

RADIO TODAY



ABRAMS



BAKER



BLOOM



BURLEW



CROSLY



ERSKINE



GALVIN

**HAPPY DAYS
ARE HERE
AGAIN!"**

N.B.—8,000,000 RADIO SETS SOLD
THIS YEAR. See page 7



GARDNER



JENSEN



KNOWLSON



McDONALD



MOSS



SCOVILLE



SKINNER



SPARKS



WELLS



WILLIAMS



MURRAY



Annual Directory and Export Issue
DECEMBER • • • 1936



“Yes, they’re all on NBC networks!
... and you ought to hear ’em on
these new sets!”

CONSIDER how many of the most popular radio programs hit the air over the great NBC Blue and Red Networks. Millions of listeners know it—and look for them, around the clock. They are keenly interested in their favorites—the pictures of stars are an unfailing magnet in the stores of alert dealers.

Radio's Winners are Sales Winners, too!

This common bond of interest in the stars of the

NBC Networks is helping dealers tremendously in their efforts to sell the more expensive sets. It's a live, human interest that bridges the pause between sales talk and specifications. So...

Familiarize yourself with NBC Networks stars—and star programs. Bring them into your store... into your talk... into your daily association with customers and new prospects. The bond of common interest will pleasantly surprise you. It will reward you in easier selling, on your fine sets.

*RCA presents the Metropolitan Opera beginning Thursday, December 24 and Saturday afternoons thereafter.
And "The Magic Key" every Sunday, 2 to 3 P. M., E. S. T. Both on NBC Blue Network*

NATIONAL BROADCASTING COMPANY, INC.

A Radio Corporation of America Service

NEW YORK · WASHINGTON · CHICAGO · SAN FRANCISCO

SUCCESS IN THE RADIO BUSINESS

A SOLEMN PROMISE, MADE IN JUNE, IS BRILLIANTLY PERFORMED



A FEW TYPICAL SUCCESS STORIES

"I find American-Bosch the most wonderful performing radio that I have ever handled. It gives less trouble and I have sold over 200 sets since I have handled it."

"As you know we have sold several of the leading makes of radio and while our volume on American-Bosch so far this season has been approximately 25% greater than it was on (a leading make) for a like period last season we have already had fewer service calls. We are very much impressed with the 'Service Free' feature of American-Bosch."

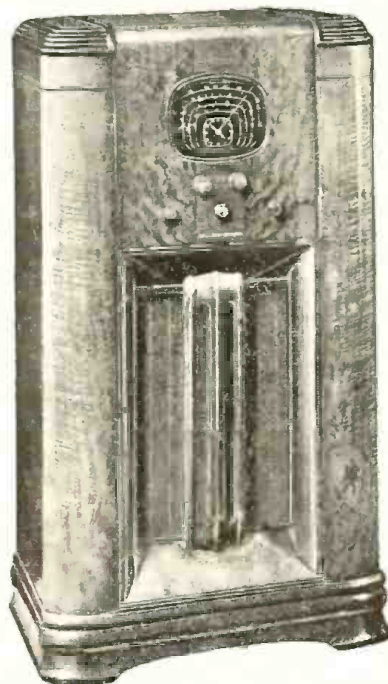
"I would like to congratulate you on the fine line of radio receivers you have put out this season. They have certainly given us an opportunity to get customers we have been unable to approach before with this complete line, and the price on every model is right."

"I have checked over my invoices to date and find I have purchased 40% more than last year and figure my sales of American-Bosch Radio are up at least 50% over last year."

"We have had many, many favorable comments from our customers as to the beauty of design of the 1937 American-Bosch cabinets from the smallest set to the large cabinet models, and this together with the complete price range enables us to assure you we are completely satisfied with our decision to handle American-Bosch exclusively this season."

RADIO HIT OF THE YEAR

Model 680—"Automatic Maestro"
High Fidelity 13 tube All-Wave improved Superheterodyne Console.
Range: 16.2 to 571, 800 to 2000 meters.



IN June 1936, we promised: "You can't help but be a 'bull market' success with this dazzling new American-Bosch Radio line."

What has happened since? Not only the biggest radio season we've ever had... but the biggest season American-Bosch dealers have known. Our sales volume with this new line, ahead of the all-time high of 1929. American-Bosch dealers reporting similar gains; featuring American-Bosch sets, using American-Bosch sales helps and displays; protecting their profits with American-Bosch quality, which minimizes the need for free servicing.

Thus American-Bosch dealers have demonstrated that the secret of success in the radio business is—American-Bosch merchandise and American-Bosch merchandising. UNITED AMERICAN BOSCH CORPORATION, Springfield, Massachusetts.

AMERICAN-BOSCH RADIO

Centromatic

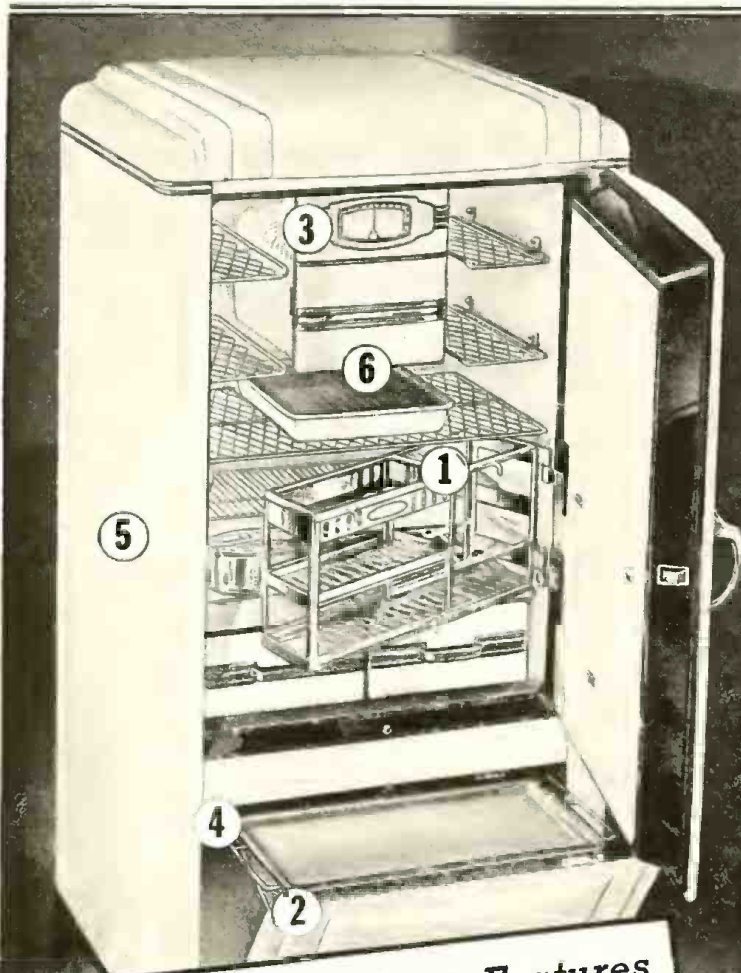
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Annual trade directory on page 41

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STEWART-WARNER

with MORE FEATURES



Exclusive "No-Cost" Floor Plan Starts Your Profits NOW!

YOU'LL hear it everywhere—"The new 1937 Stewart-Warner is twice as good as the one that boosted sales 127% last year!" It's your best bet for 1937 sales because it offers your customers **MORE FEATURES FOR THE MONEY**—it's your best bet for 1937 profits because of its amazing freedom from service troubles.

Best of all, Stewart-Warner alone offers you these three advantages that let you start selling **RIGHT NOW**—give you a big jump on competitors:

1. New Floor Plan with No Finance Charges! Stewart-Warner alone offers this brand new plan that makes it possible to install a floor showing of this marvelous line immediately—and pay nothing for finance charges!

2. Exclusive Retail Finance Plans! You get all the advantages of the Stewart-Warner-C.I.T. 100% Advance and Non-Recourse Finance Plan. You can feature "no money down" terms, yet have no repossession worries—and every Stewart-Warner sale is a cash sale for you. No waiting for YOUR money!

3. Powerful Selling Helps! Everything you need for selling is back of the 1937 line! From Horace Heidt and his famous Brigadiers on a coast-to-coast network—to handsome, *attention-compelling* displays for your store . . . The big chrome and blue background shown below is just one of the displays available. Let your Stewart-Warner distributor tell you how to get this display, and give you full information on the 1937 Stewart-Warner set-up!

32 Sales-Clinching Features Including 6 Exclusive Scoops!

Stewart-Warner Leads the Field With

1. NEW SAV-A-STEP	4. SLO-CYCLE MECHANISM
2. NEW SLID-A-TRAY	5. VAPOR-SEALED CABINET
3. 16-POINT COLD DIAL	6. REVERSIBLE FREEZER DOOR

32 big features in all give you more to talk about—more to sell—make Stewart-Warner the outstanding refrigerator "buy" for 1937! **MORE FEATURES** give your customers **MORE FOR THEIR MONEY** in convenience, in economy, in dependability! And this great new refrigerator sets new standards of beauty inside as well as outside!



STEWART-WARNER CORPORATION, CHICAGO, ILLINOIS

DOES IT AGAIN!... FOR YOUR MONEY

**It's Another Record Breaker
Because of 32 Great Features
that Make Sense and Make Sales**

including

**6[★] EXCLUSIVE
FEATURES**

No Other Refrigerator Offers

*PLUS Sliding Shelf, Tilt-A-Shelves, Jumbo Fruit and Vegetable Drawers, Double Depth and Rubber Ice Trays, Porcelain Evaporator, Large Ice Capacity, and many other modern improvements

STEWART-WARNER



• SAV-A-STEP, praised by thousands of owners, has been made even better! It swings out smoothly—makes all shelf space "front" space



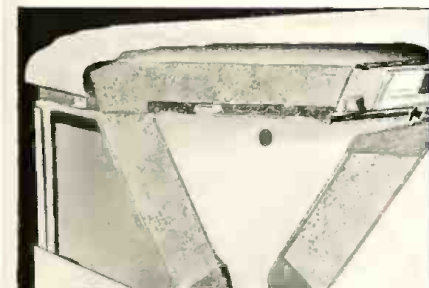
• The improved SAV-A-STEP snaps onto the refrigerator door if preferred—or lifts out to the kitchen table with food for a whole meal



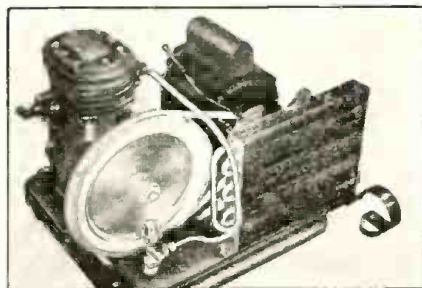
• Touch a button and Presto! Out comes SLID-A-TRAY to serve as a convenient rearranging shelf—or to lift out for use as a serving tray



• 16-SPEED Lighted Airplane-Dial Cold Control and huge ice chamber assure abundant ice fast. REVERSIBLE DOOR on ice compartment



• Exclusive new VAPOR-SEALED CABINET keeps moisture out of insulation—assures peak efficiency and lowest operating costs

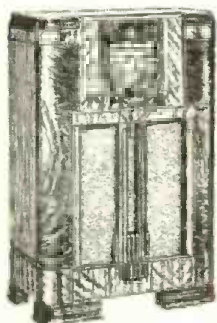


• Quiet Twin-Cylinder SLO-CYCLE UNIT is nationally famous for its record of dependable, low-cost operation and freedom from service

From RCA come all these great products...To make home life more enjoyable...To help you profit!

The more things you sell to make home life more enjoyable for your customers—the more money you're going to make. And you'll sell more if you offer the public something it has confidence in—products of RCA. • The products

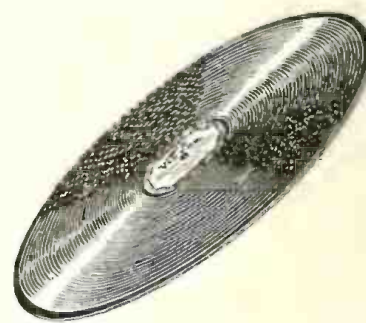
shown here are all RCA made. RCA Victor radios and phonograph-radios...RCA Radiotrons...Victor Records. Feature them. The name behind them, plus their many quality features, will make them sales leaders for you!



RCA Victor radios and phonograph-radios. Radio features include Magic Voice, Magic Brain, Magic Eye, Metal Tubes, worldwide coverage, automatic volume control, oversize dynamic speakers, high frequency tone control, automatic tone compensation, music-speech control, selector dial, edge-lighted dial, two-speed tuning, as much as 30 watts output, antenna wave trap and several more. Phonograph features include high fidelity tone, dynamic amplifier, high frequency tone diffuser, spring balanced tone arm, automatic record changer, and others. All cabinets of finest woods, hand-rubbed to beautiful finish.



RCA Radiotrons, metal and glass. RCA Metal Tubes—quieter, more stable and more efficient—are the mark of a truly modern radio. RCA glass tubes are ideal for replacement in sets designed for this type of tube.



Victor Records...bring the works of the world's greatest artists within the reach of all. Every type of music—from jazz to opera—recorded by Victor's great Higher Fidelity process.



BROADCASTING EQUIPMENT...TRANSMITTING AND RECEIVING APPARATUS FOR AMATEUR, POLICE, AVIATION AND GOVERNMENT USE

RCA presents the Metropolitan Opera beginning Thursday, December 24 and Saturday afternoons thereafter. And "The Magic Key" every Sunday, 2 to 3 P. M., E. S. T. Both on NBC Blue Network



RCA Manufacturing Company, Inc.

CAMDEN, NEW JERSEY • A Service of the Radio Corporation of America

Now! the Exclusive Patented

DUNN CHARGER!

DUNN CHARGER

Embodies famous DUNN principle that forever eliminates broken propellers even in a 70 mile hurricane!

Precision-built on an entirely new scientific patented principle of control, the amazing new Dunn Charger is almost human! It knows just exactly what to do when a wind, a cyclone, a tornado, or a hurricane comes its way! Yet it operates in the slightest breeze, too.

The speed of the Dunn Charger is controlled automatically by a specially built governor. This Dunn governor starts operating the instant the wind velocity exceeds 20 miles per hour! It tips the axis of the propeller, "slips the wind" and maintains a safe propeller speed. Consequently, the propeller blades don't snap off in severe winds as they do on ordinary windchargers. Propeller breakage is COMPLETELY eliminated.

Equipped with a specially built low-speed generator, new throughout. Having oil-sealed bearings that never require oiling, the Dunn Charger is built for a lifetime of use. Once sold, it stays sold—and won't bounce back!

7 Exclusive Features of the DUNN Governing principle:

- 1 THE DUNN GOVERNING PRINCIPLE permits the propeller to tilt back and "slip the wind" in high velocities.
- 2 THE DUNN GOVERNING PRINCIPLE requires only 3 simple working ports—contrasted with 25 to 70 ports in other chargers.
- 3 THE DUNN GOVERNING PRINCIPLE utilizes a positively controlled propeller, eliminating propeller breakage in severe winds.
- 4 THE DUNN GOVERNING PRINCIPLE permits the use of a simple throwout collar, that takes the propeller out of the wind when batteries are fully charged, yet permits generator to motor if relay should stick.
- 5 THE DUNN GOVERNING PRINCIPLE eliminates chain, pulleys, and brakes—nothing to wear out, stick or freeze.
- 6 THE DUNN GOVERNING PRINCIPLE takes all weight and controls off the propeller, keeping it light and free to run in the slightest breeze.
- 7 THE DUNN Charger has a simple, fool-proof collector ring with only one moving part. No brushes; nothing to wear out.

Special TEST Offer:

Make your own test! Send for a Dunn Charger, costing you only \$15.00. Compare it with any other charger. If after 30 days you are not convinced that the Dunn Charger is far superior—and that your customers will be more satisfied—send it back to us and we will return your money immediately. Mail Coupon NOW for your Dunn Charger or for full information.

TEST! . . . COMPARE!

PARRIS-DUNN CORPORATION, Clarinda, Iowa

- Send a Dunn Charger for test purposes subject to return within 30 days. I enclose \$15.00.
 Send complete information on Dunn Charger.

I handle.....Radios. Ship by.....Freight;.....Express.
 (Please fill in name)

Name..... Address.....

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

PARRIS-DUNN Corp.

CLARINDA, IOWA

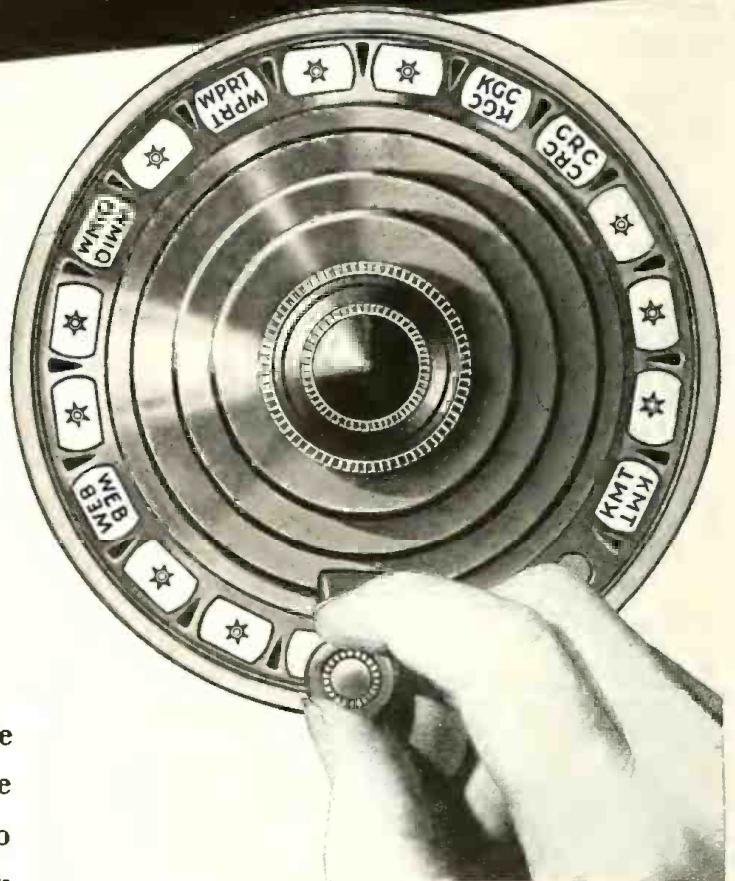
**"CLICK...
THERE'S YOUR STATION!"**

*Just four words
tell the story of*

PHILCO AUTOMATIC TUNING

In magazines, newspapers, on the air and on the billboards, millions are being told to go to the nearest Philco dealer to see and hear Philco Automatic Tuning.

