning . . . Bolts that hold tuning condenser to the chassis may be too long or too tight, shorting to the stator section. This is a hard one to find if you don't know about it. Loosen bolts or cut off ends to correct.

**PHILCO 70, 70A.** Replacing dual volume control with single, tapered unit, giving even smoother control. Circuit is self-explanatory. The 200 ohm fixed resistors are 1 watt types.



**PILOT 93.** When this a.c.-d.c. superhet seems to be out of alignment, whistles all over dial . . . Before attempting to realign check by-pass condensers 3x.1 in one can just below 170-ohm filament resistor. Heat from resistor frequently causes the block to leak or open and also causes fading. Replace with separate tubular condensers.

**RCA VICTOR R-28-P.** Set operates ok on broadcast but is dead on shortwave band . . . Look for shorted trimmer condensers on band-change switch. Mica frequently breaks.

**RCA 102.** Line cord burned out . . . When replacing with new cord be sure to roll a piece of mica over the resistance asbestos and tape, allowing mica to be 1/8 in. larger than the resistance wire. This wire runs to the socket of the 37 and when set is moved around the socket lug frequently cuts into the asbestos, shorting the wire. Mica goes into the set under the socket. Tape or tie line cord so that it stays fastened to the chassis.

**SILVERTONE 1584.** Continual blowing of .003, 600 volt condenser connected across primary of power transformer . . . Due to surge built up in primary winding when line switch is opened. Use an 800 volt condenser as a replacement, connecting it between the line side of the on-off switch and the chassis.

**ZENITH 33X.** Reception faint, audio ok . . . Look under chassis near the antenna compensating coil (movable). Here you will find a 2,000 ohm resistance from ground to coil. It is often open. It may usually be simply left out. Tone raspy . . . Change over 171 to 112 tube.

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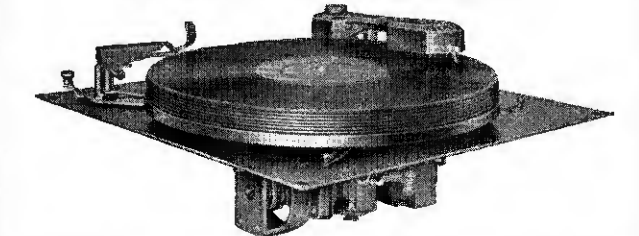
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**Filterad**

A new device for eliminating radio interference at its source has just been announced by the Automatic Electrical Devices Co., Cincinnati, Ohio. It is called the "Filterad" and is a simple plug-in device that attaches directly between the supply circuit and the offending switch, motor or other unit.

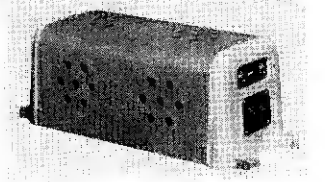
The Filterad uses an entirely new idea and circuit in filtering out the interfering radiations and unlike previous units marketed for the same purpose has nothing that can break or wear out, the announcement states. No special wiring changes are necessary in installing.

It is made in various sizes for handling from 1/4 to 100 hp.

—Radio Retailing, August, 1935.

**Raytheon Automatic Voltage Regulator**

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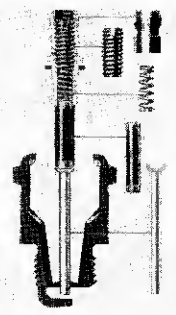


**"Wincharger"**

The Wincharger Corp., Sioux City, Ia., is in full production on its wind driven battery charger which eliminates run down batteries for 6 volt farm radio.

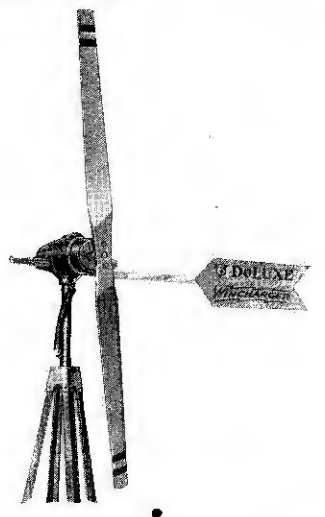
The de luxe Wincharger consists of a specially designed Albers' Airfoil propeller and a new generator built for wind-charging purposes which will cut in at low wind speed. This generator starts charging at 385 rpm. and will charge up to 15 to 18 amps. \$44.50, complete.