Philco is sparing no effort to make this your greatest Christmas season by concentrating the greatest of all radio advertising campaigns on the Philco feature which will speed up your sales of the higher-priced units . . . the big-profit units!



Philco is making it infinitely easier for you to "sell up" . . . by driving home the advantages of Philco Automatic Tuning through every publicity channel. That's why those four words . . . "Click . . . there's your station!" are rapidly becoming as famous as "Only Philco has it!"

PHILCO RADIO & TELEVISION CORPORATION

Staff—

DARRELL BARTEE
 RANDALL R. IRWIN
 M. H. NEWTON
 B. V. SPINETTA
 V. K. ULRICH

LEE ROBINSON
Sales Manager

RADIO TODAY

ORESTES H. CALDWELL
Editor

M. CLEMENTS
Publisher

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Vol. II, No. 12

AS WINTER COMES—WITH JINGLE-BELLS!

★ Epic spill-over from election results and golden shower of dividends and bonuses have more than strengthened the general traffic in winter merchandise. Recently were reported the impressive wage increases at industry's key plants; these were instantly followed by other announcements of pay hikes and bonuses.

Very latest report from the National Industrial Conference Board outrightly mentions further improvement in farm incomes and purchasing power. Likewise the department stores and the railroads are destined for new records.

Annual release of Christmas Club money this year was \$355,000,000, averaging \$46.50 each for 7,500,000 persons; total was 1½ per cent over last year.

NEW DIRECTORATE RMA

★ Pictured on the front cover of this issue are the members of the new board of directors of the Radio Manufacturers Association.

In alphabetical order, as on the cover, they are:

- Ben Abrams.....Emerson Radio & Television Corp.
- W. R. G. Baker.....General Electric Company
- N. P. Bloom.....Adler Manufacturing Company
- Roy Burlaw.....Ken-Rad Tube and Lamp Corp.
- Powel Crosley, Jr.....The Crosley Radio Corp.
- B. G. Erskine.....Hygrade Sylvania Corp.
- P. V. Galvin.....Galvin Manufacturing Corp.
- A. H. Gardner.....Colonial Radio Corp.
- Peter L. Jensen.....Jensen Radio Manufacturing Co.
- James S. Knowlson.....Stewart-Warner Corp.
- E. F. McDonald, Jr.....Zenith Radio Corp.
- Arthur Moss.....Electrad, Inc.
- Arthur T. Murray.....United American Bosch Corp.
- Leslie F. Muter.....Muter Company, Chicago, Ill.
- David Sarnoff.....RCA Manufacturing Co., Inc.
- Gen. A. Scoville.....Stromberg-Carlson Tele. Mfg. Co.
- James M. Skinner.....Philadelphia Storage Battery Co.
- William Sparks.....The Sparks-Withington Co.
- A. S. Wells.....Wells-Gardner & Co.
- Fred D. Williams.....International Resistance Co.

Leslie F. Muter is president of the RMA, Fred D. Williams is treasurer, Judge John W. Van Allen is general counsel, and the executive vice-president and general manager is Bond Geddes, with offices at 1317 F Street, NW, Washington, D. C.

RETAILERS REJOICE

★ Retail sales forsake the old levels and steadfastly linger around a 15-to-30 per cent gain over last year. Thus Dun & Bradstreet estimates our current trade strength, and merrily marks our position in some cases as better than the 1929 state of things.

Parallel optimism is noted in the wholesale business, with today's totals ranging 25 per cent ahead last year. Factories are heard to thunder with an attempt to keep up with the demand, but the national truth is that in at least 7 industries backlogs are heavier than ever.

Rural sales, those that set the nation's heart a-singing, are honestly running 21.4 per cent over last year.

8,000,000 RADIOS SOLD THIS YEAR

★ With the third-quarter radio-set production for 1936 reaching an all-time high (52 per cent above corresponding 1935 production), it becomes apparent that 8,000,000 sets or more will be sold during 1936.

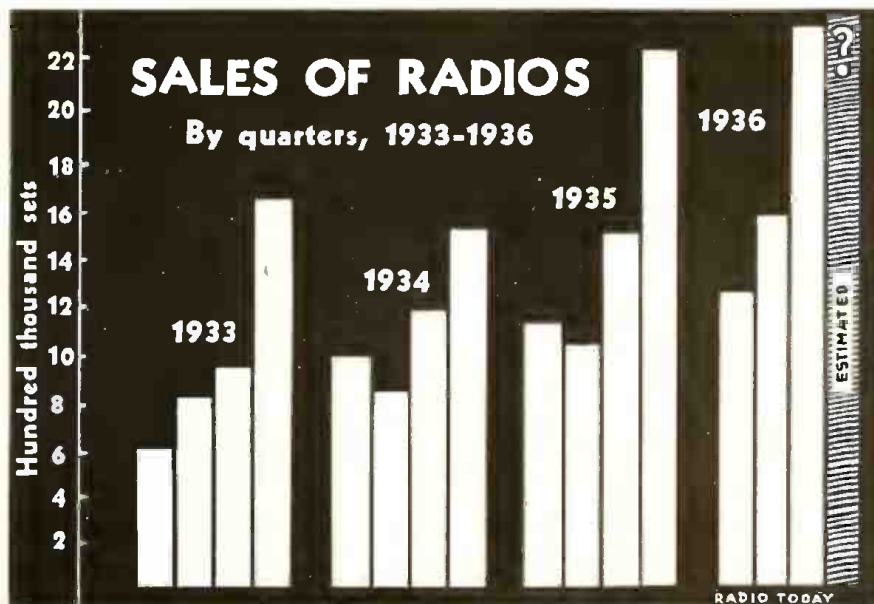
During the July-September quarter, 2,330,959 radio sets were sold at a factory value of \$51,530,300, bring-

ing the total for the nine months of 1936 up to 5,218,421 sets with a factory value of \$108,026,300—an increase of 41 per cent over 1935.

In all preceding years, fourth-quarter sales far exceeded third-quarter output. This was particularly true in the last Presidential year, 1932, when the fourth-quarter ran nearly double the third quarter. Averaging the last four years, the fourth quarter has rung up sales of 60 per cent as many units as were sold during the preceding nine months combined. If this ratio be applied to the first nine months of 1936 as a means for estimating the fourth quarter of 1936, the latter quarter would reach 3,180,000 sets, and the year would witness a conceivable output of 8,479,000 sets.

Recognizing, however, earlier production schedules in 1936, and the

	1935	Sets
1st quarter	1,155,438
2nd quarter	1,074,909
3rd quarter	1,528,684
4th quarter	2,267,000
Total	6,026,031
1936		
1st quarter (actual)	1,287,462
2nd quarter (actual)	1,600,000
3rd quarter (actual)	2,330,959
4th quarter (estimated)	2,781,579
Total (estimated)	8,000,000





Jules Smith of Davega's and Gene Tracey, v-p. of Zenith, snapped just before Federation's \$100-a-plate dinner at the Waldorf.

slight softening of the retail market at the close of the year, a somewhat lower figure is to be expected. Yet the Federal excise-tax figures for October and November, 1936, reveal that for these two months of the final quarter production ran 30 to 35 per cent ahead of 1935. An increase of only 16 per cent over '35 for the last quarter will bring the year's total above 8,000,000 sets and this seems easily within reach.

TUBE PRODUCTION UP 28%

★ Consolidated reports from radio-tube makers on the number of tubes made during the first nine months of this year, indicate that 1936 tube volume is running 28 per cent ahead of volume for the corresponding months a year ago.

These figures are based on the third-quarter tube sales figures, just completed, which indicate that during the July-September period of 1936 28,965,512 tubes were produced and sold, at the manufacturers' price of \$9,434,460. Unit sales for this quarter are thus about 40 per cent ahead of same-quarter sales in 1935.

Following are the figures, with values given in factory selling prices:

1935	Tubes	Value
Jan.-Mar.	15,247,456	\$ 5,266,500
Apr.-June	14,454,219	4,563,800
July-Sept.	20,559,634	7,365,897
Oct.-Dec.	25,450,000	9,268,000
Total	75,711,309	\$26,464,197
1936	Tubes	Value
Jan.-Mar.	18,475,077	\$ 6,066,462
Apr.-June	19,893,369	6,556,000
July-Sept.	28,965,512	9,434,460

SUPER BROADCAST, JAN. 20

★ Imagine 20 radio announcers and a blimp; 40 engineers and an Army plane. Add 10 short-wave transmitters, a portable master-control unit and 20 mikes. Now you have some notion of the monster coverage plans being plotted by NBC to cover Presidential Inauguration ceremonies on Jan. 20.

Web intends to wring all possible broadcast drama out of the Washington event. Crack technicians will let the world know, beginning at 9:30 a.m., exactly all that happens from that moment until the night music of the ultra ultra Inaugural Ball consents to die away.

RADIOS, \$2 PER POUND

★ Henry Ford's W. J. Cameron "started something" last month when he broadcast current prices per pound for familiar merchandise, to wit:

Beefsteak	\$0.30 per pound
Electric refrigerator	0.40
Piano	0.87
Suit of clothes	7.50
Automobile	0.20

Whereupon gifted Arthur Van Dyck, boss of RCA license labs, 711 Fifth Avenue, New York, looked into the matter as affects radio receivers, weighed up sets of all makes, big and little, proud and humble, and reports as follows:

Radios under \$30	\$2.42 per pound
\$30 to \$70	2.15
\$70 to \$125	1.76
\$125 to \$175	1.60
Over \$175	1.69



Ross R. Howard, shown here with a 28-lb. "musky," has made a new catch—the presidency of the RCA Victor Distributing Corp. of Chicago.

NEW DAY DAWNING

★ Newspapers are still confounded over radio's tricky performance as a medium to woo votes in a national election.

Staggering accuracies are that among major newspapers, 67 per cent were for Landon, 33 per cent for Roosevelt. Counting all papers, 53 per cent supported the Kansan, 47 per cent backed the President. Out of the 20 biggest sheets in the country, 16 boosted Landon.

Perhaps because GOP still lacked full faith in its press advantage, and because it was the challenging party, it used more radio time than the Demos. In purchased hours on NBC, CBS, and MBS, the National Committees ranked about like this: Republicans, 68, Democrats, 56.

RADIO ITS OWN AGENT

★ Downright wisdom of using broadcast effort to tonic radio sales and service has been given bold support by persons in Philadelphia and in Indianapolis.

In Indiana, Electronic Laboratories have made a cunning start on a series of test broadcasts on 6 stations in the midwest farm belt; project looks like smash stuff as an aid to dealers in merchandising their products. Featured item is a Zenith Inverter, so Zenith co-sponsors the series and farmers hear about the gadget in a way that throws sunshine on the whole radio biz.

Station WIP, Philadelphia, airs a



Harry Clippinger, vice-president of Continental Radio & Television, in charge of sales and advertising, formerly district manager.

new weekly feature titled "Radio Service Men's Meeting of the Air." Program accents test frequency runs, and remarks by big-wig engineers. Sponsored by RCA, it is aimed at the city's 3,000 servicemen and is probably a "first" in specialized audience appeal.

RECORD YEAR

★ No small potatoes, the record business. Not when you add up the sales of phonograph discs for 1936 and get approximately 30,000,000 units, with a retail value of \$14,000,000.

Average unit sale this year is higher, indicating a substantial trend toward albums, classical collections, operatic series, etc. Public has been attracted by new models in phonograph-radio combinations, and by the quality of serious musical broadcasting; two reasons for the 30,000,000.

DOGS HAVE A DAY

★ Broadcast item aired by Mutual on a Sunday night last month was really a howl. Benny Rubin, on the National Amateur Night program, let go with a long, friendly whistle as a come-on for all the dogs who happened to be near radios.

Plenty of noses were poked around sets to see what Mr. Rubin had in mind, as pooches by the hundred left bone and bed to make for the radio. A dog hospital out in Illinois will never be the same, according to the empurpled owner, who lost no time in writing Rubin an unprintable letter.

Also among the flood of letters was the bitter gag: "We haven't a dog in our home, but when you whistled via radio, my mother-in-law, who was



"The man behind the name of Triplett" (right)—R. L. Triplett, snapped at his Bluffton, Ohio, factory, with Joseph Kaufman of National Radio Institute.

snoozing, woke up with a start and hurried out to the ice box to get herself a chicken leg."

PRIZE NOTICE

★ "For the best radio presentation . . . dealing with public responsibility in motor car accidents," a bronze plaque.

Thus a radio financing company dips importantly into the admirable business of creating popular interest in traffic safety. Commercial Investment Trust Corp., an outfit which finances time sales in radios, as well as in major electrical appliances and autos, has recently formed a Safety Foundation which will spend \$50,000 annually for that purpose.

ANNUAL RADIO TRADE DIRECTORY, PAGES 41 TO 64

★ Containing more than 2,000 listings relating to every radio product of interest to radio dealers, servicemen, distributors and manufacturers, Radio Today's Second Annual Radio Trade Directory appears on pages 41 to 64 of this issue.

Manufacturers' names and addresses, and trade names of products, are indexed and cross-indexed alphabetically, under principal headings, while a complete finding index (page 41) enables the inquirer to locate quickly any product or part relating to receiving sets, transmitters, sound systems, and recording and reproducing equipment.

PIANO CASE HISTORY

★ Manufacturers of pianos and organs have added an exciting new chapter to the story of sales progress. It's one of the things that interests radio men because many outlets are music houses established long years ago, only 10 years on the radio bandwagon.

Piano people have switched to shrunken sizes, pert designs, lower prices. They've got a good thing in the smallish elegance of the spinet, and the number of all instruments sold in 1936 will reach an estimated 90,000 as compared with 27,000 in 1932.

Organ activity gets a continued spur from the Hammond Clock Co., a Chicago outfit determined to add the roll of cathedral music to the American scene, via an electric product. Whether the public would permit AC-DC among their pipe organ ideas was a question until lately, when Hammond sales totals were impressive enough to mean outright acceptance.

MEASURING RADIO INTERFERENCE IN G-D'S

★ Leading radio and electrical engineers gathered at New York Dec. 8 to discuss means for measuring radio interference. Noise-levels, field-strengths and sensitive instruments had been covered tediously, when one quiet expert summed it up:

"Why bother with technicalities in measuring radio interference? It isn't how many microvolts per meter. It's how many customer god-dams per minute!"



C. P. Parris, who becomes president of the new Parris-Dunn Co., Clarinda, Iowa, makers of wind-electric battery-charging apparatus.



W. G. Dunn, inventor of wind-power machinery for radio, whose patents will be utilized by new Parris-Dunn Co. (See page 29.)

WHAT'S AHEAD FOR RADIO IN 1937?

Bright prospects for radio dealers, bring also new business problems
Things to look out for, as the radio merchant plans next twelve months

★ JUST ahead is a brand new year. And it looks as if it is going to be quite a different kind of year from the last three or four radio has experienced.

1937 promises prosperity and opportunity. It promises also new responsibilities and new burdens for business men.

Radio dealers will share in these new opportunities—and new problems!

1937 seems bound to be a gala twelvemonth for radio sales and radio listening. Radio is at last coming into its own. Its full stature is publicly recognized. And all men who play a part in the radio picture will benefit from this new recognition.

But problems and readjustments are ahead for radio dealers and radio business men. They must meet halfway the new situations opened to them.

Past scrimping

For months back, radio men have been coming through a period of scrimping and hand-to-mouth existence, like all the rest of the U. S. They have considered themselves lucky just to "hold their own," to "get by." But now, once again the golden doors of profit begin to swing open! And if the radio dealer will prepare for the opportunity ahead, he can once more get "into the money."

RADIO TODAY has asked the views of successful business men in all divisions of the radio trade, about the situation which faces the radio industry next year.

Some of the best and most pointed advice thus received we cannot quote directly. But in these paragraphs we have assembled some of the best thinking of industry and trade leaders.

BRIGHT SPOTS OF 1937

- Growing importance of radio
- Industry moves toward fair-trade practice
- Rising employment
- New radio-set features
- Replacement sales
- Returning prosperity

Sets need replacing

All are agreed that a phenomenal opportunity faces the radio merchant in 1937. Millions of old radios need replacing; the public has money to spend; new values are offered by the manufacturers; and recent fair-trade agreements and fair-trade enactments are clearing the way for better business practices, all along the line.

It will be a year to *sell radios*. New and capable salesmen must be taken on. These will cost more money. They should be guaranteed a good standard of living, with a fair base-wage, augmented by a commission arrangement that spurs-on selling. Substantial citizens, married men have an advantage in radio sales work; they more quickly gain the interest and good will of the average home prospect.

Costs up

Operating costs will go up in 1937. Rents are already starting a slow rise. Wage scales will be higher. "Social Security" taxes will impose a burden on radio. On each employee's wages, the dealer must pay a tax of 1% for "old age" benefits. This is in addition to the 1% which the employee himself pays.

If the dealer has eight or more employees he must pay 2% on their wages for unemployment-relief tax during 1937. (This is double the 1% tax payable during 1936. For 1938, the unemployment tax goes to 3%).

Thousands of sets now in use need to be replaced. The dealer's own customer list is his best prospect list for this replacement campaign. But there are new prospect groups to be reached, too—new families with money to spend.

And as new and finer sets are sold, they must be *installed* properly. Correct installation is a bothersome detail. It takes time, but it will be increasingly necessary in 1937. Dealers who have sufficient business should have special installation men entirely separate from the service department, thus wholly dividing the operation of sales and service divisions except in emergencies.

The threat of war

The threat of war in Europe has worried many radio men, as endangering the bright prospects for radio sales in 1937. On this point, Powell Crosley, Jr., president Crosley Radio Corporation, comments: "Were war to occur, it would *change* the course of business rather than *lessen* it. However, it is the hope that business will be permitted to follow its course of supplying constructive needs."

Ben Gross, Stromberg-Carlson distributor for New York and New England, counsels against handling too many lines of radio. "With the wide price ranges in most lines today, the dealer can concentrate best on two or three lines at the most. Too many lines compete with themselves in the dealer's store and in the dealer's mind, and prevent him from selling radio above all else."

E. Alschuler, president Electrical Research Laboratories, Inc.—"Let your New Year's resolution be—every sale at a fair margin of profit. Get out of that rut, resorted to in hard times, of forcing sales by cutting prices, giving excessive trade-in allowances, or doing anything to make a sale that cuts into your profits.

"It's no longer a buyer's market—it's your opportunity to make money."

Ethical standards

"More stable price conditions, wider recognition of ethical standards in the service industry, increased volume and profits for the 'better than average' dealer and serviceman," is what Paul S. Ellison, sales manager of Renewal Division, Hygrade Sylvania, sees for 1937.

HEADACHES OF 1937

- Rising costs
- Social-security payments
- Rising wage-scales
- New competition
- Store changes
- New prospects
- Television

"The replacement radio parts market will probably not expand as rapidly as heretofore, due to unprecedented volume of new set sales and consequent junking of old sets," says Mr. Ellison. "However, dealer and service organizations, who feature quality lines and aggressively contact set owners, will continue to increase their business."

"Stop price-cutting in 1937" advises R. H. McMann, American Bosch distributor in New York. "Dealers must have courage to let customers walk out of the store when they threaten to go elsewhere. It is in the dealer's hands to stop price-slashing."

Installment selling

More emphasis on installment sales is the advice offered by E. Berman of Boston, operator of four radio stores. Back in '33, '34 and '35 few people wanted to buy good sets on time—they didn't know what the future held for them, and as result their purchases were confined to \$15 to \$25 sets. But now these same persons are more confident about the future—they are willing to contract for a good radio, in the \$75-dollar-and-up class. More advertising on time payments is the way to reach these prospects. Berman Radio conduct a consistent campaign in the local newspapers—their 1937 advertising will vigorously push installment sales.

On the experiences of the past year, Summerfield's (Boston) J. Stein believes that a radio dealer should stock only one or possibly two national brands of sets. Reason is that with manufacturers bringing out new lines twice a year, the dealer is likely to find himself stuck with a number of

REMINDERS AS YOU PLAN FOR NEXT YEAR

- Sell radio—not price
- Replace old sets of former customers
- Expand staff—get good men
- Arrange commission compensation
- Build up time-payments
- Concentrate on radio brands
- Fix up store interior and front
- Emphasize installation and service
- Push tube sales—and auto-radio

the older models. To clear out the models will mean cut prices and the attendant losses. More than one complete line means an excessively large stock.

Summerfield's will follow the Christmas season with an off-price promotion and will also feature gadgets found on the newer sets—one of these is the Zenith "privacy plug-in" which permits reception without annoying the rest of the family.

Distinctive lines

Dealer George Richmond, The Aeolian Co., 5th Ave. at 54th St., New York City: "Dealers should start selecting lines which include at least two or three models which are different and distinctive in design. Even after the new 1937 lines were introduced, a big per cent of our 'class' trade were still cool to cabinet styles even if they cost plenty. Persons with distinctive homes, when they buy radio, still think at the outset, 'where can we hide it?'"

Jobber Louis M. Herman, Herman Co., 111 Dartmouth St., Boston, Mass.: "Jobbers should stop selling the 'ham' trade unless they are willing to pay list prices. Amateurs do not buy or sell for a profit, and to him, it is not a living that has to be made. He can get radios for friends at wholesale, and the result is that Mr. John Q. Public is aware of the discount in the radio trade."

Dealer James McGarry, McGarry's Music Shop, 480 Broad St., Newark, N. J.: "I hope that 1937 sees a let-up on the 'restraint of trade' laws which are robbing the independent dealer of the protection he is entitled to. These laws have got him scared about telling the manufacturers or jobbers about what to do when it comes to selling chains."

Auto-radio

Jobber Nat Cooper, York Automotive Distributing Co., 17 W. 60th St., New York City: "My advice for 1937 to the dealers who want to make a go of auto-radio is to go after the car dealers! There's more left in that field than anywhere else."

Jobber Emil Krauss, Krauss Bros. Auto Radio Corp., 210 West 65th St., New York City: "Dealers should start talking up short-wave for auto radio. The demand for it is becoming important, particularly if you do any export business."

G. Tegenfeldt of Central Radio, Cambridge, Mass., finds that the new telephone dial sets are so hot that they sell themselves. He always has one playing in the doorway of his store where everyone can see it who passes by. In addition to selling themselves, these sets step up store traffic.



In 1937 many dealers will rehabilitate their stores inside and out. This new Chicago front cost \$1,200.

INSTALLING AUTO-RADIO

Methods of Simon servicing station, Washington, D.C.

★ **BUILT** exactly like a service station, with a series of gas pumps, and with two enclosed stands each capable of housing three cars at a time, with plenty of elbow room for mechanics to work on them, The Simon Distributing Corporation in Washington, D. C., has a unique set-up for installing and servicing auto radios.

The building is designed in silver and black and catches the eye of any one passing that vicinity. Attractive display signs, done in red on a white background, include such statements as "Washington's Original Auto Radio Headquarters," "Factory-Trained Mechanics," "Service for all makes of Auto Radio."

"We started on an old lot with a few ramshackle buildings on it some six years ago," explained James H. Simon, president, "and as our business grew it naturally necessitated larger quarters so we built a two-story office in the back, a waiting room and two service stands where cars can be serviced in rainy or inclement weather.

"We started business with a capital of \$300. We grew from 75 to 240-car dealer service accounts. Today we have ten different departments in the business, and are the largest Motorola distributor in the U. S., on a per capita comparison.

100 cars a day

"We have serviced as high as a hundred cars a day and every one of them may buy gas and oil, all of which means just that much extra business and profit volume. In other words, we figured why have them come in here to have their auto-radios fixed and then drive a block or two to another service station to

fill their gas tanks or take on oil. A man having his auto-radio fixed is receptive to having his gas tank filled, and the mere presence of a gas tank suggests it.

"Our business is unique in that we sell at wholesale only. Our original business was auto radio repairing. Later we became distributors and today we are wholesale only for Motorola for autos and Zenith for homes. Our service station does nothing but radio installations and repair work. It was designed for that purpose but we also built it so we could turn it over into a service station at any time should we desire to move elsewhere if further expansion made still larger quarters necessary.

Ten radio mechanics

"We keep ten auto radio mechanics busy all the time and employ as high as fifteen in the busy season. At one time we made more installations than any other station in the country, and we figure we have made in the neighborhood of 50,000 installations since we have been in business. The saturation in the District of Columbia is now in the neighborhood of 23 per cent, which is a high saturation point in the United States for auto-radios.

"But we are a jobber, not a retailer. We operate through retail accounts exclusively. We were among the first to adopt the plan of running a dealer service. That is, the radio dealer sells the set, and we install it for him. We do all the work here for the dealer. In that way we also make customers for ourselves and they come back for repairs. Since we have been in business we find our repeats coming back all the time.

"The reason we have the dealers lined up the way we do is because

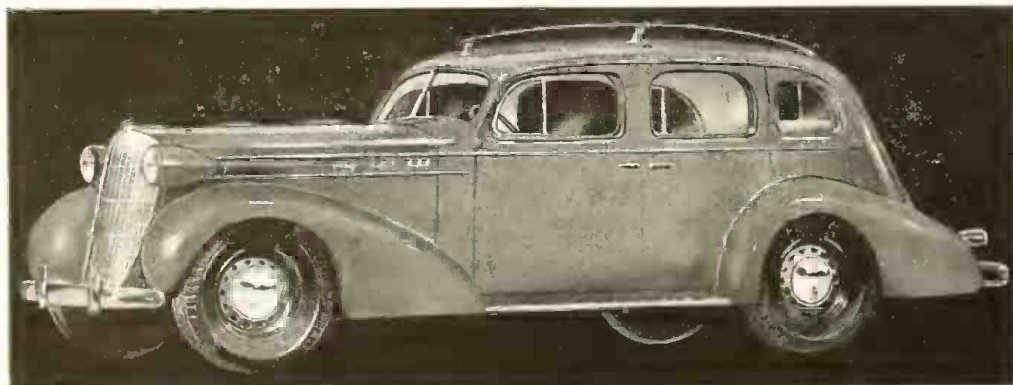
we offer them a service that they cannot get anywhere else. We do not ask them to stock our merchandise, but simply to buy floor samples. This saves the dealer from stocking any merchandise at all. He doesn't have to make any investment with us. We furnish him with a red ticket, showing date, which is an order on us to supply and install a certain model or auto radio with, or a heater, giving type of aerial, name of owner and make of car, model of car, license number of car, and whether charge or cash. The ticket also gives the dealer's order no. and is signed by the firm name. This is filled in by the dealer and sent to us with the customer.

Shop records

"We mark this off on our 'installation and shop record' which shows date, set sold by, order no., make of set, serial number of set, make of car, license number of car, owner's name and address, type of installation, type of aerial, whether we supply aerial or set, and other service, with space for charge to dealer or collect cash, and the mechanics name. The owner signs the work ticket under the statement 'the work above has been executed satisfactorily and is hereby acknowledged.'

"This yellow ticket becomes our permanent record. We give a ninety-day free service with all installations, and keep these sheets on file, so if a man comes back in the warranty period he gets free service—otherwise not.

"The only trouble we find is that people expect too much of an auto radio in general. They don't take into consideration that there are different atmospheric conditions that control radio reception. In hot summer weather, for instance, you are bound to get terrific static, something that you don't get in the winter months. But you cannot convince the customer and you have to tinker around and try to please him."



General Motors questioned one million car owners and found that 85 per cent preferred steel tops, and 72 per cent wanted radios. Steel tops have led to these attractive new roof-top antennas which give improved pick-up and reception, with the antenna lifted out of the field of ignition and moving parts.

STORE STRATEGY

Good selling manners will pay off for the thoughtful radio dealer.



BUZZ PROSPECTS with the bang-up radio news about new models, make an appointment, and coach your salesmen to **SMILE OUT LOUD** with a friendly polish as patrons walk into the store and get first impressions of the staff.



STEER THE TRAFFIC thru an organized display of models, placed for gentle and persistent selling up, so you can **REALLY RELAX** your customer into a personal showing of the set's new features with everyone urged to dial it.



GATHER UP the arguments again as you get the order so they'll be sure they made the right choice and remember **CONGRATULATIONS**, a handshake to create good will.



Photos from Philco's talking picture, produced by Vocafilm, Inc.

RETAILERS THINK OF EVERYTHING

Dealers branch out into new and original merchandising methods

DEALER PUTS OWN LABEL ON SETS

★ When a radio is sold it should bear the name of the dealer as well as that of the manufacturer, according to a Birmingham, Ala., dealer.

Prince Bros. Radio Company has a sticker which it places on the back of each set it sells. This sticker with the name, address and telephone number of the concern, has been responsible for a quantity of service work, said William Prince, member of the firm. "We have had customers call us five years after buying a radio from us because our name was pasted on the back of the radio," said Mr. Prince. "When servicing radios other than those sold by us we also place our sticker in a prominent place."

COMMUNITY SHOWS SELL SETS

★ Are tie-ups with community and county fairs good promotions to stimulate activity in radios? The experience of the Hochschild, Kohn & Co. department store, Baltimore, and of Gross Bros., radio and refrigerator dealers at Brunswick, Md., proves they are.

Hochschild, Kohn & Co. featured a radio display at the Glen Burnie Fair at Glen Burnie, Md., about fifteen miles outside of Baltimore. It was the only radio booth at this affair, the largest and outstanding event of its kind in the locality, drawing thousands of people from the area extend-

ing from Baltimore to Annapolis. Many sets were sold during the week, in fact, the entire Hochschild & Kohn Co. exhibit resulted in getting several thousands dollars' worth of business.

The successful outcome from this community carnival tie-up prompted Edward W. Kreiger, manager of radio activities at Hochschild, Kohn & Co., to effect a similar tie-up at the recent Timonium Fair at Timonium, Md., also about fifteen miles outside of Baltimore.

Gross Bros. effected a tie-up with the Frederick Fair at Frederick, Md. They featured a beautiful radio display and netted fine results. Considerable interest was created in the display, sales were consummated and a prospect list that will keep the Gross boys busy for some time was secured.

REQUEST CARDS

★ Dealers who have been supplied with radio booklets for consumer use have been able to build up their prospect lists and to arrange for many home demonstrations by asking prospects to sign a request card. When the customer gets the material free, he is usually willing to leave his name and address at the radio store, in exchange for the gift.

Illustration of this plan took place at the New York Radio Show, when Stromberg-Carlson distributed its booklet, "How to Choose A Radio." Large number of names left on the request cards at the booth were worth a follow-up.

CONTACTS HOSPITALS; RENTS SETS

★ Carl B. Evans, radio dealer and serviceman of Concord, N. H., finds he makes excellent selling contacts by renting table receivers to patients in hospitals. Only a short antenna is usually needed. In the event the receiver is put in a steel building, where shielding is bad, satisfactory reception can usually be gotten by dropping the wire out of the window for a few feet.

Through these rentals, considerable local advertising is gotten, customers are pleased, and sales result. Such rentals are an immediate source of revenue, since Evans charges a fee of \$1 for a single day. If the set is kept longer, the charge is \$2 per week. If he delivers, installs and returns the set, a charge of \$1 is made to cover expenses. Above rental charges are for receivers in the \$20-to-\$25 class. If the set is a more expensive model, prices are increased proportionately. Special rental sets are kept on hand for emergencies.

In his regular service business when Evans removes a receiver from a home to be serviced, he leaves a small table model as a replacement. Often these small receivers "make a hit," and are purchased for regular use in another part of the customer's house.

PROMOTION GUIDE SPECIAL EVENTS

★ If department stores are interested in a long, valuable series of promotion tips, they may turn to the brilliant job done by the National Retail Dry Goods Association, 101 West 31st St., New York City, on the publication of the 1937 Retailer's Calendar and Promotion Guide.

The Guide is a smart presentation of the scientific facts of consumer demand, outlined for practical use. Seasonal selling importance of each department is charted as a result of research; all special days and weeks are noted. Wealth of promotion opportunity is revealed and every day of the 365 is marked if it has retail significance. Material for the new Guide was compiled by Thomas Robb, NRDGA's manager of sales promotion.



APPROPRIATE background for dealer's window is this Emerson exhibit by Fay & Krause at Los Angeles. Franklin Electric used similar display at Phila.

PLAY UP TO TRAVELING MEN

★ Radio concerns specializing in the service of automotive sets will do well to keep contact with hotel managers, according to the experience of R. J. Thomas, proprietor of the Radio Service Co., Birmingham, Ala.

Mr. Thomas explains that traveling men go in for automotive receivers more than any other class of people. They like to have the radio as a traveling companion and if anything goes wrong with the receiver they usually ask some hotel manager or clerk to direct them to a "good radio service shop."

The inquirers are usually referred to Mr. Thomas' place, because it is near the hotel and because he contacts the hotel people regularly. He finds a way to show his appreciation—perhaps by fixing the hotel radio system when it gets out of order.

Mr. Thomas also gets business from the drive-it-yourself concerns which are now renting radio-equipped cars. In addition, such concerns as garages and filling stations, which sell auto sets but have no service facilities, send their customers to him for service.

SALES THRU SERVICE

★ Philco has announced a cooperative campaign to find and sell set prospects through service calls.

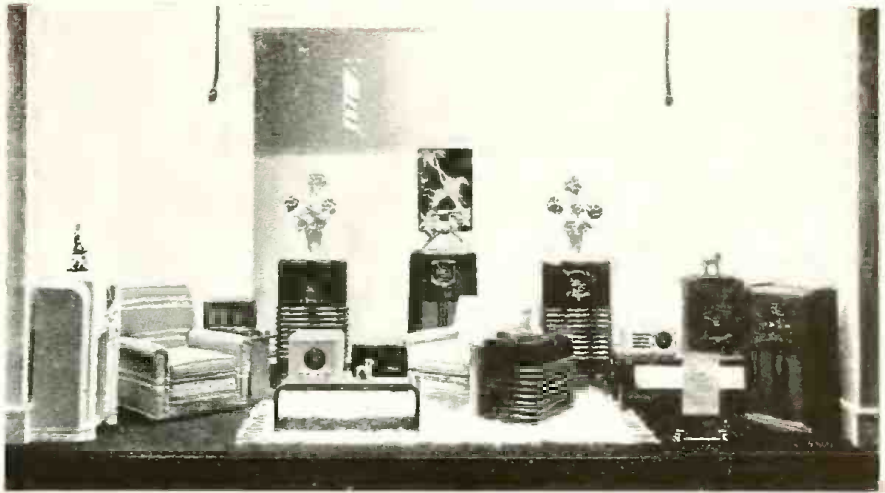
Drive includes these steps:

1. Dealers prepare lists of all set owners in their localities.
2. Two new mailing pieces are used on these names to plug Radio Manufacturer's Service as the modern solution to reception shortcomings.
3. Servicemen then make a special tune-up, quote cost of needed parts, loan the prospect a new set.
4. Dealers then use established methods to sell the loaned set or a similar new one.

NO HOME DEMONSTRATION TILL CONTRACT SIGNED

★ No home demonstrations of radios are made until the sales contract has been signed and the credit rating of the customer definitely assured. Such is the policy of the S. H. Cohen Electrical Appliances, 2305 Main Street, Houston, Texas.

"Responsible people don't object to reasonable terms," says M. G. Stokum, sales manager. "It is only the prospect who wants something for nothing who objects to our policy. We restrict our sales of radios because we do no home canvassing. We advertise and we have an attractive show room. Our salesmen sell on the floor, and our re-



UNCROWDED models feature a window display by Marshall Field, Chicago.

frigerator salesmen make sales out in the field when they can.

"But when a prospect is brought in to close, we have the prospect select what he wants; then we ask for his credit references and we ask him to sign a contract and give us time to check the references before we place the radio in the home. We won't send out a radio over the week-end. We require at least 10 per cent down. If a radio is taken in for \$20, we also get \$20 cash—then with this much invested, the customer is going to complete the contract.

"We make our radio contracts at twelve months maximum, figuring to get our cost out the first eight months of a contract. When we do find satisfactory credit rating and the customer has signed the contract, we place the radio in the home for 48 hours' trial before the customer is considered as having made a final selection.

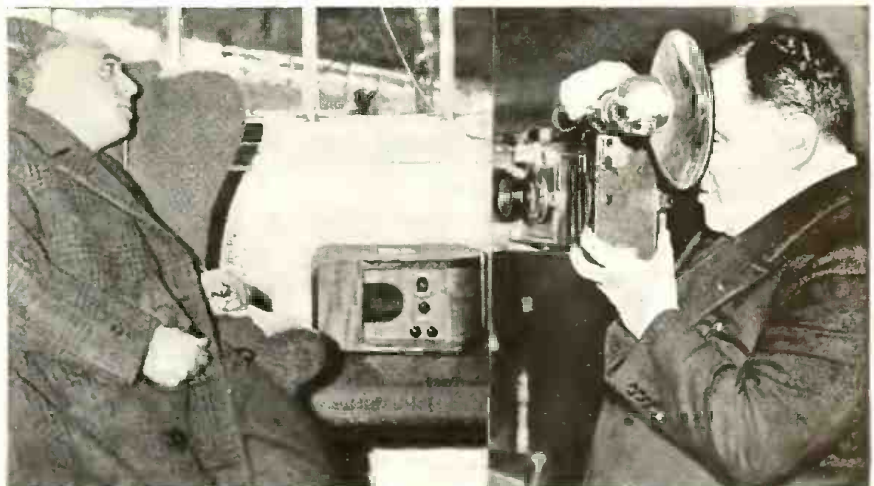
DX FAN SELLS 18 ALL-WAVE SETS

★ A DX fan bought an all-wave radio at the Wabash Valley Radio Shop, Terre Haute, Ind. Twirling the dials, he brought in foreign countries from Greece to Chile, then, being a true DX fan, he wrote for the stations' identification cards. Word of the successful dial twister came to the manager of the Wabash Valley Shop, J. Hunter, who borrowed the cards and put them in his window with the all-wave radio receiver used by the DX-er.

A sign read, "This model tuned in these foreign stations," and gave name and address of the set's owner.

This display ran for two weeks. As a direct result, the store sold 18 all-wave radios and acquired many likely leads.

NEW YORK'S NOISE-ELIMINATING MAYOR GETS "SILENT RADIO"



INVITED to pose listening to Dictagraph's gift, Mayor LaGuardia countered: "No, no, Mr. Photographer, people would think that's all I do all day. But you set down there and I'll take YOUR picture!" Here's result.

FIXING UP THE STORE

- furniture dealer tells about methods he used
- would they help merchandise quality radio receivers?

★ BUSINESS has been good with us since early this spring. For some reason or other, we're getting more than our share in our neck of the woods. Maybe that's just one of those lucky breaks. I think it's better merchandising, in our case.

About a year ago I had the idea that people with a little more money to spend would respond to practical suggestions in home improvement, if we showed them something they like. I broached the subject to my partner, Jim.

"So what?" said he. Said I: "Let's show the people in our community how we can help them brighten up their homes." "How, John," said he, "by getting our story in ahead of the automobile dealer? What chance have we got?" "Exactly," said I, "and I believe we have a very good chance, too." "Well," said he, "I'm willing to listen and learn, if the lesson doesn't cost too high. Shoot."

I showed Jim a blueprint of our floor. I had had a designer work up a scheme with a row of low partitions jutting out from one side of our floor, clear from the entrance to the back. That gave me a dozen booths, each a background in some attractive treatment, of wall paper, paint or plaster effect and with dummy windows and doors. Each booth would be a living room, dining room or bedroom. There we could feature a variety of treatments in furniture, floor coverings and draperies. By changing

the contents of the rooms frequently and the backgrounds occasionally, we could give our entire stock of furniture a chance to make an appeal that we couldn't possibly give it on the open floor.

"Looks like an all-right idea, John, except for the cost of building the rooms. They would eat up all our profits. Have you figured how much more we would have to sell to absorb this expense?"

Sales vs. expenses

I was prepared for Jim's down-to-earth questions and objections. So I showed him estimates for the construction job and checked with him on how much more sales would be needed to absorb this cost. "Do you think we could do that much more business in this store, John, admitting that your idea pulls?" Said I: "I believe, Jim, we can make this merchandising slant pay us a tidy profit. I believe it will create a sensation with the women of this town who set the pace in home furnishing. Others who have never bought much from us will follow their lead. They will bring us our profit. I've already called on some of the women, leaders in style in their homes, and they are solid for the idea. The president of our leading women's club asked me whether we would let her club hold a few of its meetings in our store. She promised to invite important speakers

from out of town, to talk on home improvement, and the meetings would be open to the public. Would we? Well I guess we would!"

Store was packed

We opened our style displays on the 1st of April. The store was packed all day and evening, and we didn't give away any free merchandise, either. Our rooms did it. The attendance didn't fall off much for a week. More couples came Friday evenings than ever before, even more than used to come during the palmy pre-depression years. Jim was impressed by the pulling-power of our style displays, but he was still in that you-gotta-show-me-sales mood. Pretty soon I was able to show him sales, too. Our April business showed a substantial increase over April '35, and May and June sales were almost double our '35 sales for those two months. Sales for July went more than double sales for July '35, and ever since. Jim is now satisfied we are on the right track and concedes we will probably come out in the black on our merchandising investment before the close of '36.

Selling pleasure in the home

In a way, the radio business isn't so very different from the home furnishing business. We're both selling pleasure in the home. The radio is no longer a novelty. Good reception and dependability are taken for granted. Any number of sets on your floor have them. One manufacturer stresses this mechanical feature; another manufacturer some other feature. And so on down the line of the latest models. That being so, manufacturers of receiving sets have



Modern and pleasant interior plan will give a striking set-up like this at Hamburg Bros., Pittsburgh RCA jobbers.

Postage
Will be Paid
by
Addressee

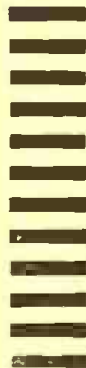
No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD
First Class Permit No. 22273 (Sec. 510 P. L. & R.) New York, N. Y.

RADIO TODAY

480 LEXINGTON AVENUE

NEW YORK, N. Y.



Send me RADIO TODAY for the period indicated below:

1 Year (12 issues) \$1.00

Send bill

3 Years (36 issues) \$2.00

Amount enclosed

Name **Title or Occupation**

Company

Street

City **State**

Our Main Line of Business is:

If RADIO TODAY is to be mailed to your home, fill in address here

.....

seen the need for a new sales-appeal and they have met it, most of them, by clothing their sets in fine furniture, attractively styled and with all the allure of fine cabinetwork. It seems to me that you are missing a bet if you don't use this sales-appeal for all it's worth. Progressive radio dealers, like yourself, have gone to considerable expense to equip their stores with elaborate sound-proof booths. That is necessary, I admit.

When all is said and done, few

people can visualize abstract ideas. But everybody has eyes to see when fine radio cabinets are displayed in your store with other fine pieces of furniture, producing pleasing effects. I'm not suggesting that you should build rooms in your store, as we have done. That would be carrying the idea to an extreme. I can imagine, though, that if you had a designer work up a scheme for your store, with floor, walls, ceiling and lighting all in harmony, and suggest-

ing groupings incorporating your finest cabinets (some of the lower priced ones, too), together with mirrors, wall hangings and pictures on the walls, a few decorative chairs and perhaps an attractively covered davenport or two, forming complete room-units, you could easily create an atmosphere in your store that would make it easy as well as profitable to carry out in your business somewhat the same idea that is working so well for us.

PROMOTION CALENDAR FOR RADIO DEALERS

These dealers suggest, from experience, the promotion tips listed below.

December 26-31

26—Announce your plans for "Post-Christmas" receiver sales.

27—Sunday.

28—Check up on servicing possibilities for sets given as gifts; provide 100 per cent satisfaction for those operating sets for the first time.

29—Buy up a stock of thermometers, to give away as winter premiums. Get the ones trimmed with art work and a good house ad.

30—Plan "1937" windows, and feature a New Year's resolution "not to worry along with an outmoded radio."

31—Check up on the college trade before students start the rush back to school after vacation.

January 1-20

1—New Year's Day.

2—Follow up all customers who bought small sets in December and allow purchase price on larger set costing twice as much or more.

3—Sunday.

4—Make a special offer on auto radio—give free fire-and-theft insurance with new sets.

5—Start the idea of getting old sets in shape for the events on the 20th, or having new sets installed by then.

6—Display a big scrapbook of all the stories and ads used in 1936 about your shop.

7—Feature a display on "The Family Budget for 1937" listing all household needs and playing up second and third sets for homes.

8—Build a display around a series of news photographs headed "Radio Events for the Past Year."



GORAN



FIET



TRACHTENBERG



CLAIRE



SKIDMORE



WILLIAMS

9—Play up a long list of "1937 Broadcast Stars."

10—Sunday.

11—Deliver a small metal globe to 3 types of persons: (1) old patrons, (2) non-owners, (3) users of old sets. These are short wave plugs and should not be mailed.

12—Feature the mid-winter, stay-by-the fire advantages of radio.

13—Run an ad announcing that "We have 100 new radios in our shops, hooked to master aeriels and waiting for you to hear them."

14—Feature time-payment plans because cash is scarce after Christmas buying.

15—Accent telephone sales work be-

cause the weather is likely to be unfavorable to outside selling.

16—Write a letter to your prospect lists discussing mid-winter problems in radio reception.

17—Sunday.

18—Announce broadcast schedules for the 20th.

19—Build a window display around news pictures of President Roosevelt.

20—Inauguration Day.

Alert dealers pictured above, contributing to this month's Calendar: Ben Goran, Yonkers, N. Y.; R. D. Fiet, Krug Music House, Yonkers, N. Y.; E. I. Trachtenberg, Eddie's Wireless, Newark, N. J.; Harry Claire, Michael's, Newark, N. J.; M. E. Skidmore, Patterson, N. Y.; and E. R. Williams, Clearfield, Pa.

GO-GETTING SOUND JOBS

- important P.A. prospects for winter
- equipment developments continued

106,000 SOUND PROSPECTS

★ New and important place to sell sound equipment is to salesmen of cars. The auto people have become interested in "cars that speak for themselves"—new models with a speaker installed so that the prospect is given a sales talk while examining the car.

Result is that the prospective car buyer hears a complete description of the model without a salesman being present. The voice heard through the speaker can be a recorded one, or can be that of a live announcer who is watching the customer from another part of the demonstrating room.

Total number of retail automotive outlets in the country is about 106,000, and each of them represents some kind of prospect for the new sound wrinkle.

GIANT SPEAKERS

★ World's most powerful p. a. system has taken command of the 150,000 persons who gather at Roosevelt Raceways in New York to watch the country's fastest cars roar around the track.

It was the job of Western Electric's engineers to cover the ½ sq. mi. area without "scrambled speech" effects and without complaint from the last rows of the grand stands. The WE experts charted the sound contours of the area and finally set up this amazing system: 19 super-power sound projectors on a central 100-ft. tower topped with two sound-proof booths and supplemented with a group of lower-power speakers to cover the nearby area.

Raceways apparatus can pick up track events for broadcast purposes

or pick up radio programs for track broadcast. Equipment is well suited also for police and fire departments, movie lots, stadiums, regattas, etc.

SPECIAL SALES BETS

★ Organizations and clubs whose membership is made up of the hard-of-hearing have appeared as new targets for radio men. Phileo particularly has urged dealers and servicemen to contact local societies and to demonstrate the company's headphone kit.

New equipment is designed so that headphones can be used with separate volume regulation while the speaker in the set is being used at standard volume for those in a family without phones.

Many hard-of-hearing persons have discovered that this is the solution to their problems of radio listening. They can usually be contacted in groups, to introduce the kits.

PRICES OF PLATTERS

★ Many dealers require records for use in p. a. systems in stores or on the street and had been curious about the nature and prices of transcriptions.

Example of what expense is involved in such recordings is the list of fees from the electrical transcription and recording service of Station WOR. Recordings 5 minutes long are \$3 and the price for the 10-minute length is \$4. Thus the prices range upward to \$20 for recordings an hour long.

NOISE BUSINESS

★ A big demand for noise-meters and other electrical acoustic devices, seems likely to follow from the present campaigns against city noise—now being led by Mayor La Guardia of New York, supported by the National League for Less Noise (E. H. Peabody, president).

Automobile horns have heretofore been blamed for the heft of city noise, but now the League, on the basis of 15,000 noise measurements, credits the automobile horn with only 10 per cent of Manhattan's street noise: it finds that the elevated contributes 30 per cent, trucks 25 per cent, and street cars 20 per cent, with buses, taxis and other vehicles sharing the rest. In fact it has long been known that 80 per cent of our traffic noises are caused by parts of motor vehicles out of order—motors, gears, body rattles, hanging chains.

SOUND SALESMEN ARE SUPPLYING

BOOMING SPEECHES

for

Assembly Halls
Auction Rooms
Auditoriums
Commercial Clubs
Convention Halls
Elocution Schools

AMPLIFIED MUSIC

for

Amusement Centers
Band Stands
Lodges
Night Clubs
Roof Gardens
Tent Shows

EFFECTIVE ADVERTISING

for

Advertising Agencies
Demonstrations
Department Stores
Exhibitions
Markets
Sound Trucks
Talking Cars
Talking Kitchens
Talking Signs
Trailers
Window Displays

LOUD ANNOUNCEMENTS

for

Apartment Houses
Audition Studios
Carnivals
Circuses
Baseball Parks
Concessionaires
Court Rooms
Fairs
Office Buildings
Race Tracks
Skating Rinks
Side Shows
Sport Arenas
Stadiums
Vaudeville

DEPENDABLE CALL SYSTEMS

for

Armories
Airports
Barbeque Stands
Beaches
Brokerage Offices
Bus Terminals
Cook Houses
Docks
Factories
Garages
Gymnasiums
Hospitals
Hotels
Offices
Playgrounds
Prisons
Railroad Stations
Restaurants
Sanitariums
Ships
Wharves
Stockyards
Swimming Pools
Trucking Yards
Parking Lots
Yachts

CLEAR CHIMES

for

Alarm Systems
Cemeteries
Chapels
Churches
Memorial Parks
Undertaking Parlors

RE-BROADCASTING

for

Academies
Ballrooms
Clubs
Colleges
Concert Halls
Dining Rooms
Music Studios
Road Houses
Schools

DIAL



A NEW HIGH SALES FIGURE WITH THE NEW KADETTE *Tele-matic*

AC MODEL 35

Kadette, always a step ahead of the radio parade, steps out with the only low-priced table radio having this modern type of dial tuning.

Of a long list of sales features, the most important is the new Finger-tip Tele-matic Dial Tuning. It combines the simplicity of the telephone dial with the smoothness of the vernier drive. Names of favorite stations may be inserted at proper points for instant tuning. The easily read dial is brightly illuminated at the point of tuning.

Cabinet of the Kadette Tele-matic Model 35 is modernly styled with sloping front of beautiful grain, striped walnut. Solid ends are in dark, contrasting finish—modern, bar-type grille. Size is 12½ inches wide, 12¼ inches tall and 6½ inches deep.

The Kadette Tele-matic chassis is a five-tube AC superheterodyne. Tunes complete broadcast and entire upper police ranges—540 to 1875 kilocycles (555-166 meters). Automatic volume and overload control—continuously variable tone control—high sensitivity, extremely selective. Unusually fine tone; new design dynamic speaker with greater effective cone area.

Look over these features but don't overlook the high sales figure you can dial with the Kadette Tele-matic Model 35. This new Kadette will show you some real profits—wise dealers will order a good supply *right now*.

INTERNATIONAL RADIO CORPORATION

523 Williams Street

ANN ARBOR

MICHIGAN



\$24⁹⁵

COMPLETE WITH TUBES

New Finger-tip Tele-matic Dial Tuning . . . new, finer tone quality . . . new cabinet of exclusive modern design . . . new high standards of performance . . . a new high in radio value.



Test The 6A4 Completely

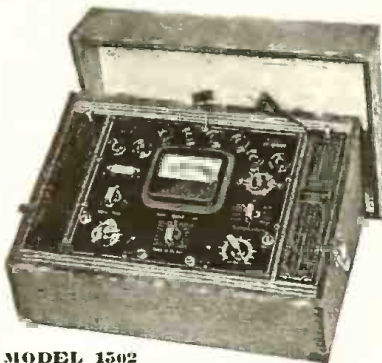


Normally the function of most tubes is to amplify a signal. But when tubes are required to deliver power such as the 6A4 the amplification may test up and yet the tube may distort badly particularly at low frequencies. Reason . . . weak emission . . . Such tubes demand both amplification and emission tests . . . now available



MODEL 1504

on The P.O.E. Tester



MODEL 1502
P.O.E. Tube Tester

All P.O.E. Testers have shadow-graph line voltage indicator. Neon inter-element short test made while tube is hot. When new tubes are released, up-to-date tube charts are provided. Tube values are indicated on GOOD-BAD scale.

• Radio Tubes have three functions: to amplify, to deliver power, to rectify.

Triplet's new power output emission test provides for a full test of all three types . . . available in no other commercial tube tester. It is just as simple to operate as any single purpose tester.

For Amplifiers The Power Output Test is absolutely the final word in determining the worth of the tube.

For Power Tubes The Power Output Test determines the amplification, the emission test determines the Power Handling ability (Available in no other tester).

Diodes rectify current Here the emission test only determines the condition. The P.O.E. Tester tests these under voltage and current load. The proper high voltages used will detect flashovers. P.O.E. stands for Power Output Emission.

INCLUDES FREE POINT TESTER.

Model 1504 combines in the one tester the following servicing instruments:

- | | |
|---|---|
| 1. Power Output Test for All Amplifying tubes | 7. D.C. Milliammeter |
| 2. Emission Test for All Tubes | 8. A.C. Voltmeter |
| 3. Free Point Tester | 9. Ohmmeter |
| 4. Neon Short Test | 10. Condenser Test for Shorts |
| 5. Separate Diode Test | 11. Electrolytic Condenser Leakage Test |
| 6. D.C. Voltmeter | 12. Decibel Meter |

Complete in quartered oak case with all necessary accessories.

DEALER PRICE \$56.67

Model 1502 complete in quartered oak case with all necessary accessories **DEALER PRICE \$36.67**

MODEL 1503, same as 1504 but without Free Point Tester.

DEALER PRICE \$46.67

See Your Jobber • Write for Catalog

THE TRIPLET ELECTRICAL INSTRUMENT CO.
1912 Harmon Dr., Bluffton, Ohio

Without obligation please send me more information on

.....Model 150415031502

I am also interested in

Name

St. Address

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



NEW THINGS FROM THE MANUFACTURERS

Stromberg-Carlson colored sets

★ Eleven new colored models have been added to Stromberg's 1937 line. Chassis are same as corresponding models of standard finish. 130-H, 130-U, 130-L, and 140-K are models available in colors. Finishes used are antique ivory with ebony trim, custard, ebony or green with chromium trim. Stromberg-Carlson Telephone Mfg. Co., 100 Carlson Rd., Rochester, N. Y.—RADIO TODAY

Zenith table super



★ 5-tube AC superheterodyne. Single band coverage—535-1712 kc. Black full-vision dial with 6-1 vernier. Power output 3 watts—8-inch speaker—tone control. Walnut cabinet. Model 5R135—list \$29.95. Zenith Radio Corp., 3620 Iron St., Chicago, Ill.—RADIO TODAY

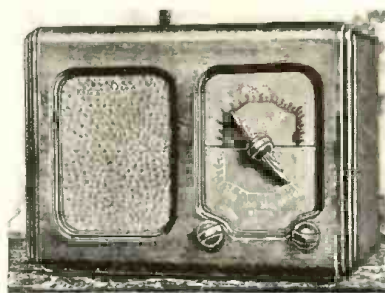
Kadette Tele-Matic



★ Five tube superhet with fingertip tele-matic dial tuning provides instant tuning to favorite stations. Covers broadcast band—540-1875 KC. Continuously variable tone control—AVC and overload control. Type 41 output tube feeds 5½ inch dynamic speaker. Cabinet of vertical grain, striped walnut. End pieces in dark contrasting finish. Model 35, list \$24.95. International Radio Corp., Ann Arbor, Mich.—RADIO TODAY—see also advt. p. 19

Crosley superhet

★ 5-tube AC-DC superhet—tunes 540-1725 kc. Illuminated full-vision dial. Power output 1 watt—5-inch



dynamic speaker. Set has AVC—utilizes ballast tube. Cabinet of mahogany with walnut veneer overlay on front panel. Model C516—list \$16.95. Crosley Radio Corp., 1329 Arlington St., Cincinnati, Ohio—RADIO TODAY—see also advt. p. 28

Modulation monitor

★ Direct reading modulation monitor for transmitters. Meter has ranges from 40 to 120 per cent modulation—all readings in peaks. Second scale gives carrier reference level and checks carrier shift during modulation. Housed in metal case 7½ x 6½ x 4½. Model 1295—net \$24.83. Triplett Electrical Instrument Co., Bluffton, Ohio—RADIO TODAY—see also advt. p. 20

New Super-Pro receiver



★ 1937 model of the Super-Pro communications receiver features latest developments—uses 8 metal and 8 glass tubes. I.F. band-width scale engraved on panel. Set has individual band spread—provides easy tuning. Five range cam type coil switch selects proper coils—set has 2 tuned RF stages for minimum noise and maximum sensitivity and image rejection. Calibrated audio and RF controls. Hammarlund Mfg. Co., Inc., 424 W. 33rd St., New York, N. Y.—RADIO TODAY—see also advt. p. 40

Webster-Chicago amplifier



★ 20-watt P.A. amplifier using 6L6 beam power amplifiers. Portable de-

sign—2 hi-impedance input channels. Outputs of 3, 6, 250, 500 ohms. Handles crystal or hi-impedance velocity mikes. Complete with tone control, input controls—self-contained. Light-weight. Model 2L-20. Webster-Chicago, 3825 W. Lake St., Chicago, Ill.—RADIO TODAY—see also advt. p. 46

Miracle 5 receiver



★ Five-tube AC superhet covering broadcast, police, amateur, and aircraft calls. Equipped with tone control, AVC, Gemloid illuminated dial. Housed in two-tone hand-rubbed walnut cabinet. List \$17.95. Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y.—RADIO TODAY

Automatic electric phonograph



★ Electrically amplified phonograph with automatic record changer. 25-watt class A beam power output feeds two 12-inch speakers. High-fidelity crystal pick-up. Audio range of 50-8000 cycles. Bass and treble tone controls. Handles 8, 10 or 12-inch records. Model 2502 Magnavox Symphony—list \$175. Manual operated model—list \$110. Electro-Acoustic Products Co., Fort Wayne, Ind.—RADIO TODAY

Gaylord receivers

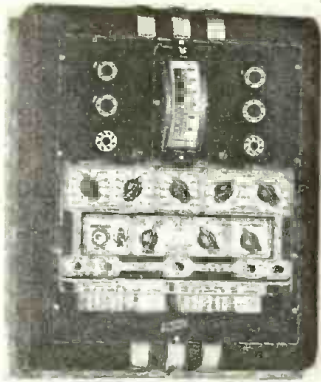
★ 1937 Gaylord line is comprised of 11 AC-DC table models and 1 AC-DC console, 8 AC models and 5 farm sets. Model 7371E-74 is an 8-tube con-

NEW THINGS

(From page 21)

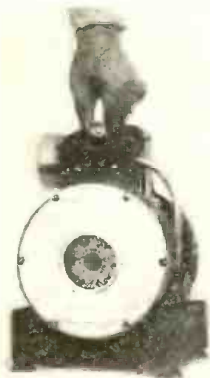
sole with cathode ray tuning—all-wave reception from 17 to 555 meters. 8-inch dial—12-inch dynamic speaker. Tone control and compensated volume control—metal tubes. 41-inch cabinet of walnut. List \$89.75. Gaylord Mfg. Co., Chicago, Ill.—**RADIO TODAY**

Hickok tube tester



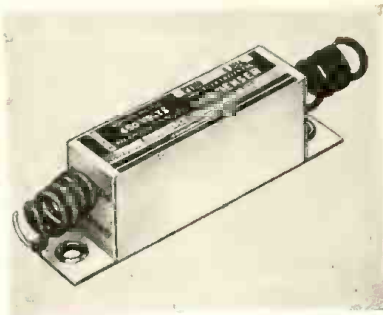
★ Dynamic mutual conductance tube checker—gives DMC in micromhos in addition to tube reading in terms of Good—Poor. Has roll type index that gives setting of selector switches—designed with eye to future, 96 unused switch positions all wired. Test based upon emission as well as DMC. Checks gas content—tube elements receive proper voltages. Model AC51-C—net \$45. Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, Ohio—**RADIO TODAY**—see also advt. p. 57

Lear aircraft transmitters



★ Recent Lear developments are two-way aircraft transmitter and receiver, electrical remotely controlled trailing wire antenna, Lear-o-scope direction finder, portable gas engine alternator (illustrated). Alternator has continuous output of 150 watts, short-time overload capacity of 250-300 watts. Weight less than 20 pounds—1 cylinder 4-cycle engine. Constant voltage—125 volts 360 cycles. Lear Developments, Inc., 121 W. 17th St., New York, N. Y.—**RADIO TODAY**—see also advt. p. 62

Pinhead electrolytics



★ Compact electrolytic condensers for all replacement applications. Rated at 525 volts. Humidity proof sealing eliminates failure due to moisture. Extremely low leakage. Cardboard mounting—8 mike unit $2\frac{1}{2} \times 1\frac{1}{16} \times 1\frac{1}{16}$ inches. Other sizes 4, 8-8 mfd. Sprague Products Co., North Adams, Mass.—**RADIO TODAY**—see also advt. p. 54

Acoustex deflector baffle

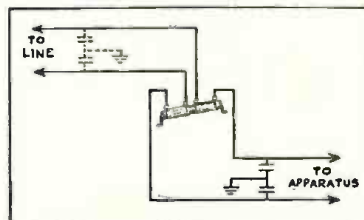


★ Weather-proof parabolic baffle for use with dynamic speakers. Projects sound without introducing waveform distortion—does not resonate at any frequency. Improves response characteristics of any type speaker. Uses practically all standard cone speakers. Model 111—list \$15. Texicon Co., 17 Blecker St., New York, N. Y.—**RADIO TODAY**—see also advt. p. 60

Elamco amplifiers

★ Line of six amplifiers from 6.5 to 28 watts. Type 13-C uses 6L6 beam power amplifiers for output of 28 watts. Hi-impedance input—multiple impedance output circuit. Two-position fader control—tone control. Electric Amplifier Corp., 135 W. 25th St., New York, N. Y.—**RADIO TODAY**

Ohmite line filter chokes



★ Dual R.F. filter chokes designed for reducing power line noise. Preferably used at interfering device with suitable by-pass condensers—see diagram above. Available in 5, 10, 20 ampere sizes. 5 amp. size suitable for use at the receiver to form a power

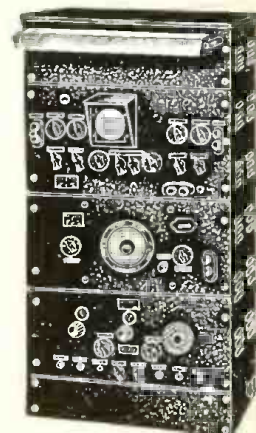
line filter when used with 2 .1 mike condensers. Ohmite Mfg. Co., 4835 W. Flournoy St., Chicago, Ill.—**RADIO TODAY**

R-T-L tube tester



★ Tube checker which provides audible noise test so that the customer can actually hear the test through a headphone. Provides test for shorts, leakage and output in addition to noise. Gives simultaneous check on both grid control and emission. Model MC counter tester illustrated—list \$41. Portable type—list \$39.50. Radiotechnic Laboratory, 1328 Sherman Ave., Evanston, Ill.—**RADIO TODAY**—see also advt. p. 58

Complete service laboratories



★ Cabinet and panel construction is offered in the Clough-Brengle line of service equipment. Oscillator, oscillograph, analyzer are made in standard sizes to fit cabinet. Features are neat professional appearance, flexibility, elimination of obsolescence. Cabinet has light to illuminate panel. Clough-Brengle Co., 2815 W. 19th St., Chicago, Ill.—**RADIO TODAY**—see also advt. p. 35

All-wave signal generator

★ Five-band all-wave test oscillator—covers 100 to 22,000 kc. on fundamentals. AC-DC operation—audio modulation of 1000 cycles controlled by panel switch. High and low impedance outputs—variable attenuator. Model T-37. Superior Instruments Co., 139 Cedar St., New York, N. Y.—**RADIO TODAY**—see also advt. p. 40

(Continued on page 24)

**IT'S NEW!
SENSATIONAL!
EXCLUSIVE!**

DICTOGRAPH

Silent!

RADIO with the ACOUSTICON MYSTIC EAR



.. and a welcome change from profitless selling

LIKE the bursting of a bomb . . . news of the amazing Dictograph Silent Radio crashed home to listeners as the greatest innovation in a decade. It offers but one thing new . . . but that one thing so startling, so logical, so badly needed that every set owner is a prospect. It offers the only fundamental new feature in radio . . . the Acousticon Mystic Ear . . . that makes personalized listening possible, without earphones. One can listen, while others sleep, talk or read. It ends radio divorces . . . radio spats . . . radiosia! Thus, it banishes radio's last remaining negative factor.

The Acousticon Mystic Ear, exclusive with Dictograph Silent Radio, employs a sound principle new to radio. It is not an earphone, not a miniature loudspeaker. It employs the exclusive tonal fork principle, patent protected.

Dictograph Silent Radio dealers will cash in heavily on big national advertising NOW RUNNING. Get your share of these new profits. Fill in and mail the coupon TODAY for the whole profit-making story.

DICTOGRAPH PRODUCTS CO., Inc.

Radio Division Dept. R-1

580 FIFTH AVE., NEW YORK, N. Y.

DICTOGRAPH PRODUCTS COMPANY, INC., are manufacturers of precision equipment for 34 years and make the Acousticon hearing aid, Dictograph Intracom-municating Systems for offices, the Detective Dictograph, the Limousine Dictograph, transmitting equipment for aircraft and army use, Packard Lektro-Shaver, International Ticket Scale, in addition to Dictograph Silent Radio.

The words "Silent" and "Acousticon Mystic Ear" are trade-marked. U. S. pats. No. 101,980 and 1,630,028; other pats. pending.

Copyright 1936 Dictograph Prod. Co., Inc.

**... 30,000,000 Radios
and NONE Except Dictograph
Offers the Acousticon Mystic Ear**

• You as a radio dealer, armed with the Dictograph Authorized Dealer Franchise, can go out and sell to a new and unscratched market. Not one of the 30,000,000 sets now in use provides the listener with personalized reception except the Dictograph Silent Radio. It is a full profit, non competitive, big demand opportunity that you should grasp . . . right now! Don't let this opportunity slip through your fingers. Someone is going to sell Dictograph Silent Radio with Acousticon Mystic Ear to YOUR customers and it should be you. Mail the coupon. Get on the bandwagon!

A limited number of manufacturers are being considered for licensing arrangements for "Silent" Models with the Acousticon Mystic Ear.

MAIL IT!

DICTOGRAPH PRODUCTS CO., INC.
Radio Division, Dept. R-1
580 Fifth Ave., New York, N. Y.

I want the full story of Dictograph Silent Radio and details of your Authorized Dealer Franchise Plan. Rush this information to me at once.

Your name

Firm name

Street

City

My distributor is

NEW THINGS

(From page 22)

Cannon-Ball headphone kit



★ Headphone kit to provide phone reception from any receiver. Kit consists of cable, switch, terminal and headphones. Device wired into speaker voice coil circuit—special low resistance phones employed. 6-foot cord on headset and 3-foot connecting cable. Ideal for late listening, short-waves, and hard-of-hearing folks. List complete \$4.25 to \$6. C. F. Cannon Co., Springwater, N. Y.—**RADIO TODAY**—see also advt. p. 52

Turner microphone



★ Crystal microphone designed especially for voice transmission. Provides greatest efficiency at voice frequencies—ideal for police transmission and ham work. Mike mounted on stand with a swivel—used either as hand or desk. Output level of minus 55DB. Supplied with 6-ft. cord to eliminate resonant effects at 5 meters. Turner Co., Cedar Rapids, Iowa—**RADIO TODAY**

Log and time compensator



★ Roto-log index which lists 1,600 long and short wave stations by call

letters and by frequencies—instantly available by turning wheel. Also there is a time compensator which can be set for any time zone and used to find time at all important points of the world. Just the thing for short wave listeners. Milfred Mfg. Co., 757 Venice Blvd., Los Angeles, Calif.—**RADIO TODAY**

AC-DC ballast tube

★ Ballast tube with patented starting resistor—allows only 70 volts to be applied to set on initial surge instead of 115. Can be used with 1 or 2 pilot lights of .15 or .25 ampere rating. Compensates for line voltage variation from 90-140 volts. 3 styles required to replace some 60 types now in use. Amperite Corp., 561 Broadway, New York City—**RADIO TODAY**—See also advt. p. 40

Pioneer Air-flo charger



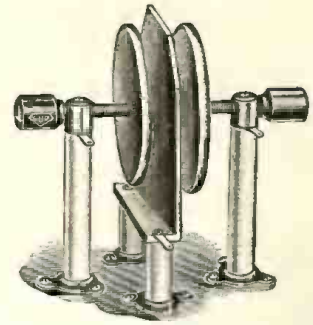
★ Wind-driven battery charger for rural areas. Starts charging with a wind of 4 miles per hour. At 25 m.p.h. it develops 25 amperes. Large 4 pole generator, 7½-inch diameter. Completely waterproof. Variable pitch propeller—mounted on electric speed control. 25 amp. model—list \$54.95, 15 amp. model \$47.50. Pioneer Generator Corp., 468 W. Superior St., Chicago, Ill.—**RADIO TODAY**

Mike stands



★ Microphone stand, adjustable from 16 to 26 inches in height. Rubber feet in base. Net weight 6 lbs. Comes in statuary bronze or chromium finish. List price \$12.50. Also listed in company's new catalog is new modernistic floor stand especially adapted for use with 630A eight-ball type of microphone. Eastern Mike-Stand Co., 56 Christopher Street, Brooklyn, N. Y.—**RADIO TODAY**—See also advt. p. 55

U.H.F. tuning condenser



★ Condenser designed for use at ultra-high frequencies above 56 MC. For use either in split or conventional tank circuit. Consists of two 23/16 inch round plates insulated on Isolantite with a fixed center plate—also insulated. Fine capacity variation provided by threaded shafts. Catalog 891—list \$5. Bud Radio, Inc., 1937 E. 55th St., Cleveland, Ohio—**RADIO TODAY**

Precision plug-in resistors

★ Precision resistors in handy plug-in form for use in resistance bridges, test equipment, and other devices requiring an accurate resistance. Housed in standard 4-prong tube base—values of 1 to 10,000 ohms. Accuracies up to 1/10 of 1 per cent. Clarostat Mfg. Co., Inc., 285 N. Sixth St., Brooklyn, N. Y.—**RADIO TODAY**

Electron lens cathode ray tube

★ 3-inch cathode ray tube with features found only in larger tubes. Free from angular distortion—exceptionally fine trace that does not defocus at any point on screen. Has standard 7-prong Isolantite base. Type EC3 interchangeable with 906—net \$20. Type EC3B interchangeable with 908—net \$22. Cathode Ray & Television Co., Brockton, Mass.—**RADIO TODAY**

Serv-A-Lite



★ Cigarette dispenser and automatic lighter for autos—just press a button, and presto a lighted cigarette. Ideal accessory for the auto radio shops—Serv-a-lite is easily installed at the same time as radio is installed. Requires no drilling or special wiring. Telemotor Corp., 260 Fifth Ave., New York, N. Y.—**RADIO TODAY**



HIT RECORD RADIO SALES WITH CCC FINANCE PLAN

WAGE AND SALARY increases, already in effect, will add more than \$130,000,000 to 1937 payrolls—with more to come. That means additional millions of dollars will be spent by wage-earners for radios and other electrical appliances for home pleasure and comfort.

Wage-earners are time payment buyers. The time payment plan you offer will have a lot to do with the closing of many of your sales. Get the best plan.

Profit by the national reputation of Commercial Credit Company, for low cost and dependable financing. Assure yourself of the benefits of Commercial Credit Company service, including careful credit investigation, prompt remittances and close cooperation from a local office in your own territory.

COMMERCIAL CREDIT COMPANY

COMMERCIAL BANKERS
CONSOLIDATED CAPITAL



HEADQUARTERS: BALTIMORE
AND SURPLUS \$60,000,000

FINANCING SERVICE FOR MANUFACTURERS, DISTRIBUTORS AND DEALERS THROUGH 178 OFFICES IN THE UNITED STATES AND CANADA

DOPE ON DISTRIBUTORS

★ **AS THOUSANDS CHEER**, the Roycraft Co., Philco jobbers of Minneapolis, Minn., have asked the dealers in their territory to cooperate in a big campaign to provide free radios for shut-ins. Philco dealers were urged to set aside a limited number of used sets taken in trade, to recondition them and present them free to cripples or shut-ins.

State Association for Crippled Children got behind the move, as well as local Station WTCN. All Philco ads in the territory carried a box about the campaign; Roycraft has hopes of making the stunt a yearly event.

★ **Harry M. Swartz** has been named as the new office manager for the Crosley jobbers, **Anchor Lite Appliance Co.**, Pittsburgh, Pa. Swartz has been associated with dealers of the area for almost 20 years. **J. M. Kennedy**, an expert and popular service engineer, has been appointed manager for Anchor Lite's parts and service dept.

★ The 50-year-old electrical supply house, **Charles E. Hayes Co.**, 189 Taylor St., Springfield, Mass., is now a distributor for **Sparton**. **J. J. Keane** is general manager for the firm, which contacts dealers in the Central Massachusetts area and also handles the **Kadette** line.

★ Between Dec. 10 and 17 the G-E radio division held a series of regional meetings with its field organization and radio distributors at Bridgeport, Cleveland, Chicago, St. Louis and Atlanta. Object was to present new merchandise, advertising, sales and service plans and policies for 1937. Leading discussions were by **Ralph J. Cordiner**, manager radio division; **Ernest H. Vogel**, sales manager; **Charles T. Wandres**, advertising manager, and **Perry F. Hadlock**, commercial engineer.



B. F. HALLIDAY, a very active sales manager for the San Francisco distributors, Dunham, Carrigan & Hayden.

★ **RCA** jobber of Cambridge, Mass., formerly the **Eastern Radio Co.**, Boston, has a new name and address: **The Eastern Co.**, 620 Memorial Drive. This vigorous organization headed by **Alan Steinert** recently became an exclusive distributor for **Kelvinator**.

★ **Believe W. L. Cohn**, amiable president of **Radio Equipment Co.** of Texas, that the 150 dealers of northern Texas who came to his party last month really made something out of the event. Reason For It All was, of course, the 1937 **Stewart-Warner** refrigerator line, and even **John F. Ditzell**, SW sales manager, was there, along with **M. O. Beckham**, district man. Not to mention **Horace Heidt** and his **Brigadiers**, who broadcast the CBS feature from the Dallas meeting; Mr. Heidt was made a Texas Ranger by a representative of Gov. Allred as a sort of extra attraction.

★ **Louis M. Herman Co.**, the Boston jobbers of Pacific sets and **Triad** tubes, have added 6 dealers to the Herman list: **Whetherhult Radio**, Boston; **Ruhl & Dexter**, Cambridge, Mass.; **Malden Jewelry**, Boston; **George LeFebvre**, Central Falls, R. I.; **Egleston Square Radio**, Roxbury, Mass., and **R.E.Z. Radio**, Boston. Herman Co. has just added the **Tohe Deutschmann** line of condensers.

★ **Ross R. Howard**, the radio exec who has been involved in the business for 26 years, is the new president of the **RCA Victor Distributing Co.** of Chicago. Howard was for 5 years the head of the **Zenith Radio Distributing Co.** of Chicago; in his new position with RCA he succeeds **Charles Mason**, resigned.

★ **Arcturus Radio Tube Co.**, Newark, N. J., announces the appointment of **Melrose Sales Co.**, 407 Franklin St., Melrose, Mass., as distributor of its tubes in that territory.

★ **W. L. Fuller, Jr.**, of the **Fuller Specialty Co.**, Parkersburg, W. Va., reports local success with a traveling service and parts car equipped with sound equipment to advertise the company's dealers in the area.

★ The **Arvin** and **Wells-Gardner** distributors, **Santa Fe Builders Supply Co.**, Santa Fe, N. M., have announced four recently appointed radio dealers: **Taos Hardware & Furniture Co.**, Taos, N. M.; **New Mexico Power Co.**, Santa Fe; **New Mexico Radio Service**, Santa Fe, and **Pond's Electrical Co.**, Santa Fe. First two are Arvin dealers, latter two handle Wells-Gardner.

★ New member of the sales staff of **Radio Parts Co., Inc.**, Milwaukee, is **Alvin F. Breaking**, a vet radio man. Radio Parts is a distributor of **Wilcox Gay** sets and **Hygrade Sylvania** tubes.



THIS SMILE belongs to **Hymen Reader**, Houston, Tex., jobber. A dealer of his won **Crosley's** recent \$60,000 national contest; now **Readers** stage a big Xmas competition.

★ News from **A. E. Glover**, general manager, **New Bern Radio Supply Co.**, New Bern, N. C., is that **Frank Harrell** has been added to the firm's staff. The company distributes **Admiral** sets and **National Union** tubes, and recently added the new **Domino** paper condensers made by **Solar Mfg. Co.**

★ **Bruno-New York, Inc.**, Metropolitan New York jobbers of **RCA Victor**, sponsored an advance showing of the 1937 RCA line on Dec. 14 and 15 in New York City. Several brand new additions to the line were featured at the show.

★ Exceptional stunt staged by **Stern & Co., Inc.**, the go-getting **Grunow** jobbers of Hartford, Conn., was a recent "Bill Grunow Day" involving 400 dealers who ordered over 800 sets during the affair. Awards, ranging from pencils to a share of stock in the **General Household Utilities Co.**, were featured by **Sterns**, whose president, **Francis E. Stern**, is credited with the whole idea.



SAM ROSKIN, Philco jobber of Boston, center of recent sales activity among Massachusetts dealers.

supply camps . . .

★ J. W. Bekenstein, of the Charleston Electrical Supply Co., Charleston, W. Va., tells a live story about how his concern distributes Kadette today in mining areas. Company's jobber network has a novel structure; firm has connected with "coal field commissaries," the stores which are operated by the coal companies themselves and which sell merchandise against the miner's salaries. Charleston company has put radios in the outlets, to date, of almost 20 of these coal concerns, each of which operate several dozen stores. Bekenstein says that his organization is thus well on its way toward making his line the official receiver of the miners in his area, Southern W. Virginia, adjacent countries in Ohio, Kentucky, Virginia. Charleston Co. plans to take on a national line of consoles, soon.

blades . . .

★ Hinden Otis Co., the ever-active Zenith jobbers of Louisville, Ky., now have quite a thing in their traveling trailer-demonstrator. Outfit was already elaborate and practically half a block long; now a big windcharger has been installed on the front of the car.

main house . . .

★ GE Supply Corp., Richmond, Va., up to this time a branch of the Baltimore district, has been made headquarters for a separate sales district. Its branches are at Charlotte and at Raleigh, N. C. H. R. Welsiger will be district manager; other execs are B. A. Probert, C. B. Fleming, and E. J. Davis.

southland selection . . .

★ Hugh Snyder, district manager for Sparks-Withington in its Southeastern area, reports the appointment of the Lamar-Rankin Co., Atlanta, Ga., as exclusive jobber for Sperton in Georgia and 7 counties of South Carolina. B. P. Humphries, sales manager for Lamar-Rankin, has already supervised a series of dealer meetings in Atlanta, Macon, Savannah and Augusta, all in Georgia.

very likely . . .

★ Across the desks of the execs at Bush-Caldwell Co., Philco wholesalers of Little Rock, Ark., comes a new theory about how to make consistent listeners out of set owners. Fans are encouraged to plan their program listening by the week—to figure ahead on exactly what hours must be spent at the radio in order to hear all the big features. Results are much more satisfactory to the listener than with the old method of random, catch-program listening.

★ Apollo Distributing Co., Crosley distributor of Newark, N. J., staged its annual anniversary dinner last month with some 40 of its staff members honored at the event. Important in the celebration were Fred Goldberg, general manager; Dave Slobodein, president, and H. M. Bergman, sales manager.

★ New wholesaler for Sperton radios in Davenport, Iowa, is the Republic Elec. Co., with K. R. Hills as sales manager and Joseph S. Kimmel as general manager.

★ Johnson Distributing Co., Tampa, Fla., newly organized Crosley wholesale firm, reports that among new Crosley dealers of the area is the Rocker Motor Co., Lakeland, Fla.

★ News from the Devlin-Drew Co., Philco distributors of Fresno, Calif., is that 6 new California dealers have been appointed: McMurray Electric, Merced; Depot Garage, Gustine; Hume-Draper Home Appliance Co., Fresno, Los Banos, and Dos Palos; Chicago Furniture Co., Fresno; San Joaquin Electric, San Joaquin; and the Slater Furniture Co., Fresno. Devlin-Drew has a new advertising and sales promotion manager in the person of Bill Nixon, Jr., formerly commercial manager for stations KMJ and KERN. Al Loscher has also been added to the firm's staff.

★ Frank Houchin has been named field representative for the Baird Hardware Co., Crosley distributor, Gainesville, Fla.

★ New exclusive jobber for Fada in Chillicothe, Ohio, is the Spetnagel Hardware Co. Lively preview of Fada's new lines is being planned for Ohio dealers; William Hawley has recently been appointed district manager for the territory.

★ New Emerson distributor appointments are W. H. Bintz Co., Salt Lake City, Utah, for the Rocky Mountain Region, Idaho, Utah, northeastern Nevada and western Wyoming; Electrical Products, Inc., Baltimore, Md., for the state of Maryland; Peerless Elec. Supply Co., Indianapolis, Ind., for central and southern Indiana; South Bend Lumber Co., Inc., South Bend, Ind., for northern Indiana.



LATE SHOWS staged by F. R. Gooding, the Sperton jobber of Wilmington, Del., has landed the company ahead.

★ The Kolbe Co., Sperton distributors of Richmond, Va., held a dealer meeting recently with the Sparks-Withington eastern sales manager, E. T. H. Hutchinson, in charge.

★ George's Radio, Auto & Refrigeration Service, distributor of Kokomo, Ind., has added Emerson radios to its jobbing set-up.

★ Excellent radio business in Central Illinois is reported by L. C. Wheeler, Hardware Products Co., Sterling, Ill. Upturn is partly due to the fact that the current corn crop in the area will exceed 50 bushels per acre, and will bring top prices. Hardware Products is a Crosley distributor.



LIVES OF THE PARTY—these ladies were on hand when the Kay Sales Co., Tulsa, Okla., threw its annual soiree for servicemen, jobbers and their salesmen.

Nation-Wide Acclaim FOR CROSLEY'S BRILLIANT WORLD-WIDE RECEPTION

The whole country is talking about the perfect foreign and short wave reception of the new all-wave 1937 Crosley Radios. They're talking, too, about the exceptional Crosley features that make such fine reception possible—the famous Crosley Auto-Expressionator, Mystic Hand, Cardiamatic Unit, Six-Step Fidelity Control and nine other outstanding improvements. With the holiday buying season about to begin you cannot afford not to sell this new 1937 Crosley Radio Line. Ask your Crosley Distributor to show you these sensational all-wave Crosley models and explain details of the Crosley Franchise.



TABLE MODEL 744—7 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 6" Speaker . . . 6 Watts Output . . . Metal Tubes. Dimensions: 15½" high, 14" wide, 9" deep. **\$4995**



TABLE MODEL 745—7 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 6" Speaker . . . 6 Watts Output . . . Metal Tubes. Dimensions: 20" high, 14½" wide, 9" deep. **\$4995**



MODEL 649 CONSOLE—6 Tubes
American-Foreign . . . 540-1710 Kc. 6000-18,000 Kc. . . 12" Speaker . . . 5½ Watts Output. Dimensions: 39½" high, 23½" wide, 10½" deep. **\$5995**



MODEL 759 CONSOLE—7 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 12" Speaker . . . 6 Watts Output . . . Metal Tubes. Dimensions: 40½" high, 24½" wide, 11½" deep. **\$6750**



MODEL 769 CONSOLE—7 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 12" Speaker . . . 6 Watts Output . . . 6-Step Fidelity Control. Dimensions: 41½" high, 26" wide, 10" deep. **\$7995**



AUTO-EXPRESSIONATOR
This exclusive Crosley feature restores to its original fullness the volume and expression range normally suppressed in broadcasting.



MODEL 1516 CONSOLE—15 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 15" Curvilinear Speaker . . . 25 Watts Output . . . Auto-Expressionator . . . Mystic Hand . . . Cardiamatic Unit . . . 6-Step Fidelity Control. Dimensions: 44½" high, 28" wide, 13½" deep. **\$17450**



MODEL 989 CONSOLE—9 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 12" Speaker . . . 12 Watts Output . . . Auto-Expressionator. Dimensions: 41½" high, 26" wide, 14½" deep. **\$9950**



MODEL 1199 CONSOLE—11 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 12" Speaker . . . 20 Watts Output . . . Auto-Expressionator . . . Mystic Hand. Dimensions: 41½" high, 27½" wide, 15½" deep. **\$10950**



MODEL 1211 CONSOLE—12 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 12" Speaker . . . 20 Watts Output . . . Auto-Expressionator . . . Mystic Hand. Dimensions: 42½" high, 26½" wide, 14" deep. **\$12950**



MODEL 1313 CONSOLE—13 Tubes
Continuous Coverage . . . 540-18,000 Kc. . . 15" Speaker . . . 25 Watts Output . . . Auto-Expressionator . . . Mystic Hand. Dimensions: 43½" high, 27" wide, 14" deep. **\$14950**

(Prices slightly higher in Florida, Rocky Mountain States and west.)

THE CROSLEY RADIO CORPORATION, CINCINNATI POWEL CROSLEY, Jr., President

Home of WLW—the World's Most Powerful Broadcasting Station—70 on your dial

WHATEVER HAPPENS . . . YOU'RE THERE WITH A CROSLEY

CROSLEY RADIO

ON THE TRADE TICKER

PARRIS-DUNN CORP. FORMED

★ The Dunn Mfg. Co. of Clarinda, Iowa, announces an expansion program under which C. L. Parris becomes president and head of the sales department of the newly organized Parris-Dunn Corporation, successors. Mr. Parris is well known as one of the founders of the Wincharger Corp. of Sioux City, Iowa. As president and sales manager he directed their activities until recently, when he sold his holdings.

The new company succeeds the Dunn Mfg. Co. which has been continuously active in the manufacture of automotive accessories and wind-driven electrical apparatus for the past twenty years.

During that period, W. G. Dunn, who is vice-president and general manager of the new organization, has perfected and patented many valuable contributions to the automotive industry including several methods of crankshaft counterbalancing now used in Hudson Terraplane automobiles. For the past several years he has directed much attention to wind-driven electric apparatus, particularly regarding methods of governing and control.

The new Parris-Dunn Corp. thus acquires the three valuable patents which are the solution to successfully governing all types and sizes of wind-

electric machines, and the entire activities of the organization in the immediate future will be confined to supplying the demand for their product, Dunn Windchargers, all over the world.

★ Ross Siragusa, president of Continental Radio & Television Corp., Chicago, has announced the appointment of Harry Clippinger as vice-president in charge of sales and advertising, with headquarters in the company's executive offices, 325 West Huron St., Chicago. Mr. Clippinger, who has been identified with radio for a number of years, was formerly district manager for Continental in Michigan and Ohio territories. Mr. Siragusa also stated that the company's business had increased so rapidly the past year that additional factory space had been found imperative. Arrangements have been made whereby, beginning January, the factory facilities will be tripled.

★ R. H. G. Mathews, a member of the firm of Ford, Browne & Mathews, Chicago, well known advertising agency, was married Dec. 19 to Miss Elizabeth Ebrum, also a member of the Chicago advertising fraternity. John R. (Jack) Scanlan, vice-president of the Muter Co., officiated as "best man."

★ Fairbanks-Morse distributors from all parts of the country con-



GE DESIGNED this 11-color display so that by removing the gift card, dealers can use it all winter.

vened at the Claypool Hotel in Indianapolis, Dec. 17 and 18 to view the new 1937 refrigerator line. W. Paul Jones, vice-pres. and general manager of the company, presided at the meetings.

★ Business is booming at the new Quam-Nichols plant, 33rd Place and Cottage Grove Ave., Chicago, and Miss Helen Stanland, vice president of the company, states that November sales of Quam-Nichols speakers were the biggest for any month in the history of the company.

**NEW
BEAUTIFUL
EFFICIENT
RADIO-
PHONOGRAPH**

double
entertainment

top lid is
removable

regular broadcast
or shortwave re-
ceiver furnished

RCA OR
WEBSTER
PHONOGRAPH
MOTOR—
RCA PICKUP

PLAYS ALL
RECORDS

VOLUME &
TONE
CONTROLS

TROY RADIO MFG. CO.
1142-1144 So. Olive St., Los Angeles, Calif., U. S. A.

Sensational new
TROY
RADIO-PHONOGRAPH
COMBINATION
only \$ **44.50**
Complete

PLAYS 12" RECORDS

1937

MODEL 75 PC—STANDARD
WESTERN PRICE—SLIGHTLY
HIGHER ELSEWHERE

TO DEALERS AND SERVICEMEN

TRIAD RADIO TUBE

FREE!

UP TO \$1.25 LIST

A DARING NEW PLAN

To convince you of the superior quality of Triad Radio Tubes—we are offering absolutely free any Triad Tube up to \$1.25 list with your purchase of Triad Radio Tubes: also free Engineering Data Chart. Mail coupon below—back will come your Free Tube Certificate. Present it to your jobber when you purchase Triad Tubes and get your Free Tube—save \$1.25.

MAIL TODAY!

TRIAD MANUFACTURING CO., Inc. THIS COUPON
Dept. M-11 Pawtucket, R. I. **WORTH \$1.25**

Sure I'll try Triads. Send me Free Tube Certificate... good for \$1.25. Also FREE Engineering Data Chart.

Name _____

Address _____

Town _____ State _____

Jobber's Name _____

"THE QUALITY NAME IN RADIO TUBES"

PRACTICALLY EVERY MAJOR IMPROVEMENT IN VIBRATOR DESIGN HAS ORIGINATED IN THE UTAH FACTORY!

Utah has always been the leader in the design and manufacture of vibrators for radio purposes. This organization has pioneered in vibrator design, and is the recognized and leading source of the radio industry for this part.

Every Utah Vibrator embodies the same high qualities of workmanship and design found in other Utah products.

Speakers • Transformers
Chokes • Volume Controls
Tone Controls • Resistors
Plugs • Jacks • Push Button Switches



Utah Vibrators are protected by one or more of the following patents:
1924082, 1935568,
1935569, 1944487,
1946563, 1951614,
1961053, 2009425.
Other patents pending.

Utah

VIBRATORS

UTAH RADIO PRODUCTS CO.
CHICAGO, U. S. A.

TORONTO
ONTARIO CANADA

BUENOS AIRES
(UCOA RADIO PRODUCTS CO.)

"15 YEARS OF LEADERSHIP"

BUSINESS IS BOOMING!



... AND IT'S BOOMING BEST FOR THE DEALER WHO SELLS SYLVANIA TUBES

● Is your tube business bringing you a growing list of pleased, dependable customers? Is it bringing you good will, mounting profits, and the kind of business that will stand up under *any* depression?

Sylvania can bring you that kind of business! For you can always *depend* on Sylvania quality. Before any Sylvania tube reaches your shop... *eighty separate tests* have been made for your protection. Sylvania means fair list prices... a six months' guarantee on every tube... valuable technical and sales helps from engineering and promotional departments that are always on their toes!

Start your tube business on a safer, more profitable basis NOW! You can get FREE... complete sales and technical information by writing to the Hygrade Sylvania Corporation, Emporium, Pa.

SYLVANIA

THE SET-TESTED RADIO TUBE

ON THE TRADE TICKER



J. S. GARCEAU seems plenty talented as advertising and promotion manager for Fairbanks, Morse & Co.

★ Henry Forster, president of Radio Speakers, Inc., was host, Nov. 24 and Dec. 1, at two dinners given to executives of manufacturing organizations in the Chicago territory, celebrating the phenomenal success of Mr. Forster and his party on a hunting trip in Utah where they bagged six bucks. Venison steaks and specially-concocted stews were served at the Swedish Club, and served to enhance Mr. Forster's reputation as radio's "host par excellence." At the Dec. 1 dinner, a high-spot was the rendition by Al Wells, of Les Muter's world-famous recitation "There Will Be No Wedding."

Among those present at these two successful events were E. A. Alschuler, George Russell and Phil Krum, Sentinel; A. S. Wells, George Gardner and J. Kelly Johnson, Wells-Gardner; Leslie Muter and John R. Seaman, Muter Co.; Harold Mattes, Bill Dunn and Carl Hoffman, Belmont; R. R. Blash and John Erwood, Webster-Chicago; Ross Siragusa, Continental; Jesse Hawley, I. F. Mendels, Radio Products; William Hurlienne, Zenith; Arthur Winnan, General Household; Clarence Manning, Montgomery Ward; Larry O'Brien, Ken-Rad; and Lee Robinson, Radio Today.

★ Brush Development Co., Cleveland, Ohio, recently licensed the B. A. Proctor Co., Inc., New York City, to manufacture crystal recording heads, which are currently made under the name of Fairchild-Proctor Recording Heads.

★ New check-up on the sales progress of Fairbanks-Morse radios for the first 10 months of 1936 has been made by W. Paul Jones, general manager of the company's home appliance division. Sales are actually 213 per cent ahead of the same 10-month period of 1935.

★ Recently organized wholesale firm in Columbus, Ohio, is distributor for Electrolux refrigerators, Zenith radios, Ken-Rad tubes, washers, ironers, etc. Ben A. Morgan is general manager and George B. Matt assistant; concern is called Appliance Distributing Co.

★ Ernest H. Vogel, sales manager G-E Radio Division, spoke on "The Plans, Progress and Policies of G-E Radio" before both the "Utility Clinic," held on Nov. 30 and Dec. 1, and the "Department Store Clinic," held on Dec. 2-3, at Nela Park, Cleveland. Representatives of almost all the outstanding utilities and more than 150 leading department stores attended the "Clinics."

★ Wholesale Radio Equipment Co., 902 Broadway, N. Y., were hosts on Dec. 2 to Metropolitan dealers at a special matinee performance of the musical comedy success, "Red, Hot and Blue." Featured at the affair was a fancy presentation of the 1937 line of Stewart-Warner refrigerators. The SW execs, Ed Rutledge and Charles D'Olive, were on the program, along with Mortimer Salzman and Leo Altschuler from Wholesale Radio. Advertising plans, financing schedules and selling methods were outlined; Horace Heidt, the SW coast-to-coast radio star, was acclaimed as part of the 1937 set-up. After the show, the meeting was continued at the Victoria Hotel.


★ William S. Hedges, whose name is familiar among broadcasting industry execs, will on Jan. 1 become vice-president in charge of broadcasting for the Crosley Radio Corp. Past president of NAB, for nearly 3 years Hedges has been general manager of all NBC-operated stations.

★ Arthur O. Perlitz has joined the Ken-Rad Tube & Lamp Corp., Owensboro, Ky., as sales promotion manager, and will work with C. J. Hollatz, vice president and general manager, and C. C. Mathews, sales manager, in formulating sales promotion and merchandising plans.

It's New!

2,199

PRE-TESTED IDEAS!



RADIO BUSINESS

Promotion and Management

By A. A. Ghirardi and T. S. Ruggles

Here at last is what every radio dealer and service man has been waiting for! . . . a practical, sales-minded book that tells how to run a radio business profitably—how to get more customers, and hold them, through advertising, selling and merchandising. IDEAS—FACTS—METHODS that have been *proved sound and successful* in building up businesses just like yours . . . presented and illustrated in such a way that you can put them to work right away. Applies to sale of radio sets, servicing, Auto Radio, P.A. work, home appliances, etc. **YOU CAN'T HELP BUT MAKE MORE MONEY WITH THIS GREAT BOOK!** Send for Your Free Circular Today!

SELLING—Analysis of your market. Getting leads. Store selling. Phone selling. Outside selling. Sales talks. Resistances. Contacts. Etc., etc.

ADVERTISING—Planning. Preparation. Tested Appeals. Production. Ideas for Displays, Direct Mail, Newspaper, Broadcast and other advertising media. Publicity. Merchandising. Premiums. Follow-ups. Etc., etc.

BUSINESS METHODS—Getting started. Shop equipment. Store layout. Management. Cost accounting. Records. Policies. Etc.

CLIP and MAIL Today

RADIO & TECHNICAL PUBL. CO.
45 Astor Pl., New York
Dept. RT-126

★ OVER 400 PAGES

★ OVER 200 ILLUSTRATIONS

★ Please send me free circular BB.

Name

Address

Soon to be released.

Free Circular



ELECTRO DYNAMICS
PERMANENT MAGNET DYNAMICS
MAGNETICS
CHOKES TRANSFORMERS

CONSOLIDATED RADIO PRODUCTS CO.
361 West Superior St., Chicago, Ill.

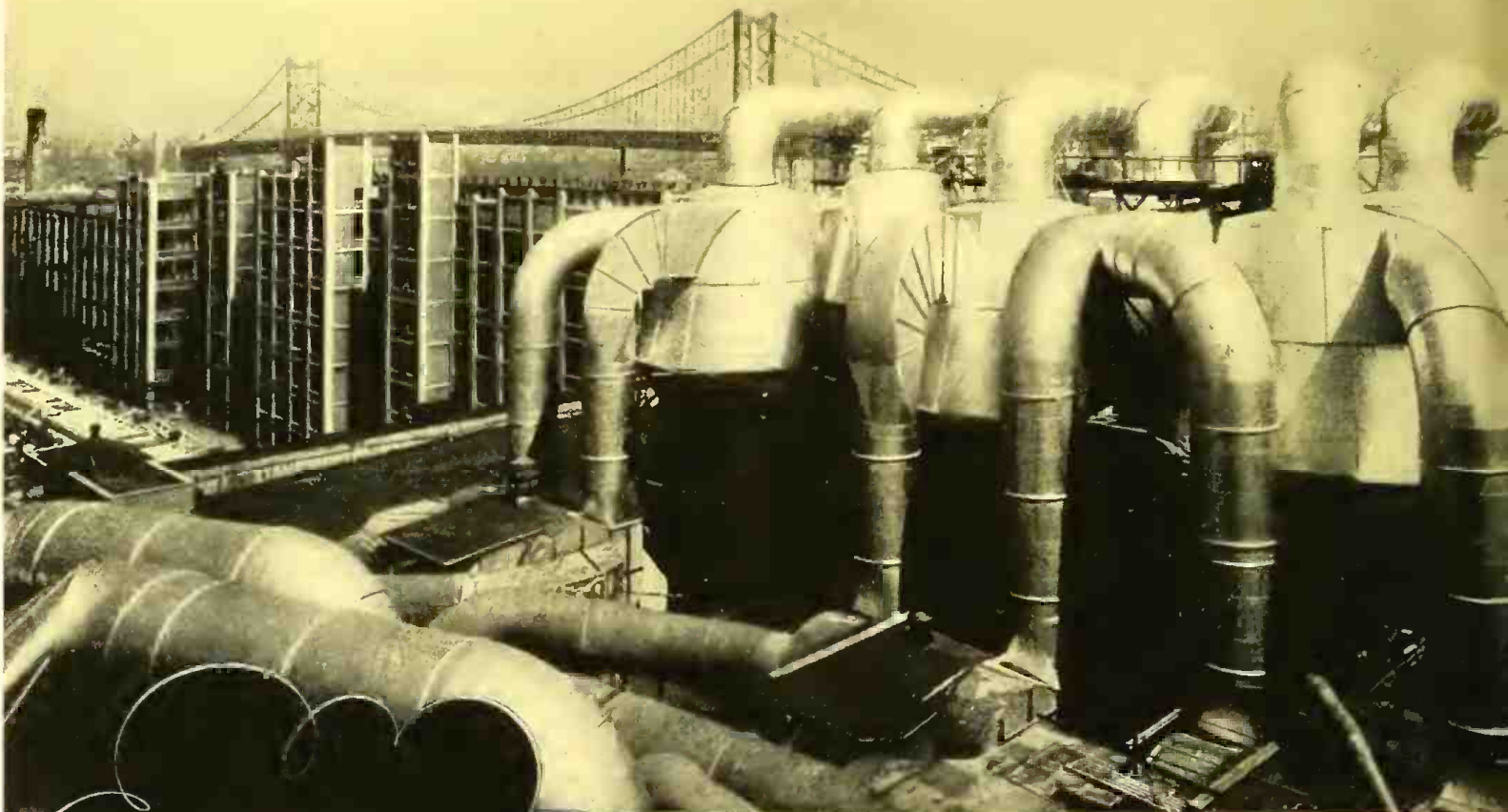


ELECTROLYTICS
BY PASS

CONSOLIDATED CONDENSER CO.
365 West Superior St., Chicago, Ill.



To the w



**SOUND
ENGINEERING**

From a tiny wooden building a few feet square in which Elridge Johnson first manufactured his crude Victrola, has grown the mighty plant of the RCA Manufacturing Company at Camden, N. J., today engaged in the manufacture of every radio product from the microphone in the broadcasting studio to the loudspeaker in the home . . . giving a quality meaning to the expression, "RCA all the way."

RADIO CORPORATION OF A

EVERYTHING IN RADIO FOR SERVICE IN CO.

World's millions— *goes its radio magic!*

IF you pause to think about it, it wasn't so very long ago that "crystal sets" were the great radio rage. Earphones and cigar boxes and wires and gadgets seemed sufficient material from which to build a radio. And to faintly hear a station in a room filled with expectant quiet was really an event.

A Century's Progress in a Decade

However, the giant and rapid strides forward made by the radio industry seemingly put the "old days" back centuries, instead of just a few years. It's mighty hard to believe so many startling improvements have been developed in so short a time. Radio yesterday and radio today are as different as black and white.

When this Christmas day dawns, millions will receive radios as gifts. And these instruments will make that day, and many to come, joyful and memorable. And it is through the tireless research and laboratory work, the endless experiments, the keen foresight and the *sound engineering* of RCA, that such fine radios will be possible.

RCA . . . and the Public

The public knows and respects the name "RCA" in radio. And in business, such *confidence* breeds sales. Hence, dealers featuring RCA products make *more* sales. And incidentally, the approaching Christmas season and widespread publicity given the "RCA Victor-NBC 10th Anniversary Radios" both spell extra profits for dealers who will energetically push RCA Victor models.

Remember—RCA means sound engineering in radio. Some day, this organization, the only one engaged in *every* phase of the radio industry, is going to engineer *sight!*

RCA MANUFACTURING CO., Inc. • RCA COMMUNICATIONS, Inc.
NATIONAL BROADCASTING CO., Inc. • RCA INSTITUTES, Inc.
RADIOMARINE CORPORATION OF AMERICA

These are Products of RCA Manufacturing Company, Inc.

Standard and All-wave Radio Receivers . . . Phonograph-Radios . . . Phonographs . . . Auto Radios . . . Farm Radios . . . Broadcast Station Transmitters, Microphones and Associated Equipment . . . Telephone Theatre Equipment . . . Victor and Blue Bird Records . . . Electrical Transcriptions . . . Marine Radio Equipment . . . Transoceanic Radio Equipment . . . Aviation and Police Radio . . . U. S. Government Radio Equipment . . . Centralized Sound Systems . . . Public Address Systems . . . Film Recorders . . . Laboratory and Test Equipment . . . Standard and All-wave Antennae . . . Faradon Condensers . . . Individual and Component Radio Parts and Accessories

RCA

Presents to America the Metropolitan Opera

Commencing with a special performance of "Hansel and Gretel" Thursday afternoon, December 24, and on succeeding Saturday afternoons, RCA, via the NBC Blue Network, presents a complete broadcast of Metropolitan Opera programs to the music-lovers of the nation.

Listen also to "The Magic Key of RCA" every Sunday, 2 to 3 P. M., E. S. T., on the NBC Blue Network.

AMERICA • *Radio City* • NEW YORK
COMMUNICATIONS . . . BROADCASTING . . . RECEPTION



To the world's millions—

goes its radio magic!

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RADIOMARINE CORPORATION OF AMERICA

These are Products of RCA Manufacturing Company, Inc.

Standard and All-wave Radio Receivers . . . Phonograph Radios . . . Phonographs . . . Auto Radios . . . Farm Radios . . . Broadcast Station Transmitters, Microphones and Associated Equipment . . . Telephone Theatre Equipment . . . Victor and Blue Bird Records . . . Electrical Transcriptions . . . Marine Radio Equipment . . . Transoceanic Radio Equipment . . . Aviation and Police Radio . . . U. S. Government Radio Equipment . . . Centralized Sound Systems . . . Public Address Systems . . . Film Recorders . . . Laboratory and Test Equipment . . . Standard and All-wave Antennae . . . Paragon Condensers . . . Individual and Component Radio Parts and Accessories

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RADIO CORPORATION OF AMERICA • Radio City • NEW YORK

EVERYTHING IN RADIO FOR SERVICE IN COMMUNICATIONS . . . BROADCASTING . . . RECEPTION

TRADE NEWS

★ To provide increased facilities for the manufacture of Webster-Chicago products, construction has been started on a new factory, located on Bloomingdale Street at Central Avenue, Chicago, Ill. It will be a single story structure with approximately 50,000 square feet of floor area. Interviewed at the company's present location, 3825 W. Lake Street, Chicago, John Erwood, vice-president, stated:

"Our new factory will incorporate all the latest improvements and will be completely equipped for most economical manufacturing. This new factory marks twenty-three years since the Webster Company was established in 1914. Our business has always shown a healthy growth. In fact, if our present rate is maintained we will more than double our volume this year over last." The Webster Company manufactures a complete line of public address systems, sound equipment and accessories.

★ H. S. Maraniss, who has been associated with the RCA Mfg. Co., Inc., for many years and has been active in the record industry for a long period of time, is now in charge of record advertising and sales promotion under the supervision of Thomas F. Joyce, advertising manager of the RCA Mfg. Co., Inc.

★ R. G. Karet, director of sales for the wholesale division of the Utah Radio Products Co., Chicago, has announced the appointment of L. E. Jaques, University City, Mo., as sales representative for the company in St. Louis territory, working in close contact with the jobbers. Among other recent appointments of sales representatives for Utah products are

Ernest K. Seyd, Hartford, Conn., who will cover New England territory and R. J. Mundy & Co., Kansas City, Mo.

★ Walter L. Eckhardt, director of sales for the General Household Utilities Co., manufacturer of Grunow radio and refrigeration products, has announced the promotion

ADLER-ROYAL RADIO CABINETS

•
THE STANDARD BEARER
OF QUALITY SINCE THE
INCEPTION OF RADIO
•

ADLER MANUFACTURING CO., LOUISVILLE, KY.

A Complete LINE OF TRANSFORMERS and CHOKES

REPLACEMENT

The most complete line of EXACT DUPLICATE and UNIVERSAL Replacement Transformers and Chokes available. Send for complete Transformer Replacement Guide, absolutely FREE.

AMATEUR

A complete and high-grade line of AMATEUR Transmitting Transformers and Chokes. Send 10 cents in coin or stamps for complete thirty-four page Amateur Transmitter Guide.

AMPLIFIER

Everything the public address man needs in the way of input, output, line-matching and power transformers and Chokes for Amplifiers and Public Address systems. Send 10 cents in coin or stamps for complete Amplifier Manual.

A TRANSFORMER FOR EVERY PURPOSE: and we mean just that. Servicemen . . . Amateurs . . . Sound Men . . . STANCOR manufactures everything you need in the transformer line, regardless of size, style, or specifications. That's the basis on which STANCOR service has been built and because of which STANCOR today, maintains their position as one of America's leading Transformer Manufacturers. Insist on STANCOR.



Make the Stancor Replacement Guide
Your Key to Greater Profits.

STANDARD TRANSFORMER CORP.
852 BLACKHAWK STREET CHICAGO, ILLINOIS

of P. R. (Tod) Reed to the post of assistant sales manager in charge of advertising. Mr. Reed, who has been advertising manager of the company since last March, has well earned this promotion through his exceptionally fine co-operation with Grunow jobbers and dealers throughout the country.

★ James H. Vawter, 259 North Drive, Buffalo, N. Y., is a newly appointed factory representative for Tobe Deutschmann Corp. Vawter will cover northern New York from his Buffalo headquarters.

★ Troy Radio Mfg. Co., Los Angeles, have appointed W. A. McDewitt, Stewart Radio Co., 1 Malone Ave., Belleville, N. J., as distributor of Troy receivers.

★ H. A. D'Arcy, pioneer in the electrical refrigeration biz, has been named domestic sales manager of Universal Cooler Corp., according to a recent announcement by F. S. McNeal, president.

★ Latest of the regular meetings of the Radio Service Engineers Association was held Dec. 1 at Essex House, Newark, N. J. Organization has been set up so that service engineers of the State of New Jersey will have an active industry group; membership application blanks are obtained from Secretary Ralph E. Roe, 15 Westfield Ave., Roselle Park, N. J.

★ Emerson employees held their 3rd annual dance in New York City last month. Success of the event is credited to Lawrence Gitto, the firm's Affairs Manager, and to James Catalano, the entertainment chairman, who is also Emerson's production manager.

★ Henry W. Byler, formerly a sales and manufacturing exec with both the Philco and RCA organizations, has been appointed by the In-

ternational Radio Corp. as production engineer for Kadette.

★ Stanley's Radio Shop, South Boston, Mass., recently made the trade headlines by rigging up a special sound truck to plug the RCA-Victor Magic Voice Contest.

★ Three new sales representatives have been announced by Clarostat Mfg. Co., Inc., Brooklyn, N. Y. W. W. Boes, Dayton, Ohio, will cover Ohio and northern Kentucky; Herbert A. Roes, Kansas City, Mo., will operate in northern Oklahoma, Kansas, Nebraska and western Missouri; Gordon G. Moss, Greeley, Colo., will cover Wyoming, Colorado, New Mexico and western Nebraska.

★ A. J. Heath, who has been identified with radio and allied industries in various trade centers for over twenty years, is now district manager of appliance sales for the General Electric Supply Corp. in Philadelphia.

★ Emerson has launched a billboard campaign to widen its advertising coverage in a number of metropolitan areas. First posters featured radios as Christmas gifts.

★ R. B. Smith, president of the Consolidated Radio Products Co., Chicago, has announced the release of a new complete "Nathaniel Baldwin" line of permanent-magnet dynamic speakers ranging from five inches to twelve inches and using the new nickel aluminum alloy which has attracted such wide attention throughout the industry.

★ Rabson Music Co., 1273 Sixth Ave., New York City, have enlarged their record dept. Equipment displayed in the new addition is exclusively radio-phonograph and attractive demonstrator booths are arranged around the RCA-Victor R99. Rabson's have stocked 20,000 discs.

★ Bruno Laboratories, Inc., have moved from 20 W. 22nd St., to enlarged quarters at 30 W. 15th St., New York City.

★ Radio biz in Auburn, Me., is reported by Fada distributors to be 5 times what it was last year. This jobber firm, the Darling Automobile Co., is using a fine new trailer to contact dealers.

Specify ELECTRAD when you need RESISTORS

● Engineers, servicemen, amateurs and experimenters all over the world specify ELECTRADs with supreme confidence in their performance. Electrad has earned this prestige through 14 years of successful operation under one management; through progressiveness and fairness in company policies; through the sale of many millions of fixed and variable resistors.

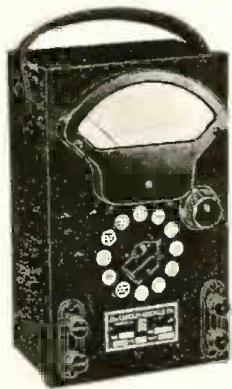
ELECTRAD PRODUCTS INCLUDE:

Replacement Volume Controls, Standard and Exact Duplicate Types
Vitreous Enameled Fixed Resistors
Vitreous Enameled Adjustable Resistors—
—"Variohms"
Adjustable Resistors—"Truvalts"
Precision Wire-wound Resistors
Vitreous Enameled Transmitting Grid Leaks
Constant Impedance Pads and Line Attenuators
Vitreous Enameled Power Rheostats
Center-Tap Resistors

CATALOGS UPON REQUEST



These Clough-Brengle SET ANALYZERS are a permanent, obsolescence-proof investment!



MODEL 85
\$4.00 Down

THEY measure every receiver voltage, current, resistance, and capacity directly on large 5-inch fan-type meters without the use of quickly obsolete cables and adapters. Scales are simplified for easy reading. Simplified selector switching makes every range instantly accessible, yet eliminates cost and confusion of push buttons, pin jacks, etc.

MODEL 95 has d-c volts scales 0-5-50-500-1000, a-c volts 0-8-40-160-400-800, d-c ma 0-5-50-500, five resistance ranges 1/2 ohm to 20 megs, and capacity .00025 to 16 mfd, all direct reading, self-contained power supply, two meters. Net \$53.75.

MODEL 85 has d-c and a-c voltage scales of 0-15-150-750, d-c ma 0-1.5-15-150, three resistance ranges 1/2 ohm to 2 megs, with self-contained battery. Net \$24.95. Ask your jobber for descriptive literature and time payment data or write today.

Write for descriptive bulletin TODAY!

The CLOUGH-BREngle CO

2827 W. 19th Street

Chicago, Ill.



MODEL 95
\$6.00 Down

Go Places in '37

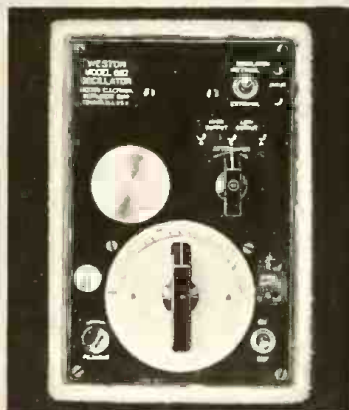
WITH THESE
AND OTHER
MONEY-MAKING

WESTON Instruments

Go further in '37 with WESTON instruments. Save time . . . because WESTONS simplify and expedite testing procedure. Build a satisfied clientele . . . have fewer call backs . . . because WESTONS do a thorough servicing job, and the readings are always dependable. *And save money* by not having to replace your instruments frequently. WESTONS are designed and built to serve dependably for years. Make yours a completely WESTON equipped shop in '37. It's easy to do with the WESTON INVESTMENT PLAN. Ask your jobber for details, or return coupon.



The WESTON Model 772 Analyzer. Sensitivity of 20,000 ohms per volt . . . resistance ranges readable up to 30 megohms . . . current indications as low as 1/2 microampere. Will put you years ahead of competition. Price \$46.50 net to dealers in U. S. A.



The WESTON Model 692 all wave, triple-shielded oscillator. A real laboratory job at a price servicemen can afford. Designed to do a precision aligning job on all radio receivers. Price \$45.00 net to dealers in U. S. A.



The WESTON Model 669 Vacuum Tube Voltmeter. For use with or without test oscillator . . . for measuring gain per stage . . . r.f. amplitude in oscillator circuit of superheterodynes . . . making all tests on a.v.c. currents . . . and all measurements where high frequency is a factor. Price \$45.00 net to dealers in U. S. A.



The WESTON Model 771 Checkmaster . . . a real tube checker plus continuity tester. A compact trouble-shooter for field use. Has voltage and resistance ranges for point-to-point and continuity testing. Price \$45.00 net to dealers in U. S. A.

WESTON
ELECTRICAL
INSTRUMENT
CORPORATION
597 Frelinghuysen Avenue,
Newark, New Jersey
Please rush me complete data on
all WESTON Radio Instruments.

NAME _____

ADDRESS _____

CITY _____ STATE _____

STEP-UP IN ELECTRICAL SIDE-LINES

Profit formula in joint merchandising of radio and other appliances

★ "NEVER get a chance to take a vacation!

"We put in a complete line of refrigerators, ranges, washers and ironers and within a couple of months we had double our dollar volume in sales. Ever since, we have enjoyed an increasing sale of these items, as well as radio—so today we have no slack season."

Such is life among the radio dealers who have stocked other electrical appliances, those dealers being represented in this case by Wallensiek Music House, 3252 Gratiot Ave., Detroit, Mich. This particular radio man reported, too, that he was impressed by the "energy and enterprise" of the refrigerator distributor who serves him.

General optimism runs through other reports from dealers as to how the joint merchandising of radio and electrical appliances has worked out in terms of profit.

Salesmen coached for double sales

W. A. Robertson, Williams Hardware Co., Amarillo, Tex., indicates that the time of his salesmen can be readily, naturally and profitably divided between radio and appliances. Not all merchandise would stand this test, but this match is an unusually happy one.

Extension of power lines is another reason why dealers wish to get in on the appliance business. R. W. Vaughan, Burnt Prairie, Ill., makes a statement common to this group of dealers: "The town in which I live is just getting electricity, so I am going to stock appliances."

Mr. Vaughan plans to take on refrigerators, vacuum cleaners, washers, table appliances, electric ranges and electric clocks.

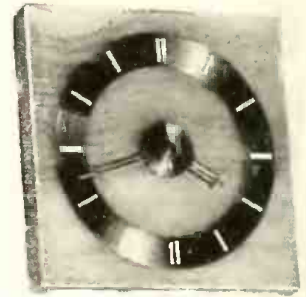
Complete lines favored

Dealers exhibit a lively tendency to complete their stocks of appliances and to make a well-rounded "household" appeal. The statement from Ostertag's Gift Shop, Columbia, Pa., is the "we are closing out all gift items and will be a household appliance store in the future."

Mayfield Appliance Co., Mayfield, Ky., reports that "we would like to have information on electric pressure cookers" and that the store expects also to add table appliances and electric clocks.

Androphy Electric Co., Ansonia, Conn., uses the slogan advertisement, "Everything Electrical," and plans to complete its stock of appliances by adding electric ranges.

Specialists in radio service show an important interest in the smaller appliances. Example is D. H. Thomp-



NIFTY ITEM, the electric clock, for radio dealers who crave side-profit.

son's Radio Service, Pecatonica, Ill., which now sells table appliances and flashlights, and expects to add electric clocks. Abraham Radio Service, Waupaca, Wis., sells refrigerators, washers and table appliances, and expects to take on lines of electric ranges and clocks.

Music stores appliance-minded

Music shops have waded right into the appliance business. Look at the Watson Music Co., Los Angeles, already selling five types of electrical items and ready to add electric ranges. In Flint, Mich., the People's Music Store plans to add vacuum cleaners, table appliances and flashlights.

United Music Store, Toledo, Ohio, is currently merchandising refrigerators, cleaners, washers and table appliances, and intends to add electric ranges.

Johnson Music Co., Washington, Ind., and the J. W. Dawson Music Co., Phoenix, Ariz., are other examples of music shops heavily involved in the appliance biz. Schmoller & Mueller Piano Co., Sioux City, Iowa, sells all appliances except clocks and flashlights.

Benefit from campaigns

Radio dealers are smart enough to let the appliance manufacturers do a lot of their radio promoting. The refrigerator makers are particularly active in national advertising campaigns and spend millions each year to get the public steamed up on new model "boxes." These vast campaigns net the radio man a large group of contacts which may also be used in radio selling.



MILLION-DOLLAR effect can be managed when small appliances are shown with radios, as Herman Diaz has done in his Barclay-Warner store, N. Y. C.

No doubt the radio-electrical dealer makes a healthy per cent of his annual radio sales as a direct result of prospects discovered through some nation-wide appliance promotion in which radio wasn't even mentioned.

WHIRLWIND CAMPAIGN

★ Long-distance telephone hook-up among 68 distributors in the United States and in Mexico City netted orders for 11,000 washers in 3 hours for GE's appliance and merchandise dept. Company execs at Bridgeport, Conn., had requested the distributors to hold sales meetings at the time set for the telephone hook-up; the phone company and Western Union prearranged the mechanical details.

John M. Wicht, manager of GE home laundry equipment sales, spoke to groups of jobbers in turns, getting reactions to the "Time Saver" model. Boston jobber ordered a carload, and others followed suit.

WASHER SALES RISE 23.45%

★ Household-washer sales in the first ten months of 1936 amounted to 1,532,914 units, an increase of 23.45 per cent compared with the same period last year, J. R. Bohnen, secretary of the American Washing Machine Manufacturers Association, Chicago, reports. The volume for all of 1935 was 1,413,761.

Ironers sold in the first ten months also topped the full 1935 record. The volume was 153,807, an increase of 25 per cent.

Washer sales in October gained 11.7 per cent compared with a year ago and ironer sales gained 24.28 per cent.



SMART SUSIE of the Cincinnati zoo, the trained gorilla who gold-dug the Crosley Corp. out of a refrigerator she had learned to respect.



SO PERFECT are the reproductions of modern records, that broadcasters now use them to simulate all "sound effects," thus eliminating hundreds of sound gadgets formerly needed in the studios.

BEST SELLERS AS WE GO TO PRESS

(All fox trots unless otherwise noted)

BLUEBIRD

In the Chapel in the Moonlight. You're Everything Sweet. Both with Shep Fields and his Rippling Rhythm—B6640.

Where Have You Been All My Life? Twinkle, Twinkle Little Star. Both with Shep Fields and his Rippling Rhythm—B6641.

It's De-Lovely. Wintertime Dreams. Both with Shep Fields and his Rippling Rhythm—B6639.

BRUNSWICK

My Melancholy Baby. I Cried For You. VC by Ella Fitzgerald. **I Cried For You.** VC by Billie Holiday. Both with Teddy Wilson and his orchestra—7729.

Who Loves You. With Thee I Swing. Both with VC by Billie Holiday, both with Teddy Wilson and his orchestra—7768.

The Way You Look Tonight. Easy To Love. Both with VC by Billie Holiday and both with Teddy Wilson and his orchestra—7762.

COLUMBIA

Balloony. Barrelhouse. Both with Mills Blue Rhythm Band, directed by Lucky Millinder—3156D.

The Moon Is Grinning At Me. VC by Chuck Richards. Showboat Shuffle. Both with Mills Blue Rhythm Band—3157D.

Whatcha Gonna Do When There Ain't No Swing? It all Begins and Ends with You. Both with VC by Midge Williams, both with Frank Froeba and his Swing Band—3152D.

DECCA

(By titles)

The Way You Look Tonight. Dixie Lee Crosby and Bing Crosby—907. Henry King and his orchestra—890.

I'll Sing You a Thousand Love Songs. Henry King and his orchestra—929.

In the Chapel in the Moonlight. Mal Hallett and his orchestra—1033. Roy Smeck and his Serenaders—1033.

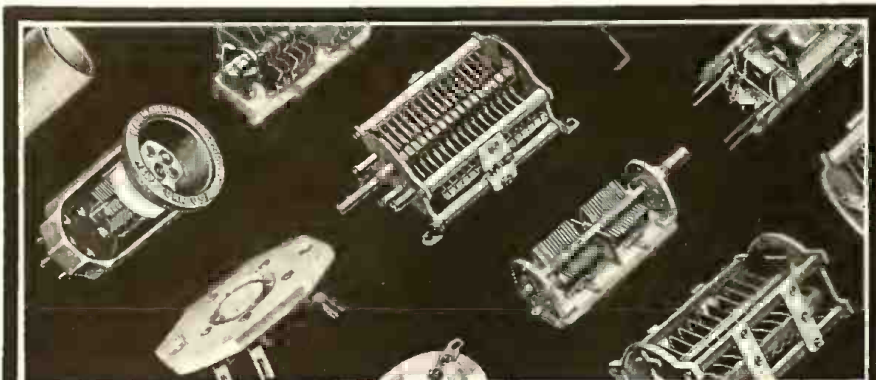
VICTOR

You Turned the Tables on Me. Here's Love in Your Eyes. Both with Benny Goodman and his orchestra—25391.

Organ Grinder's Swing. Peter Piper. Both with Benny Goodman and his orchestra—25442.

Love Me or Leave Me. Exactly Like You. Both with Benny Goodman and his orchestra—25406.

★ Victor is now ready with a disc of the extraordinary humor of Ken Murray and Oswald, recorded under the title, "Mama, That Man's Here Again" (No. 25418). Rumor has it that this comedy style may have a vogue equal to that of the "Two Black Crows."



STERLING PRECISION IN EVERY UNIT!

WHEN HAMMARLUND products first appeared 25 years ago, one of the many features that prompted unanimous approval was the sterling precision in every unit. Today, this feature continues to win the admiration of everyone—engineers, amateurs, servicemen, and experimenters. In every HAMMARLUND product will also be found correctly selected



metals; quality insulation; noise-free and vibration-proof construction, wide capacity ratios—to insure trouble-free, long-lasting service. Among the Hammarlund precision products are: Single and split-stator midget and micro condensers, transmitting condensers, coil forms, Isolantite sockets, I.F. transformers, the famous 16-tube "Super Pro" professional receiver, etc.

Write Dept. RT-12 for new Hammarlund 25th Year Catalog!


THE HAMMARLUND MANUFACTURING COMPANY, INC.
424-438 WEST 33RD STREET, NEW YORK CITY

HAMMARLUND'S 25th YEAR

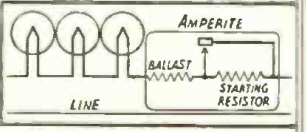
New AC-DC AMPERITE

WITH STARTING RESISTOR!

Prevents Untimely Burnouts



When your set is turned on, the Patented Automatic Starting Resistor allows only 75 volts to pass through . . . Then it increases the voltage to normal as the tubes warm up, thus preventing sudden overloading and burnouts.




Only 3 types of AC-DC AMPERITE are required to replace any of the 60 types of AC-DC ballast tubes. NEW LOW PRICE: List \$1.25. (Also new low price on replacements for 2-Volt Battery Sets. List \$1.25.)

WRITE FOR CHART CVS

AMPERITE BOOM

(Model FS-B)



Adjustable in any direction. Noiseless, smooth, easy action. Adjustable counterweight. Write for Bulletin ST.

AMPERITE Company 561 BROADWAY NEW YORK

OUTSTANDING VALUE!

Model T-37 SIGNAL GENERATOR

The fastest selling Signal Generator on the market. You can't help but recommend it. Hundreds sold since its introduction six months ago.

Complete . . . only \$12⁴⁰

- 110 Volts A.C. or D.C.
- 100 kc. 22 megacycles all on fundamentals.
- Dial is direct reading in frequencies.
- R.F. output may be taken from a high impedance or a low impedance post, in with attenuation present for either.
- Separate audio output at 2 amplitude levels, so that tone may be used for checking public address systems, audio amplifiers in receivers, and speech amplifiers in transmitters.
- Two extra posts on front panel enable leakage tests. Condensers may be checked for leakage, so may tubes, and other normally high resistance currents, otherwise difficult to test.

Model T-37 All-Wave Signal Generator, wired in shielded cabinet with carrying handle and calibrated, tested; complete with 3 tubes, instructions (shipping weight 7 lbs.) . . . \$12⁴⁰

136 LIBERTY STREET
SUPERIOR INSTRUMENTS COMPANY, NEW YORK, N. Y., Dept. RT.

NEW TUBE DEVELOPMENTS

★ Two new tubes designed especially for automobile radios have been announced. The first is the 6V6G—a beam power output tube similar to the 6L6 which is used in home sets. The 6V6G has a greater power output, higher sensitivity, and better overall plate efficiency than the conventional pentodes. With 250 volts on the plate the tube will deliver 4¼ watts of audio.

Second tube is the OZ4G, an exclusive Raytheon development. This is a "G" companion to the metal OZ4, a gaseous rectifier, introduced some months ago by Raytheon. According to the manufacturer, both the OZ4 and OZ4G are more efficient than conventional types of rectifiers, they have no filament to burn out, and reduce battery consumption. The tubes possess better regulation, making possible greater undistorted power output. High voltage surges are reduced tremendously.

With the gaseous rectifiers less heat is radiated to the set—and the tubes are extremely small in size. Since the OZ4 and OZ4G have no filament, burn-out trouble at high battery voltages is not possible, nor is the customary drop in output at low battery voltage existent.

NEW BOOKLETS

★ Sprague Products Co., North Adams, Mass., will be glad to send its new 1937 condenser catalog to all who request it.

★ New 204-page radio parts catalog has been issued by the Sparks-Withington Co., Jackson, Mich., available to those requesting it on letterheads or calling cards.

★ An illustrated 28-page booklet on "Cathode Oscillograph Ray, Operation and Application," has been published by Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, Ohio. Price is 50¢.

★ Universal Microphone Co., Inglewood, Calif., has issued a 4-page leaflet on its portable recording machine which it will follow next month with a complete catalog of professional recorders, and in February, with a 1937 microphone catalog.

★ Specific recommendations for handling all types of man-made static are listed in the current issue of the Filterette catalog published by Tobe Deutschmann Corp., Canton, Mass.

★ Complete listing of the "super high fidelity" and the "ultra high fidelity" lines of transformers made by Ferranti Electric, Inc., has been issued by the company at 30 Rockefeller Plaza, New York City.

RADIO TODAY

*Again
presents*

the ANNUAL RADIO TRADE DIRECTORY

A GAIN, as in 1935, RADIO TODAY brings you the annual directory of the radio industry—up-to-date, verified listings of companies and products for use as a "Where to Buy" or as a source of other information.

The directory is complete as to those companies that are engaged solely in radio and its allied fields. Other companies, having a major interest in radio, are also listed, in what is undoubtedly the most comprehensive record yet compiled.

The Directory contains over 2,000 names — more than

twice the number listed last year. It classifies and lists the manufacturers and their products under the important product groups shown below. Many manufacturers, desiring to give additional information on their products, have published advertisements in this directory issue, and these advertisements are indexed in the various listings.

Again, as in 1935, the publishers were determined to make the directory a service to ALL readers of RADIO TODAY. Hence, it is published complete in the magazine itself. You will find it useful. The edition is limited. It is your directory. Take care of it.

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