A utility model of the same design is also made with a generator that cuts in at 450 rpm. and will charge from 8 to 10 amps. \$29.50.—Radio Retailing, August, 1935.



**AC Radio Spark Plug**

A new type spark plug for cars equipped with radio has been developed by the AC Spark Plug Co., Flint, Mich. It is designed with a resistor unit built into the insulator. This unit may be removed and replaced when it becomes ineffective without replacing the entire spark plug. Because the resistor unit is close to the point where the actual spark takes place in the cylinder, noise or click from the radio receiver is reduced to a minimum.—Radio Retailing, August, 1935.



**Acorn Tube Isolantite Socket**

A special extruded Isolantite socket for the new ultra high frequency acorn type tubes, Types 954 and 955, has been developed by the Hammarlund Mfg. Co., 424 W. 33rd Street, New York City. Its five double grip prongs of tinned phosphor bronze are not only eyeletted to the base but also lipped. This guarantees perfect contact, for the prongs cannot move or shift.—Radio Retailing, August, 1935.

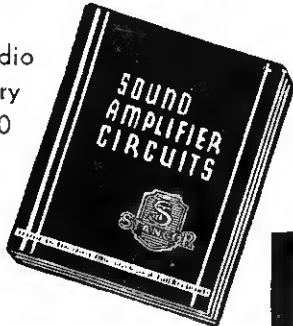
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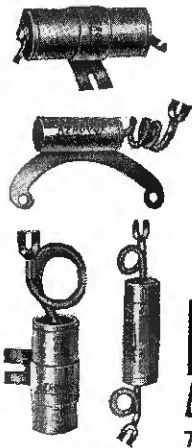


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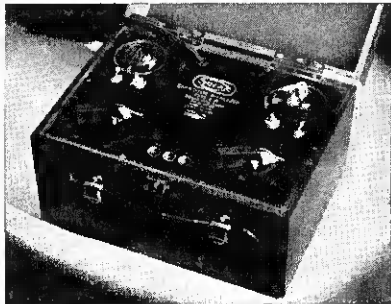
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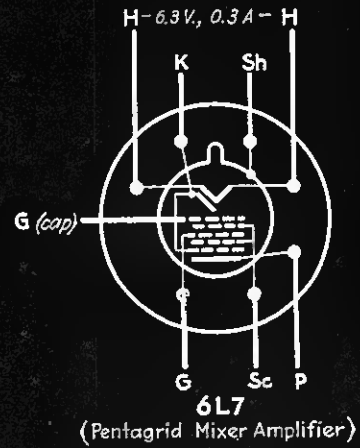
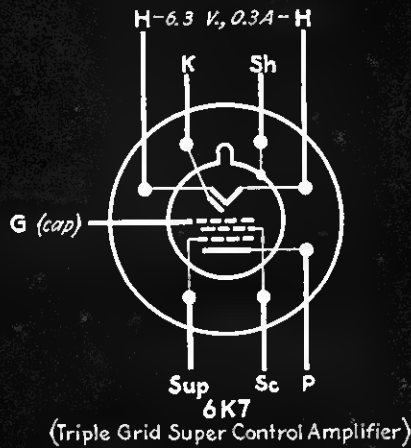
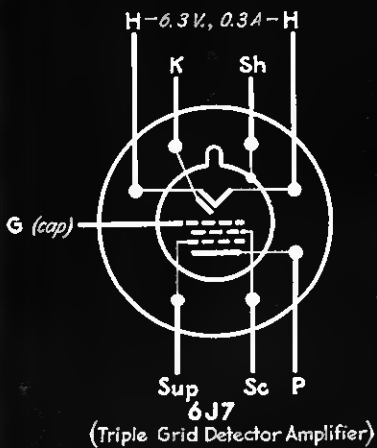
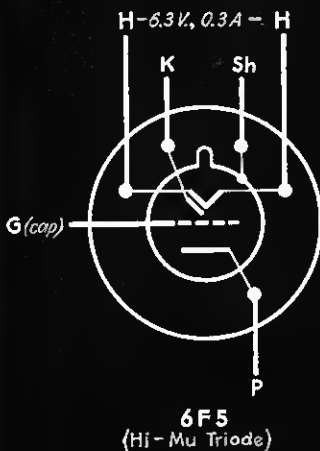
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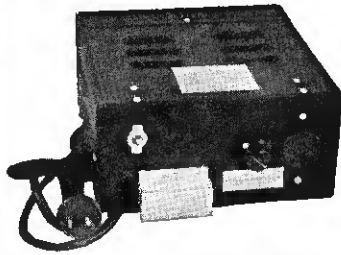
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McGraw-Hill Publishing Company, Inc., 330 West 43d Street, New York, N. Y. Branch offices: 520 North Michigan Ave., Chicago; 883 Mission St., San Francisco; Aldwych House, Aldwych, London, W. C. 2; Washington; Philadelphia; Cleveland; Detroit; St. Louis; Boston; Greenville, S. C. James H. McGraw, Chairman of the Board; Malcolm Muir, President; James H. McGraw, Jr., Executive Vice-President; Howard Ehrlich, Vice-President; B. R. Putnam, Treasurer; D. C. McGraw, Secretary. Member A.B.P. Printed in U. S. A. Printed by The Schweinler Press, N. Y.

# SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

**UNDISPLAYED—RATE PER WORD:**  
Positions Wanted (full or part-time salaried employment only), 10 cents a word, minimum \$2.00 an insertion, payable in advance. (See ¶ on Box Numbers.)  
Positions Vacant and all other classifications, 15 cents a word, minimum charge \$3.00.  
Proposals, 40 cents a line an insertion.

**INFORMATION:**  
Box numbers in care of our New York, Chicago and San Francisco offices count 10 words additional in undisplayed ads. Replies forwarded without extra charge. Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

**DISPLAYED—RATE PER INCH:**  
1 inch . . . . . \$8.00  
2 to 3 inches . . . . . 7.80 per inch  
4 to 7 inches . . . . . 7.60 per 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

### 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.

#### GENUINE GREBE PARTS

In Stock for all Grebe Sets built prior to 1933. Use only Genuine Grebe Parts in servicing these sets to maintain the original high standard of performance for which they were noted.

Write for Parts Price List  
C. I. VERMILYE

(Former General Factory Manager of  
A. H. Grebe & Co., Inc.)

137-30 Jamaica Ave., Jamaica, N. Y.

## AGENTS WANTED BIG PROFITS

### THEATRE EQUIPMENT

New - Used - Rebuilt  
Projectors, Screens, Soundheads, Amplifiers, Chairs, Portable Projectors, Arc Lamps, Rectifiers and Generators.  
REPAIRING AT LOWEST RATES

S. O. S. CORP., 1600 Broadway, New York  
S. O. S. Buys Equipment at Highest Prices

## KEEN EMPLOYERS RECOGNIZE WELL TRAINED SERVICE MEN

Many employers insist upon their service men having a background of modern radio servicing methods such as possessed by graduates of America's Oldest Radio School. Catalog Dept. RR. RCA INSTITUTES, Inc. 75 Varick St., New York 1154 Merchandise Mart, Chicago

## SERVICE MEN 1936 RADIO CATALOG FREE!

The new 1936 ALLIED Catalog is ready! Packed with complete listings of all new metal tubes and test equipment for servicing metal tube circuits. Also latest model metal tube receivers, new Public Address equipment; set-building kits; thousands of replacement parts, tools, etc.—at lowest wholesale prices. Send for this new Catalog—yours for the asking.


### ALLIED RADIO

ALLIED RADIO CORPORATION  
833 W. Jackson Blvd., Chicago, Dept. S.E.

Send me your FREE 1936 Catalog.

Name \_\_\_\_\_  
Address \_\_\_\_\_

# You're Bound to Win with **CROSLEY!**




Crosley speaks with a background of years in electric refrigeration... many more years in radio. During all these years the Crosley business philosophy has been this:

*Crosley cannot succeed without the loyal support of dealers;  
Crosley cannot afford to do anything that will alienate this support;  
As dealers profit, so Crosley profits.*

**★ NO CUT PRICE SALES ON CROSLEY SHELVADOR MODELS**

How many dealers in other lines have worked hard, spent a lot of money, time, and energy developing a profitable local market... only to find themselves in the position of competing with their own line in the hands of someone else who is underselling them? Crosley dealers have never suffered this handicap because Crosley has never been compelled to dump last season's models in a desperate effort to change them into accounts receivable.

**★ CROSLEY HAS NO OVERPRODUCTION!  
★ CROSLEY HAS NO LAST YEAR'S MODELS!**

Even if we would, we *could* not dump older models on the market... because we haven't any! The demand for Shelvador refrigerators more than absorbs our peak production. All Crosley Shelvador models are current—sold to the trade at regular prices.

**★ DEALER'S MONEY SAFE WITH CROSLEY**

Dealers can confidently stock Crosley Shelvador models. They will continue to be sold only through dealers

holding the Crosley franchise—the most profitable in the field.

**★ LOOK AT THE RECORD**

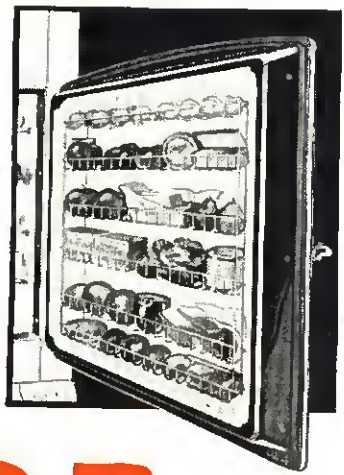
Starting from scratch some four years ago, the Crosley electric refrigerator line has climbed in sales until now it is high among the leaders in the industry. This is due to a number of things:

- 1 Crosley has never dumped obsolete models, or any models.
- 2 Crosley has consistently sold through established dealer channels.
- 3 Crosley has protected the dealer franchise.
- 4 Crosley has, of course, produced the one outstanding value in the field—the best money's worth.
- 5 Crosley has introduced new features (such as Shelvador) that made Crosley refrigerators stand out from competition.
- 6 Crosley has given the dealers a degree of cooperation that has helped to give them local dominance of the market.
- 7 Crosley has made Shelvador a national household word by means of advertising.

And these, we submit, are reasons why you cannot afford not to handle Crosley!

**THE CROSLEY RADIO CORPORATION - CINCINNATI**

POWEL CROSLEY, Jr., President  
*(Pioneer Manufacturers of Radio Receiving Sets)*  
Home of "the Nation's Station"—WLW—500,000 watts—most powerful in the world—70 on your dial



# ~~CROSLEY~~ ~~SHELVADOR~~



**OVER 60 MILLION INDIVIDUAL ADVERTISEMENTS  
IN POPULAR MAGAZINES WILL HAVE APPEARED  
BEFORE CHRISTMAS**

*Where light is Heard and sound is Visible!*

**OUT OF THE  
"HOUSE OF MAGIC"  
COMES A  
RADIO MIRACLE**



**NEW METAL TUBES** . . . small, efficient, long-lived . . . designed to meet modern broad-casting conditions, short-wave and long-wave alike.

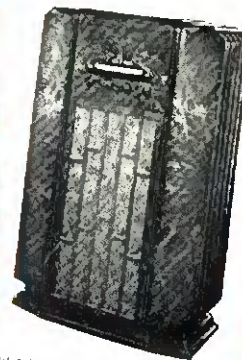


*Thrilling sets that bridge the ocean for you . . . priced as low as \$24.95.*

Here's the second in a series of powerful national magazine advertisements that will carry the General Electric Radio selling message into every worthwhile home throughout the nation.

G-E Radio dealers will be supported by a national advertising campaign of extraordinary forcefulness . . . a series of national magazine and key city newspaper advertisements as exclusive as the design features of the new General Electric Radio receivers . . . a schedule covering the country so evenly that every G-E Radio dealer gets his proper share.

This huge national advertising program is only part of General Electric's sound merchandising plan and extensive sales promotion assistance. Learn without delay WHY G-E Radio dealers are "making radio history" with greater sales and profits. See your local General Electric Radio Distributor — or write today to Section R-118, Merchandise Department, General Electric Company, Bridgeport, Connecticut, for additional information.



**Model A-125** — A 12-tube, 5-band super-heterodyne . . . a complete set equipped with the new metal tubes. Walnut cabinet of new classic design.

*because of these and other features.*

*Special features are made for General Electric by the RCA Mfg. Co. Complete receivers built by General Electric at Bridgeport, Conn.*

**The new 1936 GENERAL  ELECTRIC RADIO**

**MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT**