

The
RADIO WEEKLY

Electric Home Appliances — Entertainment Merchandise

Vol. 39—No. 25

NEW YORK, WEDNESDAY, JUNE 19, 1935

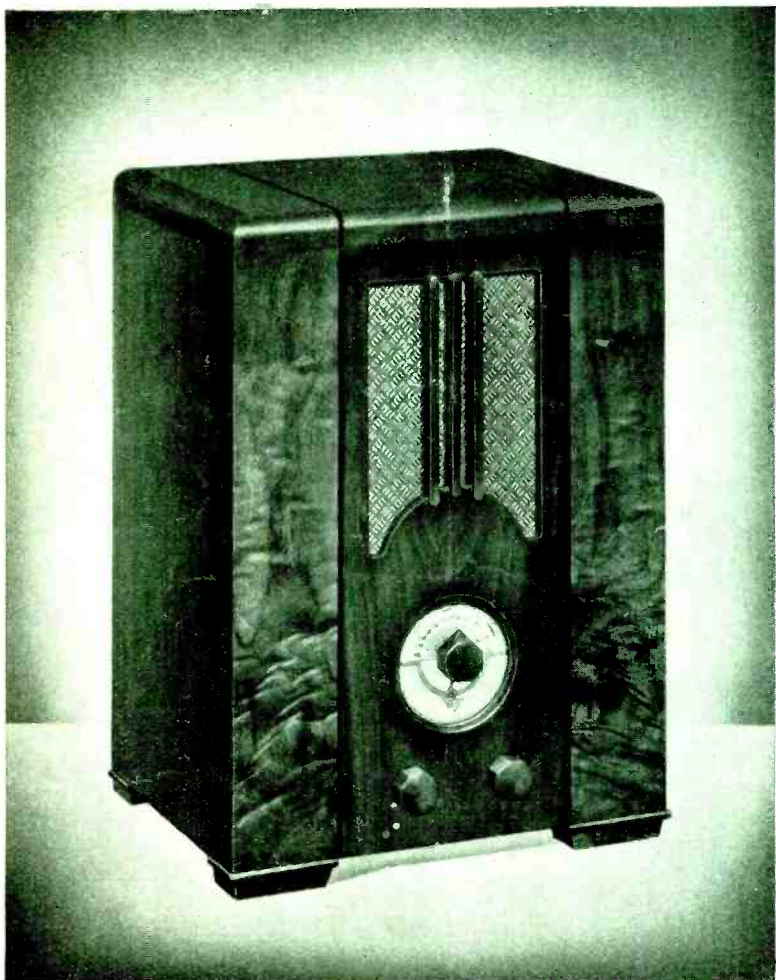
Per Year—\$4.00

With a 1936 Line that has EVERYTHING — for the Trade and Public

Emerson Radio



Introduces a Sensational Forerunner at a List Price of \$19.95



MODEL 36--5-Tube AC Superheterodyne

Upright Table Model
14 1/4" high, 10" wide, 7 1/4" deep.

Straight Grained Walnut
Front with Ebon Inlays

R.C.A. LICENSED

\$19.95

LIST PRICE
With R.C.A.
Tubes

5-Tube Superheterodyne

Long and Short Wave--3 Watts Output
--Illuminated Dial--Dynamic Speaker

(Check the Features of this One Model
Typical of Values in the Entire Line)

- Standard Broadcast, Police, Aeroplane and Amateur Stations—95 to 550 Meters—operating on 110-120 volts, 60 cycles. Also available for 220-volt operation.
- Listed by Underwriters' Laboratories. Protected against fire and electric shock hazards.
- Audio Overload Control. Protects receiver from blasting on sudden loud signals.
- Power Pentode Audio Circuit. High power output of 42 pentode tube utilized in audio circuit to attain undistorted output of three watts.
- Shock-Mounted Variable Condenser. Mounted on pure gum rubber to eliminate microphonics.
- Telegraphic Interference Trap. Built into antenna coil to filter out code signals, better reception everywhere.
- Transformer equipped with Electrostatic Shield and Capacitive Filter. Protects against man-made static and local electrical disturbances.
- Efficient Intermediate Frequency Circuit. Uses all the advantages of 456 kilocycles as an intermediate frequency.
- Full Vision Illuminated Dial. Calibrated in kilocycles for both broadcast and short-wave bands.
- Equipped with RCA Radiotrons. 2-6D6, 1-76, 1-42, 1-80.

12 Great Models in the 1936 Line, \$19.95 to \$99.50 List. High Fidelity, New Dial Improvements. Incorporating 5, 6, 8 and 11 Tube Sets—Including Consoles, Midgets and Battery Sets. The Most Beautiful Cabinets Ever Designed. Write Now for Distributor and Dealer Proposition.

EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Ave., NEW YORK, N. Y.

"TRADE NEWS RIGHT WHEN IT HAPPENS"

ATWATER KENT

RADIO

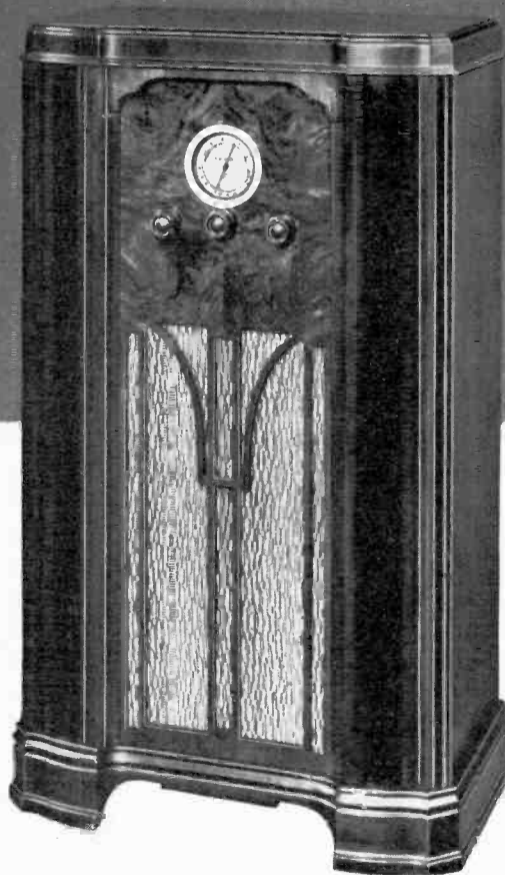
PREVIEW

New models! New features! New prices!

The curtain's going up on the most exciting show we have ever put on. New sets, new quality, new performance. Watch these pages.



MODEL 435—(at right)—5-tube A. C. receiver with short wave and standard broadcast for foreign and domestic programs, police, airplane and amateur calls. Range 540 to 1712 kilocycles and 2.3 to 7.5 megacycles. Six tuned circuits. Airplane type illuminated dial. Oversized dynamic speaker. Automatic volume control. Console cabinet of distinguished beauty.



MODEL 545—(above). This same 5-tube chassis available in convenient compact cabinet, beautifully designed and finished with butt walnut front panel and two-toned fluted pilasters.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, Pres.

PHILADELPHIA, PA.

CONCISE AND ACCURATENEWS OF THE TRADE
PUBLISHED WEEKLY

The RADIO WEEKLY

ESTABLISHED 1916

THE ONLY NEWSPAPERIN THE RADIO AND
ALLIED INDUSTRIES

Vol. 39—No. 25

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Per Year—\$4.00

APRIL RADIO EXPORTS TOTALLED 47,980 SETS; VALUED AT \$1,250,530

SO. AFRICA BEST CUSTOMER

Brazil and Mexico Also Leading U. S. Radio Purchasers — Argentina and Belgium Largest Tube Purchasers — Receiving Set Components Sent Abroad During Month Were Valued at \$331,275.

WASHINGTON, D. C., Friday—U. S. manufacturers of radios exported 47,980 sets, valued at \$1,250,530, during the month of April, according to figures just released by the Department of Commerce. The figures do not include sales to Hawaii, Puerto Rico and the Virgin Islands, and compare with 47,693 sets, valued at \$1,251,486, shipped during March.

The greatest number of units during the month were consigned to Brazil, sales to that country totaling 5,306 radios and worth \$110,075. Mexico was second in the number of units shipped, sales to that country totaling 5,040, valued at \$114,979.

In dollar value, the Union of South Africa was the best American radio customer with 3,380 sets worth \$126,616. Other heavy purchasers during the month were Spain, 3,897 sets valued at \$97,116; United Kingdom, 4,133; \$53,876; Cuba, 2,650, \$56,395; Colombia, 2,606, \$77,449; New Zealand, 2,479, \$62,229, and Egypt, 2,088, \$66,114.

The number of radio tubes exported during April totaled 551,280, with a value of \$236,028, compared with 457,008 tubes in March, valued at \$210,010. Argentina was by far the biggest tube purchaser during the month, the number of bulbs going to that country totaling 165,112 with a value of \$70,069. Belgium was second with 81,455, valued at \$28,898, followed by Australia, with 75,534, worth \$35,401. Next in order were the Netherlands, New Zealand, China and France.

Receiving set components valued at \$331,275 were exported in April, the leading purchasers being Argentina, Canada, United Kingdom, France and Brazil.

Also exported during the month were 8,585 speakers, valued at \$20,134, and other receiving set accessories worth \$50,957.

Evans Named Sales Manager of Philco Company of Calif.

SAN FRANCISCO, CAL., Thursday—T. T. Evans has been appointed sales manager of the Philco Radio & Television Corp. of California, here.

Mr. Evans was for fourteen years with the old C. C. Mellor Co., Victor talking machine distributor at Pittsburgh, and is well known in the trade.

INDUSTRY PROBLEMS UNDER SURVEY AT ELEVENTH ANNUAL CONVENTION OF RADIO MANUFACTURERS ASSOCIATION

LESLIE E. MUTER IS RE-ELECTED PRESIDENT OF GROUP
Report of Judge Van Allen, General Counsel, Becomes Keynote as Set,
Tube and Parts Makers Meet in Chicago—Dinner and Cabaret
Feature for Gathering.

(Special to THE WEEKLY.)

CHICAGO, ILL., Thursday—The eleventh annual convention of the Radio Manufacturers Association came to a close here yesterday after a two-day program of business discussion during which fundamental problems of the industry were ventilated by a number of speakers. The election of officers yesterday afternoon retained in the presidency of the organization Leslie E. Muter, whose activities as chief executive of the body during the past year made his re-election unanimous.

Arthur T. Murray, Springfield, Mass., was re-elected vice-president and chairman of the set division. Two new directors were chosen, Roy Burlew, Owensboro, Ky., succeeding S. W. Muldowny, New York, N. Y., and Henry C. Forster, Chicago, succeeding Richard A. O'Connor, Fort Wayne, Ind. Ben G. Erskine, New York, was elected vice-president and chairman of the tube division of the organization. Mr. Forster becomes vice-president and chairman of the amplifier and sound equipment division. Fred D.

Williams was re-elected treasurer, and Judge John W. Van Allen as general counsel and Bond P. Geddes, executive vice-president, general manager and secretary, received re-election.

The directorate of the organization comprises: (re-elected for three-year terms) George A. Scoville, Rochester, N. Y.; W. R. G. Baker, Camden, N. J.; A. H. Gardner, Buffalo, N. Y.; Al S. Wells, Chicago; N. P. Bloom, Louisville, Ky., and Arthur Moss, New York, (re-elected from parts, cabinet and accessory division) and other officers ex-officio.

The convention opened Tuesday morning with a meeting of the board, following which there was a luncheon of former presidents, the directors and "old timers" in the organization. In the afternoon there were divisional meetings and in the evening the annual dinner and entertainment took place, Mr. Muter being presented with a silver cocktail set in recognition of the exceptional ability shown by him as

(Continued from Page Ten)

FREED MFG. CO. IS FORMED IN GOTHAM; TO MAKE SET LINE

J. D. R. FREED, PRESIDENT

Will Also Act as Chief Engineer
—Other Officers Are Max Epstein, Treasurer; Arthur Freed, Vice-president; Samuel Glick, Secretary.

News of outstanding interest to the trade came to light last week with the formation of the Freed Manufacturing Co., Inc., at 127 W. Seventeenth street, New York. Among the officials are the founders of the Freed-Eisemann Radio Corp., pioneer set producer, who have had years of experience in the manufacture and merchandising of radio products. Officers of the company are Joseph D. R. Freed, president; Max Epstein, treasurer; Arthur Freed, vice-president, and Samuel Glick, secretary. The company is operating under an RCA license and will maintain its executive offices and factory at the Seventeenth street address where several floors will be occupied by the various divisions of the organization.

Joseph D. R. Freed will also act in the capacity of chief engineer, since his engineering and technical research in

(Continued on Page Thirty-five)

ERLANDSON JOINS WURLITZER COMPANY

CINCINNATI, OHIO, Friday—Ray S. Erlandson, for the past two years sales manager of the auto radio division of the Zenith Radio Corp., has recently joined the Rudolph Wurlitzer Co., this city, as assistant general sales manager. In addition to sales department activity, Mr. Erlandson will devote a considerable portion of his time to the promotion and development of the Wurlitzer music studios which are maintained in the larger cities throughout the country and which have at the present time an enrollment of over 10,000 students.

For a number of years Mr. Erlandson was educational director of the Grigsby-Grunow Co., with which firm he established the American School of the Air, whose programs today are still one of the outstanding features of radio. He was also later assistant sales manager of the radio division of the Grigsby-Grunow company.

"Weekly" Offices to Close Saturdays

Beginning next Saturday and thruout the summer the offices of The RADIO WEEKLY will be closed on Saturdays, following the usual hot-weather practice of this publication.

GENERAL ELECTRIC JOBBER OF WORLD IN 9-DAY CONCLAVE

TO VIEW NEW SET LINE

Party to Leave Today for Inspection Tour of G-E Plants at Bridgeport, Pittsfield and Schenectady — Gerard Swope Will Address Conferees at Farewell Banquet June 26.

The General Electric radio distributors from North, Central and South America, Newfoundland and India convened in New York yesterday for a nine-day conference. The meeting was held at the Weston Hotel after which the day was spent on a tour of Radio City.

The party leaves today by private car for Bridgeport, Conn., and the day's program will include inspection of the G-E factories at Bridgeport, Pittsfield and Schenectady. More than twenty-five countries will be represented by the visiting radio distributors.

According to the scheduled program, General Electric Co.'s new line of radios, using the new metal tubes, will be presented Friday at the Stratfield Hotel, Bridgeport, Conn. On Saturday they will visit Pittsfield where a special demonstration of a ten-million volt artificial lightning will be given in the company's laboratories for their entertainment. The conference will be concluded on Wednesday night, June 26, after a farewell dinner at the Harvard Club in New York which is to be addressed by Gerard Swope, president of the General Electric Co.

Presentation of the wide range of General Electric radios will be made to dealers about the middle of July and to the public immediately thereafter.

Shelvador Sales Up 48%, Crosley Plans Record Output of Radio Sets

CINCINNATI, OHIO, Friday—Sales of Shelvador electric refrigerators for the first five months of this year showed an increase of 47.9 per cent. over those of the corresponding period of 1934, Lewis M. Crosley, vice-president and general manager of the Crosley Radio Corp., stated today.

"It is estimated that there is need for a million new homes," Mr. Crosley said. "The FHA program to make possible the construction of these new homes as well as the modernization of old ones offers a tremendous market for electric refrigerators and radios. A recent survey made by a well known organization among thousands of home owners in Chicago revealed that radio was the first item on their list of intended purchases. With the prospective outlook for radios, the Crosley Corp. is preparing to produce the largest volume of radios sets this fall in its history.

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The Trade's Only Weekly

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Vol. 39

NEW YORK, WEDNESDAY, JUNE 19, 1935

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The Public Doubts All-Wave

Casual inquiry among the public reveals, first, that a great many people believe all-wave radio does not work. A still greater number say they have friends who bought all-wave sets that are borax. The immense business possibility inherent to European reception thus is gravely discounted because a large portion of the public simply doubts the story.

We believe that one of the most beneficial steps the industry could take under these conditions would be the design and execution of an extremely comprehensive and intensely systematic method of all-wave demonstration under planned and favorable circumstances. In other words, when the rumor has gone forth that a boxer cannot fight the only way for him to regain his reputation is to lick the tar out of any and all contenders. Is all-wave genuine or phony? The public is not going to take the trouble to find out one way or the other. The duty of the industry to itself is to prove the situation completely.

On every hand in every-day life are occasions absolutely inviting short-wave demonstrations. Every school geography, history and foreign language class is a most fertile spot, and the class work itself would be benefited by radio co-operation. Every foreign society and every occasion when foreign topics and under large or small group discussion literally cries out for the service that radio reception of nationalistic character would afford. Every foreign public event or occasion that is broadcast can be related to large numbers of people in every city, likely to have a racial interest in it.

The phonograph's first usage began, not with the sale of instruments but with their concession operation by men to whom the novelty of the thing pointed a way for a modest living. The first talking machines had no horns, but a series of ear tubes, sometimes as many as twenty pairs. The itinerant operator took his outfit around to church sociables, euchre parties, saloons and country stores and "demonstrated" it for a nickel or a dime a sitting. Human nature's curiosity in the unusual has not varied from then to now.

It is self-evident that the very life of all-wave radio demand depends upon the public's being convinced that there is plenty of interest in the thing. Satisfactory operation comes only when careful installation of a set is made. Therefore, let the product be given every advantage of proper equipment at some time or place, and as many people as possible be induced to listen to some dramatic occasion. When such instances run into thousands yearly, from Maine to California, modern radio demand will come into its own.

Factors Favoring Radio

The steady improvement in general business is manifesting trends particularly favorable, or inviting to, the radio trade. Some phases of the situation, particularly with regard to the unusually cool spring and early summer, have not been propitious to the refrigerator line.

The furniture business, close kin to radio and depending upon public interest in better homes, is having a small boom. Rents are rising, an indication that families which "doubled up" during the early depression are establishing separate homes again. The automobile market is at its highest point in years, a factor which may not be helpful to the sale of household radio but which, with the growing ratio of radio-equipped cars, is adding revenue for the motor radio people.

Radio price units are climbing steadily, too. One well-known maker whose "top" was \$750 last year will have a \$1250 style this year. Even the chain-stores and mail-order houses are featuring better-class bargains.

There is a good deal of worry over the possibility of a bitter competition over terms, for with the installment finance firms coming back into radio for the first time in three or four years the chances for selling goods on credit for extended periods will multiply. We believe the radio business can congratulate itself upon having arrived at the healthiest position it has known since 1928.

The thing to do now is to work so much the harder to make that favorable position last longer than it otherwise would.

Westinghouse Ponders Over Metal Radio Tubes

EAST PITTSBURGH, PA., Friday—The announcement of metal tubes has made it necessary for Westinghouse to temporarily suspend its development work until a careful study of the market can be made to see if dealers and the public want these new valves, an official of the company stated here today. This study will be completed during June.

An unusual engineering feature developed in the Westinghouse laboratories will be incorporated in the new fall line of Westinghouse radio sets to be introduced to the trade early in July, it was revealed. This new development will have passed all laboratory tests and be ready for production by that time.

The Westinghouse fall line will be complete, favorably priced for the market and competitive in appearance and performance, factory officials state.

Apollo Shelvador Meet For Seashore Dealers

NEPTUNE, N. J., Thursday — The Apollo Distributing Co., of 15 Shipman street, Newark, N. J., conducted a sales meeting for Monmouth and Ocean county Crosley Shelvador electric refrigeration dealers last week at Shark River Grill, this city. Harold M. Bergman, Apollo sales manager, was in charge of the gathering, assisted by Harry Epstein, service manager for the jobbing firm.

A moving picture featuring Crosley products and called 'A Glorious Fourth' was shown and was supplemented with a sales talk by Mr. Bergman.

Representatives of the following retail firms were present, with some outlets being represented by half-a-dozen men: Keyport Radio, Acme Furniture, Reiseman, Inc., Scott's Music, Bryan Radio, Manner Furniture, E. W. Russell Radio and Quinn's Radio.

UNIVERSAL "BOXES" WIN TRADE APPROVAL IN "PHILLY" MARKET

PHILADELPHIA, PA., Friday—The quality of Universal electric refrigerators has resulted not only in an increased list of dealers for the Lewis & Carnell Co., this city, distributor in this territory, but also a remarkable consumer acceptance in this market, Max J. Lewis, president of the wholesale firm, stated today.

Lewis & Carnell is the exclusive distributor for Universal refrigerators, washers and vacuum cleaners in the Philadelphia territory, Southern New Jersey, Delaware and Eastern Pennsylvania. The products are made by Landers, Frary & Clark, of New Britain, Conn., established in 1842. Officials of the factory claim that nearly every household with electric current possesses at least one Universal appliance.

In discussing Universal refrigerators, Mr. Lewis said today: "We have found that Universal refrigerators stand up under the severest tests. That sort of quality picture is building for us a substantial dealer set-up and creating unusual consumer interest. Our dealers know the highest standard of materials and expert workmanship found in the construction of Universal products are maintained in the construction of Universal electric refrigerators.

"The Universal engineers have taken years to develop this refrigerator line, and a most rigid and careful factory inspection is given every part that goes into each completed unit."

Other products distributed by Lewis & Carnell include American Bosch radio. The local concern has established an unusual sales record with American Bosch radio since taking on the line several months ago. At the present time Lewis & Carnell has more than 150 American Bosch dealers. Mr. Lewis predicts one of the greatest radio seasons his company has ever enjoyed under the American Bosch banner.

RICHMOND GRAYBAR BRANCH ANNOUNCES CHANGE IN STAFF

RICHMOND, VA., Friday—The Graybar Electric Co. has announced the promotion of H. J. Williams to the position of merchandise manager and C. T. Smith as manager of the refrigeration department. Mr. Williams takes the position formerly held by the late Norman C. Beckner, and Smith heads a newly-formed department of the company.

CUBAN SET IMPORTS CONTINUE TO MOUNT

WASHINGTON, D. C., Saturday—In spite of the approach of warmer weather, with less favorable conditions for radio receptions in Cuba, imports of radio sets continued to increase during March and April, both as compared with the two preceding months of the current year and with the same months of last year, according to a report released by the Department of Commerce. During March 2,419 sets were imported with a total value of \$52,373.35. In this total, thirty-six specified brands were included, and eighty-six sets of various non-specified brands. During April, imports amounted to 2,605 sets, with a value of \$57,104.25.

SUMMER SALES ACTIVITY MAINTAINING BRISK PACE IN LOS ANGELES REGION

THOMAS CHURCHILL, OF BARKER BROS., BACK FROM EAST
Listenwalter & Gough Stages Preview of New Philcos for Dealers at
Jonathan Club—Ray Thomas, Inc., in Vigorous Summer Drive on
Zenith Auto Radio—William J. Denels Resigns Platt Music Co.
Post to Form Own Concern.

LOS ANGELES, CALIF., Saturday—Business began to boil again after what had begun to look like a brief intermission, in the first ten days of June. That this was not altogether due to June thermometer readings much higher than for the corresponding week last year was indicated by the spread of trade through other specialties in addition to lively refrigerator movement. Radio found plenty of bargain hunters to assist dealers in the June clean-ups which were delayed until the last minute, and floor stocks hit a new low as preparations went forward for opening of what is now shaping up as the most vigorously competitive radio summer since 1929. Electric ranges are holding up a firm position in June trade reports.

J. H. Cooley, president of the Santa Barbara Music Co., Inc., 20 East Carrillo street, Santa Barbara, calls attention of "The Trade's Only Weekly" staff to himself, most agreeably, as an exponent of summer sales activity by mailing his subscription during the first week in June. Hugh Cooley, as he is often called by his friends, is one of the Coast's dependable dealers, having conducted his company very successfully through the many changing conditions of recent years. He still maintains its status as a real music store, with no utility side lines in the kitchen equipment field. He sells RCA Victor radio, Steinway and other pianos, Stromberg-Carlson radio. He operates one of the finest band and orchestra instrument departments in the entire country. His sheet music and record department is one of the most completely stocked on the Coast, under the detail management of capable Miss Bernice Ryer. Mr. Cooley has kept operations of his store on the higher levels which have enabled him to retain the confidence and buying interest of the cultured, wealthy folk who have made Santa Barbara a community of distinction, and his work for the musical uplift of the region has been conducted so capably as to command general respect in the trade and public esteem.

Tom Churchill, radio buyer for the Barker Bros. stores, has returned from his trip east visiting the radio factories, and is busy on merchandising plans which will maintain the prestige of this great house as one of the biggest and liveliest radio retailers in the west.

Phil G. Gough, president of Listenwalter & Gough, Inc., largest radio distributor west of the Mississippi, provided the supreme news event of the week, in his preview of the new Philco models, and announcement to the trade at one of his celebrated dinners to Philco dealers, at the Jonathan Club the evening of June 11, of which a more detailed account appears on another page of this number of *The Radio Weekly*. Kelvinator "ice box" business, under Listenwalter & Gough distributing leadership is hitting the June market fully organized for high volume at a great number of superior retail outlets.

Gaffers & Sattler, manufacturer of gas ranges and electric refrigerators, is busy adding to its big plant in this city

a new enameling plant, 230 by 120 feet, also extending the main building back 20 feet. On completion of these extensions about July 1, Gaffers & Sattler will occupy a total building area of 120,240 square feet, and will make a fifty per cent. addition to their present workers' enrollment of 190 men. The extension was determined after the management had found orders running far ahead of production capacity the last four months in succession.

Nate Baranov, president of Baranov's, Fifth avenue at Broadway, San Diego, the Exposition City's largest credit jewelers, celebrated his twenty-fifth anniversary in business there by opening an important store enlargement providing space for a radio and household appliance department. The new store addition presents a deluxe appearance, with fine modern entrance and display facilities, and handsome lighting and decorative effects within the store.

Otto H. Mohr, semi-retired electrical engineer, formerly of the illuminating division of the U. S. Bureau of Mines, Washington, announced the satisfactory conclusion of two years of development work and testing of his new invention of a refrigerator to be operated by solar radiation, conducted on his ranch property at Concord, Calif.

Ray Thomas, Inc., Zenith distributor, is keeping the Zenith auto radio campaign going under full pressure for summer business, along with active routine servicing the trade on household sets.

Leo J. Meyberg Co., RCA Victor distributor, has closed a number of substantial orders which indicate a stepping up of June activity at stronger outlets over a considerable range of territory. Lloyd E. Starkweather, sales manager, and George Morton, RCA Victor factory traveler, have joined in organizing several special campaigns for the leading dealers in outside territory key cities. Norge refrigerator business promises very favorable results for June under Meyberg leadership.

M. G. Sues, Southern California general manager of Leo J. Meyberg Co., has completed a special tour of the Imperial Valley district, where the seven stores of the Valley Hardware Co., with radio and appliance department under the management of Warren Currier are doing a high grade job merchandising RCA Victor and Norge products.

William J. Denels, who has so successfully managed the Platt Music Co. Hollywood store, has resigned, and with an associate opens a new and very fine music store on Hollywood boulevard the middle of this month. This will be one of the important stores of the nation's movie capital, and the opening stock features RCA Victor merchandise in most impressive style.

Featuring the 7-foot Crosley Shelvador as its June leader, the U. S. Grant Radio & Battery Co., of which U. S. Grant is president, at San Diego, is putting on a vigorous campaign to demonstrate to Exposition City visitors and residents all that is embraced in the nationally-famous slogan: "This much more in a Shelvador." —PARKER.

FRENCH IMPORT QUOTA SYSTEM ABOLISHMENT REQUESTED BY RMA

RADIO MEN SUBMIT BRIEF
Plea Made to U. S. Government
Officials Prior to Reciprocal
Trade Agreement Negotiations
—RMA Charges Discrimination.

WASHINGTON, D. C., Friday—The abolishment of the French import quota system restricting American radio sales in France was urged in a brief submitted by the RMA to Government officials in connection with the June negotiations between the United States and France for a reciprocal trade agreement.

Reduction of the French tariff on American radio products was an alternative recommended by RMA, and individual letters from many American manufacturers were appended to the RMA brief filed with the U. S. Tariff Commission. The brief and data of individual radio manufacturers will be used in the Government's negotiations with France.

The French import quotas and their administration, it was stated in the RMA brief, are the principal obstacles preventing wider sale of American radio products in France. If the French import quota cannot be abolished in the proposed reciprocal trade treaty, the RMA stressed that a large increase in American quotas should be provided.

The primary recommendation of the RMA was for abolishment of the French quotas or, as alternatives, their enlargement for American interests or reduction of the French tariff. Discrimination, bribery and bootlegging are notorious among the defects of the French quota system and administration, it was stated, and the best remedy urged was termination of the quota system.

Another difficulty in the French market are the patents restrictions and also treaties between France and other nations which give the latter a larger sale in France.

B. & O. RADIO SIGNS NEW NORGE DEALERS

NEWARK, N. J., Friday—Among the new Norge dealers recently franchised by B. & O. Radio, Inc., 23 Sussex avenue, this city, distributor, are Lawler Bros., Bayonne, managed by Paul Lawler; the Lyndhurst Appliance Co., 157 Ridge road, Lyndhurst, and the Kuehne Oil Co., 470 Avon avenue, this city. The Lawler and Lyndhurst firms are now featuring Norge electric refrigeration, while the Kuehne concern is featuring the Norge oil burner.

KRICH-RADISCO AT CONDITIONING SHOW

NEWARK, N. J., Thursday—The Krich-Radisco exhibit of Kelvinator air conditioning equipment at the air conditioning show held last week at the Public Service annex, 70 Park place, attracted considerable attention among the visitors, Clark Redfield, in charge of the Krich-Radisco air conditioning department, reported. The Schrafft dining room at the show was air-conditioned by Krich-Radisco.

Personals

Ray Thomas, Los Angeles, Calif., wholesaler of Zenith radios, was a visitor in Chicago last week.

Emile Furn, of the Melodium Co., Paris, France, sailed on the S. S. "Europe" on Friday after a brief visit to these shores.

C. W. Rickard, Atwater Kent distributor from New Zealand, was in New York last week stopping at the Hotel Commodore.

Charles Hyman, New York surplus radio products merchant, is back at his headquarters following a tour of several mid-western trade centers.

Albert W. Franklin, head of the New York radio parts manufacturing concern bearing his name, has returned from a trip to Connecticut.

M. E. Paradise, founder and head of the American Reproducer Co., new Chicago speaker maker, is expected for a visit in the New York market in about two weeks.

Al DeFrancesco, general manager of the Superior Cabinet Corp., Brooklyn, N. Y., is at present on a trip in Sunny Italy in behalf of Superior radio cabinets and Lang sets.

Leo Lazoff, president of the Fulton Radio Corp., New York, saw Jimmie Braddock wrest the heavyweight championship from Max Baer in the Long Island City Bowl last Thursday night.

Among recent visitors at the Crosley Radio Corp. factory in Cincinnati was Stanley Graham, of the Hardware Products Co., distributor at Sterling, O. He was accompanied by Mrs. Graham.

Word from Chicago is that David W. Burke, founder and head of Radio Distributing Co., Detroit, RCA Victor and Norge refrigerator wholesaler, was in the Windy City for several days last week.

David Sarnoff, president of the Radio Corp. of America, received an honorary degree of Doctor of Science from Marietta College, Marietta, O., at its recent commencement in recognition of his achievements in radio.

Word from Chicago is that Leonard F. Turnbull, who with his brothers is proprietor of the Specialties Distributing Co., Detroit, Mich., Grunow products wholesaler, was a visitor at the Grunow headquarters last week.

Frank Quinn, advertising manager of the Philco Radio & Television Corp., of New York, left last week to take a vacation at Atlantic City following the introductory campaign in behalf of the new Philco line in the metropolitan market.

David H. Cohen, general sales manager of the Hytron Corp., spent the past week-end at the firm's factory and executive headquarters at Salem, Mass. He is expected back at the firm's sales offices in New York the early part of this week.

Henry C. Bonfig, general sales manager of the General Household Utilities Co., returned to the headquarters for Grunow radio and refrigeration product last week after a survey of the

New York, Boston, Philadelphia and Washington markets.

Nathaniel P. Bloom, president and Edwin H. McCarthy, vice-president in charge of sales of the Adler Manufacturing Co., Louisville, Ky., maker of radio cabinetry, carpet sweepers and other items, are expected in New York July 8 for the Housewares Show at the Pennsylvania Hotel.

Ben Oppenheim and E. G. Fisher, of B. & O. Radio, Inc., Newark, N. J., distributor of Zenith radio and Norge products, have left for Chicago where they will attend the national Zenith Radio Corp. distributors' convention, starting tomorrow (Thursday) at the Edgewater Beach Hotel.

Dr. Walter R. G. Baker, vice-president and general manager of the RCA Manufacturing Co., received an honorary degree of Doctor of Science from Union College last week. Dr. Baker was graduated from Union in 1916 and received a master's degree in electrical engineering from that institute two years later.

Eli Dane, of Danbro Radio & Television Corp., New York, was a visitor in Chicago last week, accompanied by his brother, O. Dane. Eli had the thrill of viewing an early morning fire chaperoned by Ira Arkin, known as the "Ed Wynn (or Fire Chief) of the radio business" and who when not at a fire is on the firing line for Hytron tubes.

A. A. Dunlap, divisional manager of Fairbanks-Morse Home Appliances, Inc., was in Scranton, Pa., on Monday and is planning to spend the greater part of this week visiting the distributing trade in Pennsylvania. Mr. Dunlap reports that the new F-M radio line is now being shown in Chicago, and that with refrigeration, F-M has some swell sales values for the trade and public this year.

TUNG-SOL BUYS NEW BUILDING IN NEWARK

NEWARK, N. J., Friday—Purchase of the five-story plant of the James A. Banister Shoe Co. at 370-386 Orange street, this city, by the Tung-Sol Lamp Works, Inc., 95 Eighth avenue, was revealed here today at headquarters of the latter company. Tung-Sol Lamp Works, Inc., is the parent company of Tung-Sol Radio Tubes, Inc.

The building is now being renovated by the purchaser and will shortly be used for the manufacture of radio tubes (including the metal types) and automobile and flasher lamps made by Tung-Sol. C. C. Bohner, vice-president and sales manager, stated. The company will also continue to operate its present buildings on Eighth avenue.

RADIO SALES GAINED IN CANADA IN MARCH

MONTREAL, CANADA, Friday—A substantial boost in sales of automobile radios plus relatively good demand for AC dual wave mantel sets and battery sets other than console model dual wave units account for a slight gain in volume and value of radio set sales to dealers in the Dominion in March, according to data compiled by the Radio Manufacturers Association of Canada. During the month sales in Canada totaled 8,966 units of a list value of \$791,718, as compared with 8,220 units and \$764,983 the previous month.

TRIAD TUBE SALES ON WEST COAST THIS YEAR SHOW 55% INCREASE

PAWTUCKET, R. I., Monday—Edward R. Fiske, general sales manager of the Triad Manufacturing Co., of this city, revealed today that the company's West Coast business for the first five months of this year shows a fifty-five per cent. gain over the same period last year. Walter Sweet, manager of the Los Angeles branch, predicts that this advance will seem small in comparison with the figures he will show for the balance of the year. To co-operate with the West Coast trade, the Triad company has maintained for some time past complete stocks of its tubes in both Los Angeles and Seattle for the convenience of accounts in the far West.

Mr. Fiske maintains that 1935 will prove to be the best year in the firm's history, and he attributes this opinion to the fact that Triad tube products maintain a uniformly high quality, and that the firm's policy of merchandising thru wholesalers is proving very successful. The distributing family, he reports, is growing constantly and at present includes some of the most prominent names in the trade.

Fada Radio Appoints Kelly, Nason & Roosevelt Ad Advertising Counsel

J. M. Marks, general manager of the Fada Radio & Electric Co., Long Island City, N. Y., revealed last week that Kelly, Nason & Roosevelt, of New York, has been appointed advertising counsel to his firm. Harry J. Winsten will act as account executive and sales counsel. This appointment marks the resumption of seven years' association of the Fada company with Mr. Winsten.

Mr. Winsten is thoroughly familiar with the problems of radio and was very active as merchandising counsel as far back as 1925 when Fada first introduced the selective plan of selling through franchised dealers.

The new arrangement also brings together again Louis J. Chatten, general sales manager of the Fada company, and Mr. Winsten after a lapse of three years. It will probably seem like old times to both to again ponder over the merchandising and advertising affairs of the Fada company.

Henry F. Mielke, Pioneer Radio Dealer, Dies at 64

Henry F. Mielke, pioneer radio and phonograph dealer in the Yorkville section of New York, died last week in the Misericordia Hospital, following a general collapse at his home on April 1. He was sixty-four years old and lived at 244 East Eighty-sixth street. Mr. Mielke was a founder and former president of the Yorkville Chamber of Commerce.

Born in Hamburg, Germany, Mr. Mielke came to this country in 1887 and became an American citizen five years later. He served for sixteen years on the New York County grand jury panel and was also a former president of the Community Councils of the City of New York. At his death he was president of the Yorkville Community Council.

H. E. YOUNG, D. W. MAY IN GENERAL ELECTRIC RADIO SALES DIVISION

BOTH ARE WIDELY KNOWN

"Winnie" May Special New York Representative for New G-E Set Line — "Herb" Young to Cover Philadelphia, Baltimore and Washington Territories.

Two sales executives of national standing in radio last week joined the General Electric Co., radio division, to assume substantial duties in connection with the launching of the new line of General Electric radio next month.

They are D. W. May, who has become New York special representative for the line and Herbert E. Young, who is special representative in the territory extending from Southern New Jersey to the Carolinas, including the cities of Philadelphia, Baltimore and Washington.

Mr. May is a pioneer in radio merchandising, having entered the field in Newark, N. J., soon after popular broadcasting began. He distributed Crosley, Majestic and Philco product successively, the latter brand for a period of years during which his operations extended over into New York, with at one time a branch in Boston. The May-Philco volume reached totals of \$5,000,000 yearly and Mr. May's operations became spectacular. Two years ago the May Radio & Television Corp. was liquidated and its proprietor a year later went into radio and refrigerator manufacture in Newark, N. J., forming the May Radio & Refrigeration Corp. With the General Electric Co. it is understood that Mr. May's work will be the alignment of important accounts thruout the metropolitan district and

(Continued on Page Forty-two)

Dallas Retailers Gather for Preview Of New Philco Sets

DALLAS, TEXAS, Saturday—Philco radio dealers gathered at the Baker Hotel here on Thursday to discuss merchandising and advertising plans for the coming months.

The meeting was sponsored by the Adleta Showcase & Fixture Manufacturing Co., North Texas distributor for Philco. Factory representatives demonstrated the more than forty new Philco models and told of the company's sales plans for the summer and fall.

Thursday night the Adleta organization was host to a banquet attended by approximately 200 dealers. E. C. Adleta, head of the distributing agency, welcomed the dealers and Tom Merrick, radio sales manager of the Dallas firm, was toastmaster. C. E. Carpenter, manager of the tube division; John F. Gilligan, sales department, and March Fisher, manager of the distributors' Philco auto radio division, were among the principal speakers of the evening.

Mr. Mielke was a generous supporter of the Odd Fellows Orphanage at Unionport, N. Y. A sister, Louis Wendt of Philadelphia, survives.

'AMERICAN' SPEAKER PLANT LAUNCHED

M. E. PARADISE IS HEAD Former Majestic Works Manager Enters Reproducer Field — An Annapolis Graduate, He Spent 10 Years as Naval Radio Officer.

CHICAGO, ILL., Friday—The Central West's newest radio speaker manufacturing concern has been established here during the past few weeks as the American Reproducer Co. by M. E. Paradise, who for five years was works manager of the old Grigsby-Grunow Co., maker of Majestic radio and refrigeration. The product of the new concern represents long technical and production experience on Mr. Paradise's part and it is said that some fifty-two patents on speaker design and manufacture are held by the American firm.

Mr. Paradise entered radio as a United State Naval ensign in 1916 when, upon graduating from Annapolis Academy, he was assigned as radio officer in several of the most important units of the Atlantic squadron. During the World War he was radio officer aboard the battleship "Maryland" and remained in the Navy 'till 1926, when he resigned and joined the Majestic company, then making battery eliminators only. From that time until 1931 he occupied positions of increasing importance, finally becoming works manager of the company.

The American plant is at North and Kostner avenues, not far from the old Majestic factory. Of the first 10,000 speakers shipped during the first thirty days of operation, not one has been returned or even complained about, says Mr. Paradise, and he now has production around 1,000 units daily.

Wisconsin Association Fights Licensing Bill

MADISON, WIS., Friday—A vigorous movement against a refrigeration inspection and licensing bill now pending before the State legislature has been inaugurated by the Wisconsin Radio, Refrigeration and Appliance Association of Milwaukee.

The proposed measure would ban odorless refrigerants, put a fee on multiple installations and large sized single-unit domestic installations, and inaugurate a licensing system thru which retailers would operate only after getting a permit from the Wisconsin Industrial Commission.

The bill was sponsored and introduced at the present session of the legislature by an organization known as the National Coroners' Association with headquarters in Milwaukee.

OPEN GOLF CHAMPION BUYS GRUNOW PRODUCTS

PITTSBURGH, PA., Friday—Sam Parks, Jr., who created a sensation in golfing circles recently when he won the national open tournament at Oakmont, recently purchased a Grunow radio and electric refrigerator from the Brown-Dorrance Electric Co., 632 Duquesne way, this city. Sam is a local resident and made the purchase thru Joe Miller, of the Brown-Dorrance company. Miller is a member of the South Hills Country Club, the champ's home course.

20TH ANNIVERSARY OF JEFFERSON PLANT MARKED IN CHICAGO

CHICAGO, ILL., Friday—The twentieth anniversary of the founding of the Jefferson Electric Co., of Bellwood, Ill., is being celebrated just now by an organization, 127 of whose members have been with the Jefferson company for at least ten years. The founder and president of the enterprise, John L. Bennan, established the business in 1915 with what he modestly but frankly describes as "somewhat less than \$15,000." The company's sales last year exceeded \$4,000,000 and its statements have shown no bank loans since 1923.

Specializing for years in transformer design and manufacture, which is still one of the most important divisions of the company, the Jefferson organization has diversified into a number of electrical specialties and occupies a plant 700 feet wide by 150 feet deep. Laboratory and machinery-design departments are extensive, for a great deal of the company's operations are necessarily along original lines. Soundproof and air-conditioned clerical departments, a reading and reference room for employees and a plant dining room are among the modern features of the plant.

Mr. Bennan has been prominent in Chicago industrial circles for many years and has pioneered many an electrical operation. Two of his sons are on the Jefferson staff and James Daly, vice-president and chief engineer, also has a son on the job, making prospects bright for many more than the present anniversary.

E. F. McDonald Places Yacht at Disposal of President for Holiday

CHICAGO, ILL., Friday—Commander E. F. McDonald, president of the Zenith Radio Corp., has offered the use of his yacht, the "Mizpah," to President Roosevelt and his party in the event the Chief Executive visits Mackinac Island this summer.

In placing the "Mizpah" at the disposal of the President, Mr. McDonald has acted thru W. S. Woodfill, president of the Grand Hotel on Mackinac Island, Mich. The latter tendered the offer to Governor Frank D. Fitzgerald of Michigan, who in turn revealed to Mr. Roosevelt that the legislature of Michigan has adopted a resolution inviting the President and his family to spend a vacation this summer on the island.

DOMESTIC UTILITIES DISCLOSES FINANCE PLAN ON "COOLERS"

CHICAGO, ILL., Friday—Stewart-Warner electric refrigerators distributed in this territory by Domestic Utilities, Inc., 1209 West Washington boulevard, has just disclosed plans to dealers for the financing of refrigeration sales to consumers thru the First Bancredit Corp. No down payment is required in the sale and the financing can be extended over thirty-six months. The finance firm makes all collections under this plan and the dealer receives the full amount of the sale immediately.

DAVEGA STORES CORP. NET \$166,495 FOR YEAR

For the year ended March 31, the Davega Stores Corp. and subsidiaries, reported a net income of \$166,495, after depreciation, amortization, provision for bad debts, Federal taxes and other charges. This is equivalent to 75 cents a share on 219,700 shares of \$5 par capital stock, including 36,800 shares held in the treasury. In the fifty-three weeks ended March 31, 1934, the company's net income was \$241,525, or \$1.10 a capital share. The Davega company operates a chain of retail radio, electrical appliance and sporting goods outlets in metropolitan New York and in several other eastern cities.

The balance sheet on March 31 shows that current assets, including \$368,398 cash and United States Treasury notes amounted to \$2,242,290 and current liabilities were \$416,512. This compares with cash of \$295,197, current assets of \$1,953,188 and current liabilities of \$323,560 on March 31, 1934. Inventories totaled \$1,157,354, against \$1,191,109, and earned surplus was \$252,823 compared with \$130,268.

The directors of the company decided last week to defer consideration of dividends until December. It was stated that the increase in installment accounts had absorbed so much of its funds that to finance the seasonal merchandise for the spring and summer sporting goods business it disposed of its United States Treasury notes and borrowed \$250,000 due in August.

Representatives from 8 Countries at Export Meeting Held by Kent

ATLANTIC CITY, N. J., Thursday—Representatives from eight foreign countries were present at the export distributors' meeting held at the Hotel Ambassador, this city, during the recent convention conducted by the Atwater Kent Manufacturing Co. According to J. F. Weldon, A-K export manager, it was the largest group of foreign buyers ever to attend an Atwater Kent convention.

Those present at the meeting were: A. Atwater Kent, president of the manufacturing company; F. E. Basler, sales manager; A. Atwater Kent, Jr.; R. Arestegui, of La Casa Electrica, Monterrey, Mexico; J. L. Stowers, head of John L. Stowers, Havana, Cuba; I. Goldman, of I. Beck & Co., Manila, P. I.; K. H. Scherer, Atwater Kent Mfg. Co.; G. Ortiz, head of German Ortiz, San Juan, Puerto Rico; C. W. Rickard, director of C. & A. Odlin Timber & Hardware Co., Wellington, New Zealand.

J. H. Faunce, New York freight forwarder; H. Thompson, Atwater Kent plant superintendent; J. Golender, head of Jacob Golender, Tel-Aviv, Palestine; J. H. Steiner, resident buyer of Muller Phipps & Co., Ltd., Bombay, India; H. J. Morey, resident buyer of Ditlevsen & Co., Buenos Aires, Argentina, and Mr. Weldon.

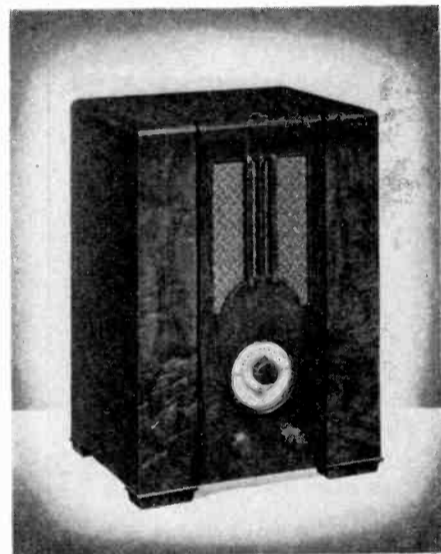
Mr. Rickard, who traveled the greatest distance, came to Atlantic City with Mrs. Rickard, while Mr. Ortiz flew from San Juan with his wife and daughter to attend the convention.

12 EMERSON MODELS IN NEW LINE RANGE FROM \$19.95-\$99.50

MODEL 36 IS FORERUNNER

New Five-Tube Dual-Wave Superheterodyne Lists at \$19.95 — High Fidelity Consoles, Compacts, Midgets and Battery Sets Included.

A forerunner of the new 1936 line has been announced by the Emerson Radio & Phonograph Corp., 111 Eighth avenue, New York, as an indication of the type of engineering and value that is to be found in the new line. The new model is a five-tube dual-wave superheterodyne that lists at \$19.95. The new



Emerson Model 36

line will range in price from \$19.95 to \$99.50 and will feature twelve models which will be announced to the trade within the next few weeks. The models will include high fidelity consoles, compacts, midgets and battery sets. Each of the five, six, eight and eleven-tube sets, it is intimated, will be housed in an attractively designed cabinet.

The forerunner of the new line, Model 36, embodies the following features: long and short wave, 95 to 550 meters, five-tube AC superheterodyne with dynamic speaker, power pentode audio circuit, listed by Underwriters' Laboratories, audio overload control, shock-mounted variable condenser, telegraphic interference-trap, transformer equipped with electrostatic shield and capacitive filter, intermediate frequency circuit, full vision illuminated dial and a straight-grain walnut cabinet with ebonized inlays on front and top. The cabinet size is 24 1/4 in. high, 10 1/4 in. wide and 7 1/2 in. deep. The tube equipment consists of two 6D6's, one 76, one 42 and one 80.

To promote the line, Emerson is planning a greatly augmented sales and dealer organization, and a continuous flow of merchandising service has been arranged for all territories.

INCORPORATION

Incorporation papers have been filed in Albany, N. Y., by Tamarin Bros., Inc., Hudson, N. Y., dealer in radio, electric refrigeration and other appliances. The firm is capitalized at \$20,000.

STROMBERG MARKETS \$59.50 SET, REACHING NEW LOW PRICE LEVEL

LIST FROM \$59.50 TO \$985.00

Three New Jobs Put Out at Rochester Said to Embody Fine Engineering and Sturdy Construction, with Exclusive Design Features.

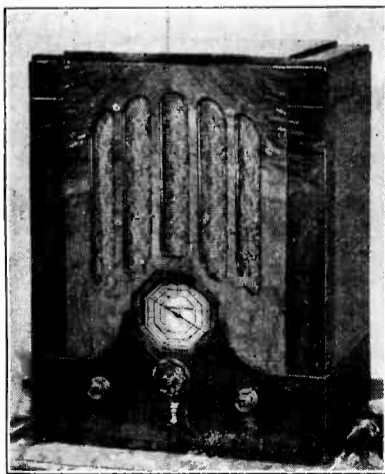
ROCHESTER, N. Y., Monday — Simultaneously with announcement of an extension of its price range, the Stromberg-Carlson Telephone Manufacturing Co. of this city is marketing three new "world-ranging" radio models. The line's



Model 58-W

new price range is from \$59.50 to \$985 in the eastern United States. The new low price marks the lowest figure at which any Stromberg-Carlson radio has ever been available. A large national advertising campaign in behalf of the line has been planned.

The lowest-priced model of the new series, selling for \$59.50 in the eastern



Model 58-T

United States, is known as the No. 58 Triple Range Table Model radio. Two other models of the same series announced at this time are the No. 58-L Triple Range Standard Lowboy and the No. 58-W DeLuxe Lowboy. They are priced at \$78.50 and \$92.50 in the east, respectively.

The operating units of all three mod-

els are alike, with the exception of the No. 58-W, which has a 10¼-inch speaker as compared to the 8¼-inch dynamic speaker used in the other two models.

Several new and unusual features are incorporated into the design of these models, most outstanding of which is probably the "clover-leaf" arrangement of coils, aligning condensers, and range switch. Three shielded coil tubes with trimmer capacitors for the three tuning ranges are mounted on a bracket with a flat type of range switch, allowing for extremely short and direct wiring from the coil terminals to the switch terminals. This novel feature, coupled



Model 58-L

with other simplifications in design, makes it possible to use direct wiring (no cable), between the various apparatus terminals, with the attendant advantages of lower cost assembly, less chance for wiring troubles and greater ease in servicing, it is claimed.

The three wave bands of these new radios cover from 540 to 1500 k. c., 1450 to 3500 k. c., and 5600 to 18000 k. c. This tuning range enables the reception of all the short-wave broadcast bands, including the 16-meter band for early morning long distance reception. It also covers the police bands, airplanes, amateurs and commercial phone and code stations as well as the broadcast stations and the new high fidelity channels. In order to simplify the markings on the dial and allow for comparatively large, easily read figures, all three ranges are given in megacycles.

Field tests made on these receivers in various parts of the United States, Canada and South America indicate that their performance in every respect measures up to the accepted Stromberg-Carlson standards, and confirm throughout the laboratory data on their performance. Listeners claim that the new sets are outstanding in all performance characteristics, including sensitivity, selectivity, undistorted output, tone balance and automatic volume control operation.

Other performance and construction features of these new No. 58 Series are listed by the factory as follows: Sensitivity and selectivity on all three bands exceptionally high. Automatic volume control of long range, on all three tun-

ing ranges. Tone quality that provides clear and distinct speech reproduction and correct balance of bass and treble tones for pleasing reproduction of music. Undistorted sound output outstanding for receivers in this price and higher price class. Freedom from disturbing cabinet "boom" avoided by using shallow designs of cabinets with ample venting at back and bottom. Six tubes performing the functions of at least eight tubes: two No. 6D6, one No. 6A7, one No. 75, one No. 42, one No. 80. Stromberg-Carlson dynamic speakers specially designed to give best over-all results in these receivers. Large diameter moving coil in dynamic speakers for efficient and accurate operation. A three-gang tuning condenser. Tuning dial of the exclusive Stromberg-Carlson octagonal shape, with markings on the dial much more legible than is usually found in receivers of this price class. Dual ratio tuning knob of the exclusive Stromberg-Carlson two-stepped design, giving efficient operation without mechanical and operating complications. Lever type range switch control for easy quick operation. Also self indicating as to the tuning range in use at any particular time, located close to tuning knob for quick one hand operation. Heavy chassis construction of the same design and materials employed in higher priced models. Large chassis base providing accessibility for all components above and below the base. Tubes widely spaced in chassis for good heat radiation and reduction of oscillator drift during the heating up period. Direct and simplified wiring in chassis base for efficiency and reliability. Rubber floated tuning condenser and chassis. Tube and coil shields of drawn, seamless aluminum.

The No. 58-T Cabinet has center-matched, figured walnut veneers on the front and walnut veneers on the sides, with a solid wood top and a solid wood bottom for strength. The square corner effect has been chosen to provide clean cut and crisp outline. The octagonal dial opening combined with the overstained bottom, top and front corners make this cabinet distinctive in appearance. A neat pattern of grille cloth with touches of bright coloring add to the attractiveness of this cabinet design. The outer finish is a durable lacquer with polished surface.

The No. 58-L Lowboy Console Cabinet is slightly higher and wider than the well-known 60-L Cabinet. A square corner design was selected for this cabinet with well balanced panel shapes and a center matched walnut front. The grille opening is large and of artistic design. The finish is a rich brown walnut color with durable lacquer rubbed surfaces. It has a considerably larger baffle than other similar type cabinets.

The No. 58-W Wide Lowboy Console Cabinet is higher and considerably wider than the No. 58-L. This gives a larger baffle area for lower audio frequency response and a larger rear opening for less cabinet cavity resonance. A Stromberg-Carlson 10¼-inch dynamic speaker is used in this No. 58-W. This cabinet follows the general trend of the popular round corner type of design, originally introduced in the radio field by Stromberg-Carlson. It differs, however, by having the curved corner members and the top, front and end frieze of bird's-eye maple, set back of the flat walnut finished front and end panels. Richness and quality of design and construction are brought out by the selection and artistic arrangement of the walnut veneers employed in the front panel. The outer border of this panel is selected striped walnut, the top sec-

Low Cost Consumer Finance Plan Open To Philco Dealers

PHILADELPHIA, PA., Friday — In connection with its far-reaching plans to make the coming radio season the most successful in its history, the Philco Radio & Television Corp. has inaugurated what officials claim to be the lowest cost consumer finance plan in the industry. This plan has been effected thru the cooperation of the Commercial Credit Corp. and enables the Philco dealer to sell on time payments at low cost without the bother of making collections himself.

Under the plan, all Philco sets retailing for \$49.95 and up may be financed on easy terms. It is a direct collection plan, Commercial Credit doing the collecting and relieving the dealer of this most expensive features of selling on time. Quick, efficient service is assured because of Commercial Credit's 130 offices located thruout the United States, Philco officials pointed out.

When the dealer sells a set, he accepts the down payment, deducting it from the price plus finance charge, which on a \$100 sale amounts to slightly more than \$10. The finance charges on other amounts are in proportion. The dealer then makes out consumer paper for the balance, sending it directly to Commercial Credit who makes collections. Remittances are then sent by Commercial Credit to the distributor who either credits them to the dealer's account or passes them on to him by check. Terms are for not more than twelve months.

ARCTURUS HAS NEW COOPERATIVE DEAL WITH INSTRUMENTS

NEWARK, N. J., Friday—The Arcturus Radio Tube Co., this city, has just devised a new cooperative tube deal on Triumph tube testers, all-wave generators and Multirange meters. This plan enables dealers and servicemen to secure all three instruments at a price lower than the cost of a good tube tester alone, according to Arcturus officials.

The plan is flexible so that should a dealer or serviceman already possess a tube tester, he can under the plan secure the other two instruments at a substantial saving in cost. The Arcturus laboratory has tested and approved all three units as being highly efficient. The Triumph tube tester is already equipped to test the new all-metal tubes.

NORTHWESTERN AGENCIES ORGANIZED IN SEATTLE

SEATTLE, WASH., Friday—Northwestern Agencies, a manufacturers' representative firm, has just been organized in this city by R. C. James, Jr. The company was formerly known as the R. C. James Co.

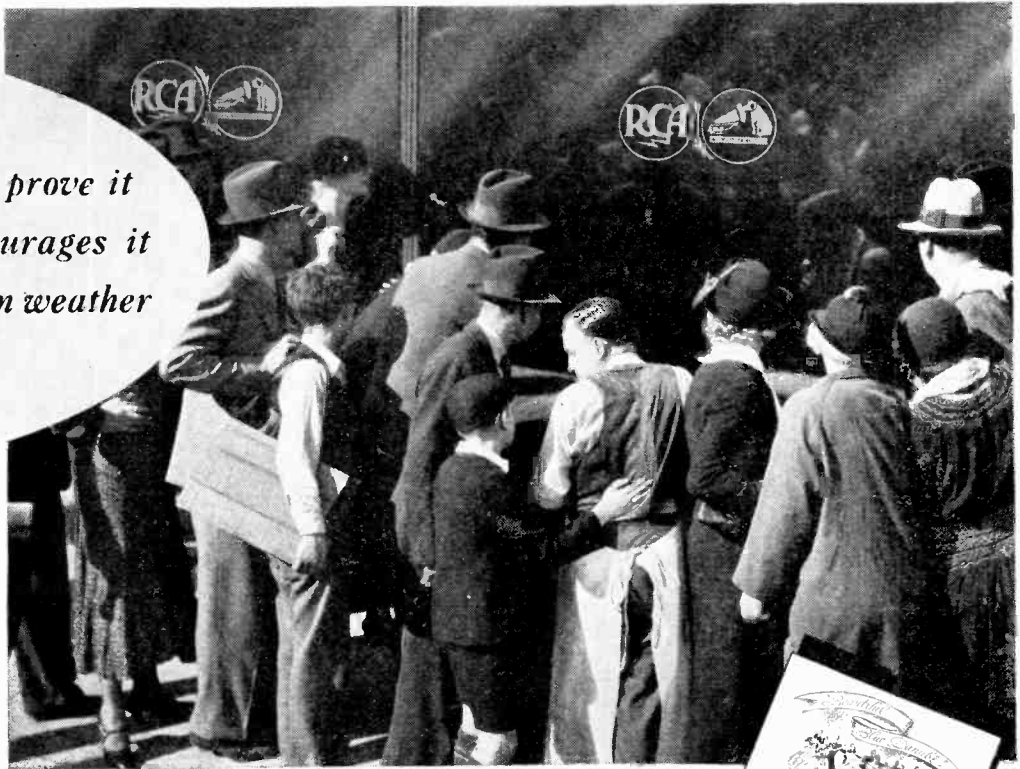
New offices and warehouse space have been secured in the Metropolitan Press Building, Third avenue and Vine street, Seattle.

tion inside this border of center matched butt walnut and the lower section in center matched walnut graining.

These three new models are the first announced numbers of a new fall line of Stromberg-Carlsons.

GOOD MUSIC IS HIGH ON THE LIST OF THE PUBLIC'S WARM WEATHER WANTS

*Our Victor Red Seal sales figures prove it
Our full-strength advertising encourages it
You can make it one of your big warm weather profit items!*



ONE item on which sales don't fall off—but often increase—during hot weather, is Victor Red Seal Records. That's why we're continuing the phenomenally successful Red Seal advertising campaign undiminished. The thermometer is already hovering around 90 in some districts—but sales are still forging ahead. Our figures show increases as high as 68% over last year.

The obvious fact behind these warm weather sales is that Mr. and Mrs. Citizen are ready prospects for music when more leisure and less desire for activity give them many quiet hours at home.

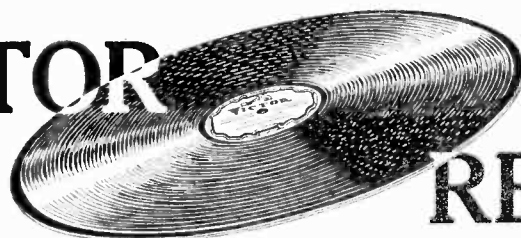
These strong newspaper advertisements are aimed at them. They're pulling people into shops everywhere. The more you get behind them, the more hot weather sales you'll make.

Remember—when you make a Victor Red Seal Record sale—servicing and increased overhead do not eat into your profit. And one sale usually means many repeat sales. Make Victor Red Seal Records one of the items that will get your best promotion and sales effort during the hot weather—and insure a profitable summer!



IT PAYS TO SELL

VICTOR



RECORDS

THEY'RE HIGHER FIDELITY



RCA Victor, a unit of Radio Corporation of America... the world's largest radio organization. Other units: National Broadcasting Co., Inc.... R.C.A. Communications, Inc.... RCA Radiotron... Radiomarine Corporation of America.

INDUSTRY PROBLEMS UNDER SURVEY AT ELEVENTH ANNUAL CONVENTION OF RADIO MANUFACTURERS ASSOCIATION

LESLIE E. MUTER IS RE-ELECTED PRESIDENT OF GROUP

Report of Judge Van Allen, General Counsel, Becomes Keynote as Set, Tube and Parts Makers Meet in Chicago—Dinner and Cabaret Feature for Gathering.

(Continued from Page Three)

chief executive of the body during the year.

Yesterday morning the general meeting of the organization opened, with Mr. Muter's report as first feature, following which what became the keynote address of the convention, the report of Judge Van Allen.

Mr. Murray spoke next, stating that the report which he had formally submitted as chairman of the set division was "dead as a dodo" since it dealt with conditions prior to the upset of the NRA by the United States Supreme Court. "There is a much graver responsibility upon industry since that report was made," said Mr. Murray. "We are faced nationally with an unemployment problem involving 10,000,000 people. Successful business will not fail to observe the principles of wage and hour improvement outlined by the National Recovery Administration and at the same time the tax burden must be relieved unless successful business is to be penalized." Mr. Murray's remarks

were interrupted by applause several times and it was the sentiment of most of those present that the beneficial principles he had outlined should be supported insofar as national recovery was concerned.

Next feature of the general meeting was the submission of the report of Dr. W. R. G. Baker, Camden, N. J., dealing with standardization of engineering practices in a comprehensive outline.

In the absence of Powel Crosley, Jr., Cincinnati, Ohio, and Capt. William Sparks, Jackson, Mich., their reports were read by Mr. Geddes. Mr. Crosley dealt with the RMA Trade Promotion plan, stating that the program pursued by the organization in the development of interest in all-wave sets would be considerably extended along logical new lines for the ensuing year. Captain Sparks reviewed the principles and practice of "code" operation in a conclusive and authentic manner and his report was warmly applauded as reflecting definite knowledge not only of radio industry conditions but the wide field of commercial activities in which

he has been so prominently identified for years.

President Muter continued all RMA committee chairmen, as follows: Credit Committee, Arthur Moss, chairman; Engineering Committee, W. R. G. Baker, chairman; Legislative Committee, Paul B. Klugh, chairman; Membership



Leslie E. Muter

Committee, Ben Abrams, chairman; Trade Promotion Committee, Powel Crosley, chairman, and Traffic Committee, J. C. Warner, chairman.

To further develop radio export trade, a new export committee was authorized by the Set Division and Board of Directors. Under Chairman Murray of the Division, the export committee will be headed actively by Vice-chairman E. G. Hefter of Chicago. An initial meeting of a large group of export managers was held today.

J. R. BLOCHER PAYS VISIT TO ATLANTA

CHARLOTTE, N. C., Monday—J. R. Blocher, an official of the Norge Corp. of New York, was a visitor in Charlotte on Saturday.

Mr. Brocher said that in sales of Norge refrigerators, North Carolina is ahead of every other State in the country. On May 20, he continued, this State had exceeded its quota for the whole year. As a result, all Norge refrigerators sold since that date and until December 31 will be above the quota.

In discussing the State's standing in the general refrigerator business, he said that it is second only to Texas.

WALTHER BROS. HOST TO MONTGOMERY TRADE

MONTGOMERY, ALA., Friday—Walther Brothers, Inc., Philco distributor, sponsored a dealer meeting at the Hotel Gay-Teague yesterday. More than 200 Philco dealers and salesmen of the Montgomery territory were here to witness the introduction of the new 1936 line of Philco radios.

J. P. Walther, a member of the firm of Walther Brothers, Inc., was in charge of the meeting. Among the speakers were D. J. MacKillop and Bon White, Philco representatives, and C. C. Walther, of New Orleans.

E. F. McDonald Home from Mexican Hunting Journey With 'Sport' Herrmann

CHICAGO, ILL., Friday—Comdr. Eugene F. McDonald, Jr., founder and president of the Zenith Radio Corp., returned to headquarters here last week after a three-week hunting expedition in Mexico. He was accompanied by U. J. ("Sport") Herrmann, for years impresario proprietor of the New York and Chicago radio shows. They were met at the border by three native guides and a pack train.

The expedition netted considerable game and a variety of novel experiences. At one point along the trail one of the pack animals destroyed the party's belief in the traditional sure-footedness of burros by falling a considerable distance down the mountain-side. He landed in a tree, however, and was hauled back unhurt, pack and all. In a small interior Mexican town the expedition could find no place in which to settle down, at a late nocturnal hour, except the band stand on the inevitable Prado. As all present were about to go shut-eye, an armed detachment of gendarmerie rattled up. The guns of the McDonald expedition had been observed, stacked above the bandstand railing, and the town thought it was being invaded.

Edward Spiegler, sales manager of the General Winding Co., New York, is expected back at his office this week from Chicago where he attended the RMA convention.

Another
Big Philco
Year Is in
The Making!



For the **SIXTH**
Consecutive Year!

The finest Philcos ever built will again be backed by the most impressive sales promotion campaign in history. You owe it to yourself to CASH-IN WITH

PHILCO

MORY SALES CORPORATION

156 Brewery St.

New Haven, Conn.

LET
COPELAND
BUILD YOUR BUSINESS



ONLY
4
MODELS
All
FAST
MOVERS

Beautiful line of high quality models, built for long service. No costly service. Quality cabinets, every detail perfect. New-type evaporator. Equipped with famous Copeland unit engineered for high efficiency and low operating cost. Popular priced; easy to sell. Manufactured by a company with enviable financial resources and reputation. New proposition for radio trade. Wire, TODAY!

COPELAND REFRIGERATION CORP.
Holden Ave. at Lincoln
DETROIT, MICHIGAN

The Largest Retailers in Metropolitan New York
Have Already Proclaimed

PHILCO

The World's Leading Radio

for the

SIXTH YEAR

The new 1936 Philco models now being delivered represent without question the **BIGGEST VALUES EVER!**

The largest local and National Advertising and Sales Promotion Campaign in Radio History is now under way for **SUMMER BUSINESS**

See your salesman or call us on the Phone for full particulars
Join hands with Philco now for a bigger and better radio business

Wholesale Distributors in Metropolitan New York and Northern New Jersey

PHILCO RADIO & TELEVISION CORP. OF NEW YORK

254 FOURTH AVE., NEW YORK CITY
NEW YORK · PHONE GRAMERCY 7-2800



393 CENTRAL AVE., NEWARK, N. J.
NEWARK · PHONE HUMBOLDT 2-4000



No. 58-T Triple Range World-Wave
Height, 19 Inches

NO WONDER she is surprised—and pleased. Never before in the history of the radio manufacturing industry has any radio—possessing the qualities which have placed Stromberg-Carlsons ahead of all others—sold at so low a price. Here, in these new models, is a defiant answer to the challenge of all competition.

The new Stromberg-Carlsons are a revelation to everyone who has turned their dials. Every worth-while foreign and domestic short wave service, as well as the entire broadcast and police range, is covered by the three tuning ranges; with what seems unlimited sensitivity and distance reach. Every program is reproduced with typical Stromberg-Carlson Natural Tone. The performance of any one of them makes it hard to believe you are not using a radio of three times the price.

Some of the Outstanding Features

Three tuning ranges—(1) Standard Broadcast, 540-1500 kc. (2) High Fidelity, Police, Aircraft, Amateur Ranges, Commercial and Code Stations, 1450-3500 kc. (3) Short Wave Range, 5600-18000 kc. (this includes the 49, 31, 25, 19 and 16 Meter Bands.)

Large Airplane Type Dial in distinctive Stromberg-Carlson octagonal design. Range Switch Control Lever indicates range in use.

Dual Ratio Tuning Knob permits both standard and band spread tuning.

Clover leaf arrangement of coils and range switch for high sensitivity and keen selectivity.

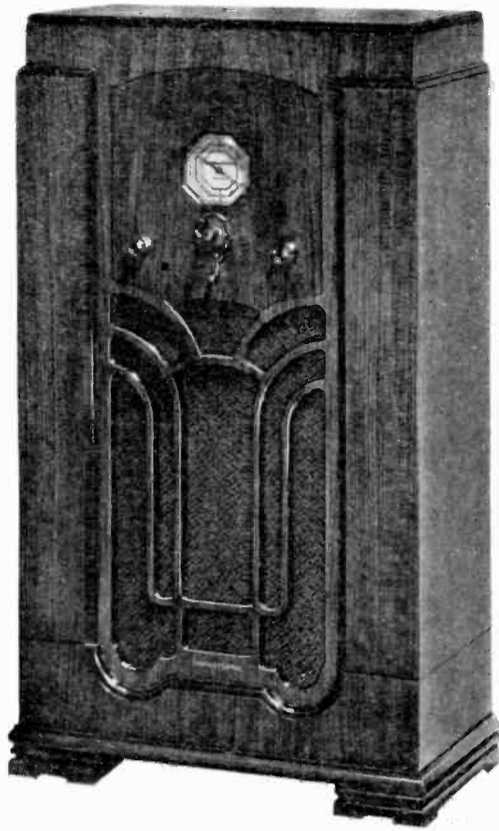
NATURAL TONE on All wave bands.

Class "A" amplification.

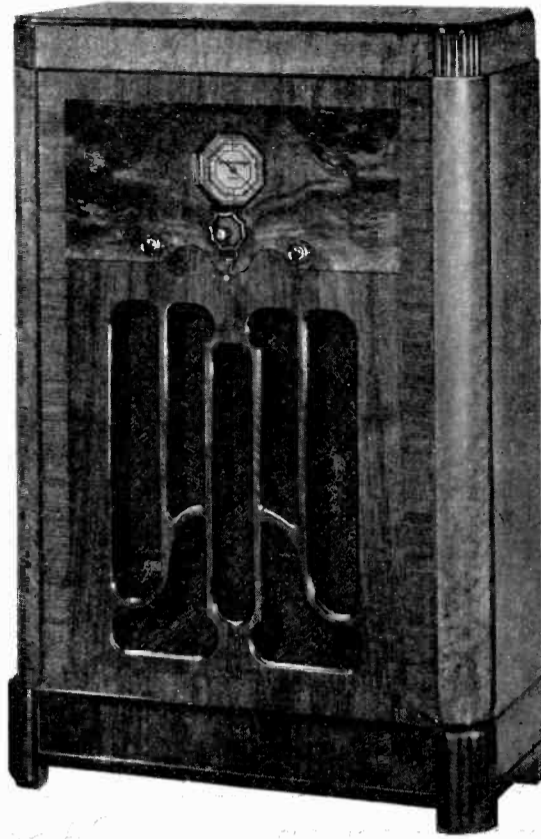
Striking Cabinet with genuine walnut face veneers in contrasting colors. Smooth, glossy finish. Five ply sides and front securely fastened to solid, inch thick top and bottom members.

Stromberg

Triple-Range
World-Wave
No. 58-L
Height, 36½ Inches
\$78.50



Triple-Range
World-Wave
No. 58-W
Height, 37¼ Inches
\$92.50



An Early Start

FOR STROMBERG-CARLSON DEALERS

These three new Stromberg-Carlsons mean immediate radio business for Stromberg-Carlson dealers. They are the start of a new line that will boast the longest price range in the industry. There will be a competitive model in every price field. These first extra value models are announced now so that dealers and dealers' salesmen may enjoy a profitable summer radio business.

THE LINE AND FRANCHISE YOU WANT

Every unit of the Stromberg-Carlson line for fall will be as startling in its price class as are these first-to-be-announced numbers. It's a line with which the aggressive dealer can "step out" — protected by:

carefully selected outlets; regulated production to eliminate dumping; careful zoning of trading areas to prevent overcrowding and overlapping of dealerships; adequate discounts on worth-while units of sale.

Prices of Stromberg-Carlson radios range from \$59.50 to \$985 (All prices slightly higher Texas, Rockies and West).

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

- Carlson

LET'S GO TO WORK WITH PHILCO

for 1935-36 is **ANOTHER PHILCO YEAR!**



For the **SIXTH**
Consecutive Year!

The new 1936 Philcos are entirely beyond the range of any and all competition . . . with the result that once again Philco dealers will sell **MORE** and **BIGGER** radios than ever before! It's time for action . . . **CASH-IN WITH PHILCO!**

PHILCO RADIO & TELEVISION CORPORATION of MICHIGAN
FORT and TENTH STREETS
DETROIT, MICHIGAN

HUB CITY TRADE GOING FULL STEAM AHEAD ON REFRIGERATOR PROMOTION

BOSTON OIL BURNER ASS'N HOLDS MONTHLY MEETING

Emerson Models Accorded Fine Reception in Northern New England, Hub Cycle & Radio Co. Branch at Portland, Me., Reports—Air Conditioning Industry Forging Ahead Rapidly.

BOSTON, MASS., Saturday—Refrigerator business on the whole is holding up to levels above those of a year ago with full speed ahead on drives.

Eastern Radio Co., local RCA distributor, is enjoying a large demand for its RCA resistor and condenser code value pencil which is given free with an order of 100 RCA tubes.

The thirty-eighth meeting of the Boston Oil Burner Assn. was held at the Myles Standish Hotel Tuesday evening. Dinner was served at 6:30 and the meeting opened at 7:30. Guest speakers were H. O. Tappan of Lord & Burnham and E. T. Houlihan of Taco Heaters, Inc., New York. A general business discussion and usual committee reports followed.

All over New England dealers are getting behind the new Philco models in an aggressive manner. Particular emphasis is being put behind the Philco auto radio. In the console models dealers report an outstanding favorable public reaction, the inclined sounding board models coming in for the highest comment due to the new High Fidelity audio system as well as the world-wide reception.

The Metropolitan Electrical League

of Boston will hold its tenth annual outing all day Thursday, June 27, at the Sandy Burr Country Club, Wayland. Rain or shine, those who attend are promised a big day as the program includes golf, tennis, music, baseball, etc.

"Bob" Crapo, manager of the Portland, Me., branch of the Hub Cycle & Radio Co., reports the Emerson line of radio is receiving an excellent reception in that territory. Volume of sales on the line is in keeping with the outstanding sales being booked by the main office on Portland street, Boston. Bob advises that the Philco auto radio which they distribute in that area is registering another healthy spurt in sales. Tung-Sol tubes keep on forging ahead in popularity with his dealers, says Bob.

Rockwell & Son, Inc., Boston, has filed incorporation papers entering the oil burner, air conditioning equipment and auto accessories business. Capitalization is \$35,000, consisting of 350 shares of \$100 each and 500 common shares no par value. Officers are Frederick J. Rockwell, 121 Wilmington avenue, Dorchester; Grace A. Winchester, and George E. Rockwell.

Prediction that the recent raising of the limit of FHA property improvement loans will be the greatest single spur to the development of the air condition-

ing industry seen in 1935 was made by George W. Mason, chairman of the board and president of the Kelvinator Corp.

Mr. Mason declared that the extension of government insured loans from \$2,000 to \$50,000 on property improvement projects opens the way for the financing of air conditioning installations by thousands of restaurants, hotels and retail establishments which already have seen in proper air conditioning the ideal method for meeting the demands of modern competition. Already there have been indications that Kelvinator air conditioning sales will reflect this liberalization of FHA credit terms, he declared.

The restaurant owner, theatre manager, store proprietor and owners of other retail establishments all are turning to air conditioning as the newest and most effective method for attracting and keeping customers, Mr. Mason stated. "Office managers and employees are learning that scientifically installed air conditioning is an important aid in maintaining efficiency of workers. Air conditioning right now is making the greatest strides in the history of this new industry," Mr. Mason continued.

FRED DOLPH.

TRADE ITEM

The total number of radio receiving sets licensed in Great Britain at the end of April, this year, was 7,055,464 as against 6,310,939 at the corresponding period in 1934, an increase of 744,525. Approximately 448,693 licenses were issued by the Post Office during April of this year.

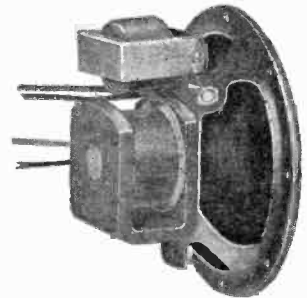
RCA VICTOR DEALERS ON TRIP TO BERMUDA

Three RCA Victor "Magic Brain" radio dealers were on board the "Monarch of Bermuda" when it sailed from New York to Bermuda last week.

The radio men on board the "Monarch" were F. E. Weale, of F. E. Weale & Sons, Middletown and Port Jervis, accompanied by Mrs. Weale, and J. F. Griffith and R. S. Bessler, both of the Erb Electrical Supply Co., New York.

QUAM Speakers

"The New Standard of the Industry"



Unique in design—Outstanding in performance—Fair in price.

QUAM-NICHOLS CO.
CHICAGO, ILLS.

1674 Broadway New York City

This Letter to the Manufacturer Shows What We Think of the **UNIVERSAL** **REFRIGERATOR**

MADE BY
LANDERS, FRARY AND CLARK
NEW BRITAIN, CONN.

QUALITY MANUFACTURERS SINCE 1842

LOMBARD 8188-89-90

MAIN 2475-77-78

LEWIS & CARNELL CO.
Wholesale Distributors

45-47 NORTH SEVENTH STREET
PHILADELPHIA, PA.

May 28, 1935

Landers, Frary & Clark
New Britain, Conn.

Gentlemen:

We are taking this opportunity to inform you of the splendid success we have had to date this season with your UNIVERSAL Electric Refrigerators.

We have been able to secure splendid retail outlets throughout our entire territory which have resulted in a record volume of business for our company to date.

The excellence of the construction of the UNIVERSAL line combined with the many selling features of the various models and the prestige of the name UNIVERSAL provides a sales program which spells volume of profit for all of our dealer connections.

We want to thank you very kindly for your cooperation in putting over a real UNIVERSAL job this year and we sincerely hope that our results are as pleasing to you as they have been to us.

Very truly yours,

LEWIS & CARNELL COMPANY.
M. J. Lewis
President.

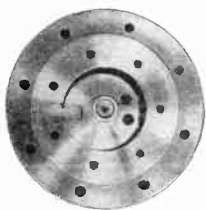
MJL:M

The UNIVERSAL Refrigerator establishes new levels of performance in economical, quality refrigeration.

MODERN STYLE plus **LUSTROUS BEAUTY**
LASTING QUALITY plus **OPERATING ECONOMY**

are found in the UNIVERSAL in the greatest possible measure. The UNIVERSAL Refrigerator is an outstanding value.

Universal Rotary Compressor



This miracle of our modern age assures efficient life-time operation from the refrigeration mechanism. Only three moving parts operating under perfect mechanical conditions are the most dependable safeguards you could desire for continuous efficient service, AN OUTSTANDING UNIVERSAL FEATURE.



LEWIS & CARNELL CO.



45 and 47 N. 7th Street

Philadelphia, Pa.

Over
5,500,000
Philco Radios
in use in the
United States!



For the **SIXTH**
Consecutive Year!

Think of the tremendous word-of-mouth advertising! Think of the repeat business! Wise dealers in our territory are cashing-in with

PHILCO

B. O. R. RADIO CO.

9th and Washington Sts.

READING, PA.

INCREASED



PROFITS
for dealers who
concentrate on

PHILCO

The new 1936 Philcos represent by far the greatest of a long series of engineering and merchandising achievements. Dealers in our territories will "go places"—they will CASH-IN WITH PHILCO!

ROSKIN DISTRIBUTORS, Inc.

Boston, Mass.

Worcester, Mass.

ROSKIN BROS., Inc.

Albany, N. Y.

Middletown, N. Y.

QUERIES AND ANSWERS

This is a department of information and assistance for use by readers of The RADIO WEEKLY and members of the trade. Questions regarding any branch of the industry, when prompt reply is required will be answered by mail. Use this department freely.

Arkay Radio

Editor,
The RADIO WEEKLY:
Will you kindly send me the address of the Arkay Radio Corp., manufacturer of the radio key set.
Yours truly,
A. Reisman's Radio Store,
234 Broadway,
Long Branch, N. J.

The Arkay set is made by the R. K. Radio Laboratories, Inc., 6400 Northwest highway, Chicago.

Radio Coils

Editor,
The RADIO WEEKLY:
Please let me have the names of manufacturers of coils for superheterodyne radios covering the aero-signal beacon band, 500 to 2000 meters. Coils must be compact.
Yours truly,
G. Sullivan,
3107 Broadway,
Long Island City, N. Y.

Answered by mail.

Everlasting Battery

Editor,
The RADIO WEEKLY:
Will you please let me know where I can secure an everlasting battery which can be refilled with water, and having an output between 110 and 130 volts.

Yours truly,
Amedeola Radio Service,
1339 St. John's Place,
Brooklyn, N. Y.

Answered by mail.

"Telecord"

Editor,
The RADIO WEEKLY:
Mr. Walter Russell of this city has referred me to you for information concerning a voice recording instrument, the name of which we believe to be the "Telecord." It is a commercial product developed for, or at least adapted to, the recording of telephone messages such as those which would take place between a dispatcher in a system operator's office and an outlying location. These conversations would be in the nature of orders or reports on operations, and, in some instances, it is desirable that a permanent record be had of them.

Such an instrument was demonstrated to us several years ago and we understand has since been perfected. We are anxious to obtain further demonstrations.

Mr. Russell has informed me that you, if any person, will be able to provide information regarding this matter.

Yours very truly,
H. V. Dake,
Supt. of Telephones,
Duquesne Light Co.,
Pittsburgh, Pa.

Answered by mail.

Speaker Grille Cloth

Editor,
The RADIO WEEKLY:
Will you please give us the names and addresses of manufacturers or grille or speaker cloth as used on radio cabinets. We have an inquiry for this from one of our customers in New Zealand.

Yours truly,
Smith, Kirkpatrick & Co.,
Inc., 115 Broad St.,
New York, N. Y.

Answered by mail.

From Joseph Horne Co.

Editor,
The RADIO WEEKLY:
You will be interested to know that we have already received one response to our letter concerning the disposal of trade-ins which you so kindly printed in "The Trade's Only Weekly."

We certainly appreciate your cooperation.

Yours very truly,
Joseph Horne Co.,
A. A. Magowan,
Department Manager.

Tube Carrying Case

Editor,
The RADIO WEEKLY:
Will you please let me know where I can procure a tube carrying case.

Yours truly,
Joseph Kogut,
33 Wetmore Street,
New York Mills, N. Y.

Answered by mail.

RMA EASTERN GROUP HOLDS GOLF PARTY

Some forty radio golfers participated in the first of a series of tournaments scheduled by the eastern RMA group recently at the Suburban Country Club near Elizabeth, N. J.

William F. Osler, sales manager of the Cornish Wire Co., won first prize with a round of 76, two strokes in front of Ewen C. Anderson of the Radio Corp. of America. Luncheon and dinner were served and numerous prizes awarded. Edward Metzger, of Electrad, Inc., and R. C. Ryan, of RCA Radiotron, were in charge of the affair. Several Philadel-

RADIO ENGINEERS TO CONVENE IN DETROIT

DETROIT, MICH., Monday — The tenth annual convention of the Institute of Radio Engineers will be held July 1 to 3 at the Hotel Statler, this city. Stuart Ballantine is president of the I. R. E. and H. L. Byerlay is chairman of the convention committee.

Harold P. Westman, secretary of the association, has arranged a program of interesting sessions as well as several entertainment features. The annual banquet will be held July 2.

Philadelphia RMA members participated in the event.

JOIN HANDS with **PHILCO**

and enjoy

A BIGGER, MORE PROFITABLE BUSINESS IN RADIO!

For the sixth consecutive year Philco leads the radio industry! Today this margin of Philco leadership is greater than ever—and growing! By leadership we mean in volume of unit retail sales and also dollar retail sales. Leadership also, of course, in advertising and merchandising; but, above all, leadership in public preference and demand.

Because of this tremendous demand for Philco hundreds upon hundreds of dealers in the past



few years have gone 100% Philco. They tell us amazing stories of how their turnover has increased, how obsolescence losses have been eliminated, how service costs have gone down, how profits have increased.

“Follow The Leader” is not a game—it’s good business logic.

Enjoy the increased prestige and privileges that go with leadership. Let Philco show you the way to faster turnover, greater sales and bigger profits! CASH-IN WITH PHILCO.

PHILCO RADIO & TELEVISION CORPORATION OF ILLINOIS
3335 WEST 47th STREET CHICAGO, ILLINOIS



For the **SIXTH**
Consecutive Year!

RETAIL PROFITS SOAR

with

PHILCO

\$19,000,000—yes nineteen million dollars retail profit for PHILCO Dealers in the next seven (7) months! And that is a conservative estimate. Get your share — CASH-IN WITH PHILCO!

BIEHL'S, Inc.

The Largest Wholesale Distributor in the Anthracite

POTTSVILLE

WILKES BARRE

SCRANTON

"Strangler" Lewis Gets Body Hold on Pilot Set

AMSTERDAM, HOLLAND, Thursday—Ed "Strangler" Lewis is an enthusiastic booster of Pilot all-wave radio and the proud owner of one of the 1935



Wrestling with a Pilot

models. The former world's heavy-weight wrestling champion is now in the midst of an European tour and travels with his Pilot. He uses his set regularly to learn what is going on back in the "States."

The picture shows the "Strangler" trying out a combination body lock and

Funeral Services Are Held in Atlanta, Ga., For W. E. Gathright

ATLANTA, GA., Friday—Funeral services were held here this morning for Wreatham E. Gathright, executive of the Western Electric Co., New York, who died at his home in Summit, N. J., Tuesday night.

A native of Gilbmer, Texas, Mr. Gathright spent most of his life in Atlanta, where he was active in business and civic circles. He became associated with the Western Electric Co. in 1908 as a clerk in the Atlanta branch office. He worked his way up thru the organization here, becoming head of the Atlanta branch in 1921, and in that capacity he directed the company's distribution service in nine southern States.

In 1929 Mr. Gathright went to St. Louis as head of all branches west of the Mississippi, and four years later went to New York headquarters as general manager of distribution in the East.

The deceased is survived by his widow and two children. Interment was in Spring Hill Cemetery.

SPEED RADIO CORP. ASSIGNS BUSINESS

The Speed Radio Corp., 22-14 Fortieth avenue, Long Island City, N. Y., made an assignment last week to Harold Greenblatt, 451 Kingston avenue, Brooklyn.

toe-hold on his Pilot just to test its sturdy construction.

SET BUSINESS AT EVEN KEEL IN THE NEW ORLEANS ZONE

NEW ORLEANS, LA., Friday—Elimination of the NRA codes in the radio industry, as a result of the momentous Supreme Court decision should not affect conditions within the industry greatly, according to I. H. Stauffer, president of Stauffer, Eshelman & Co., Ltd., Zenith distributor.

Another radio distributing executive, who requested that his name not be used, agreed with Mr. Stauffer on the main points. He believes, however, that abandonment of the NRA will be felt by the sales end of the industry. Acknowledging that the majority of business in New Orleans, as well as manufacturers, have agreed to retain NRA wages and hours, he points out that there may be a break somewhere, especially in the small business, where the capital is limited and the owner apt to cut corners to get profits.

Lee Bird of Cincinnati was here recently to conduct a refrigerator demonstration for the Interstate Electric Co. Mr. Bird, who is the service manager for Crosley, gave several lectures and demonstrations of the Crosley Shelvador. Before an audience of Crosley retailers from this section, he pointed out the features of the machine and took the refrigerator mechanism apart, explaining each detail, then re-assembling it. Mr. Bird's intention was to familiarize dealers with the Crosley refrigerator so that those in small towns could take care of minor repairs and

to enable them to show prospective customers the simplicity of the apparatus.

Interstate Electric Co. reports radio sales holding their own for this time of the year.

New Philco models were introduced to the trade at the eighth annual meeting of Philco dealers held here June 8 at the New Orleans Athletic Club. Over 200 dealers from Louisiana, Mississippi and Alabama attended.

Beside emphasizing new cabinet designs and chassis construction, executives from the Philco home office explained the merchandising and advertising plans for the fall of 1935 and the early part of 1936.

Auto radios, which are exciting a great deal of interest in the trade here, took a great deal of time in the "talk" periods.

Philco executives who attended the meeting were: James Skinner, Jr., son of the chairman of the Philco Radio & Television Corp.; J. D. MacKillop, southern division manager; March Fisher, manager in charge of distribution for Philco auto radio; C. E. Carpenter, tube sales manager; J. F. Gilligan, assistant sales manager; R. J. White, district representative for Louisiana, Mississippi Alabama and Tennessee.

—CHARTRES.

ADVANCE REFRIGERATION NEW SAVANNAH CONCERN

SAVANNAH, GA., Saturday—The Advance Refrigeration Co., a new sales agency for Frigidaire, opened for business yesterday at 110 West Congress street. Morris Blumberg is president; Larry Nathan Blumberg, vice-president; A. L. Karpf, secretary, and Bennett P. Abrams, office manager.



**For the SIXTH
Consecutive Year!**

6 out of 10 ask for

PHILCO

Important surveys show that 6 out of every 10 people, asking for a radio by name, ask for PHILCO! And this preference is growing. So are profits of our dealers!

RADIO SPECIALTY COMPANY

829 NORTH BROADWAY

MILWAUKEE, WISC.

NATIONALLY-KNOWN "ICE BOXES" MOVE AT ACCELERATED PAGE IN WINDY CITY

ZENITH OFFICIALS SET FOR ANNUAL JOBBER CONCLAVE

Harrison Wholesale Doing Fine Job on Emerson Line—R. Cooper, Jr.,
G-E Appliance Sales Largest in History of Firm—
Shelvador Activity at High Level.

Chicago Bureau:
308 W. Washington Street
Phone: State 8496

CHICAGO, ILL., Saturday—The RMA Convention has come and gone. The vast number of trade celebrities who came from many distant points are too numerous to name. This history-making convention of the radio industry is completely reported in other columns of this same issue. However, it must be recorded that Chicago gave these visiting delegates some real weather. As to electric refrigerator sales, local distributors and dealers are beginning to play some fine ball and it looks like double-header games from now on if this weather keeps up.

William Keith, sales manager of the Harrison Wholesale Co., Washington boulevard at Peoria street, is making a wonderful record for himself as a sales manager as well as for the line his company handles. He is doing a marvelous job on the new Emerson auto radio, for which the firm is distributor, and he showed the writer letters from the incandescent lamp division of the General Electric Co., notifying him that he has knocked off two prizes for himself and two of his salesmen for exceeding their quota by a huge margin.

The Conover Co., manufacturer of household electric dishwashers, has removed its general offices from 3135 Carroll avenue to the Household Appliance floor at the Merchandise Mart, the fourteenth floor.

Sales of R. Cooper Jr., Inc., local distributor of G-E refrigerators and other household appliances, so far this year have been the largest in the history of the concern, officials reported at a luncheon at the Medinah Club celebrating the firm's eighth anniversary. Sales of G-E refrigerators are 65 per cent. ahead of sales for the same period of 1934. R. Cooper Jr., Inc., distributes G-E dishwashers, vacuum cleaners and a complete line of laundry equipment besides the refrigerator. Sam Nides, sales promotion manager, comes in for a good part of the credit for this outstanding record.

I never mentioned my home town, West Chicago, but here is where I do and with considerable pride for J. A. Portner of Wheaton, a neighboring village, and who is rated as a really aggressive electric refrigerator dealer, has just appointed Harold F. Sheahan of West Chicago, as sales representative for "Our Home Town." Mr. Sheahan needs little or no introduction in West Chicago and there isn't any doubt

that he will have considerable success promoting the Leonard, Apex, Westinghouse and Kelvinator "boxes", Iron Fireman Stokers, Portner and Electrol oil burners, and a complete line of Conlon, Easy and Apex washers and ironers. The J. A. Portner organization is located at 225 W. Front street in Wheaton and has been established twenty-five years.

It is needless to say any more regarding the Zenith radio distributors' convention to be held at the Edgewater Beach Hotel on June 20, 21 and 22. From the way it is being promoted by Parker H. Erickson, advertising manager, and his assistant, Norbert H. Terwilliger, it is scheduled to be a huge success.

Ray Thomas, of Ray Thomas, Inc., Los Angeles, spent a day at the Zenith factory with E. A. Tracey, vice-president and general manager of the Zenith Radio Corp.

John G. Casagrande and R. I. MacClellan, sales representatives, spent a day at the factory last week discussing future sales plans with Mr. Tracey.

J. C. McLean, of the M. & M. Co., Cleveland, also was a visitor here.

E. G. Hefter, general manager of the Zenith Radio Export Division, was the host to several visitors from foreign lands. They were much impressed by a visit thru the Zenith factory. After discussing sales plans for the coming season with the Zenith officials, all expressed great enthusiasm.

Sam Schulman, of the Commonwealth Utilities Co., distributor here of Atwater Kent radios and refrigerators, changed his plans on a trip thru Pan-

(Continued on Page Twenty-five)

Enlarged Advertising Campaign by Philco

PHILADELPHIA, PA., Friday—The opening guns of a nation-wide advertising campaign on the new 1935 Philco radios will boom during the next few weeks as advertisements announcing the new models appear in many of the more important national publications, trade papers and dailies. Plans call for blanketing the entire country with a record-breaking campaign on the new models.

Starting this month also, is an elaborate campaign which will carry the story of Philco's new line to readers in nearly 200 cities from coast to coast. Always a believer in advertising, Philco plans this year to place more effect on this phase of promotion than ever before, inasmuch as the new campaign will eclipse all others in its magnitude and selling appeal.

GLASCO ELECTRIC HOST TO 200 SALES PEOPLE

KANSAS CITY, MO., Friday—One of the largest gatherings of refrigeration retail salesmen ever held in this city was conducted recently at the Sni-A-Bar Gardens under sponsorship of Glasco Electric Co., Crosley distributor in this territory. More than 200 retail sales people attended the meeting which was preceded by a dinner.

The party was in celebration of the increased sales of Shelvador "boxes" in this section. Speakers included George Hayden, Glasco sales manager; Lee Bird, Crosley field service manager, and Don Crosby, Crosley district manager.

**More than
1,250,000
Philco Radios
Sold In
1934 Alone!**



... and the greatest radio season of all is right at hand! It's good business to push the line that's most in demand! CASH-IN WITH

PHILCO

WAGNER RADIO CO.

612-614 N. Capital Ave.

Indianapolis, Ind.

**20,000,000
(TWENTY
MILLION)
RADIOS IN
USE TODAY!**



Many of these radios are obsolete—worn-out! Result: A vast replacement business which will more than ever increase the demand for the world's radio leader! CASH-IN WITH

PHILCO

The RADIO EQUIPMENT CO., Inc.

213 W. Jefferson Blvd.
South Bend, Ind.

212 Grandville Ave., S. W.
Grand Rapids, Mich.

"PHILLY" JOBBERS GOING STRONG AFTER REFRIGERATOR SALES

ARE AIDED BY WARM SPELL

Max Lewis Makes Tour of State in Interest of Universal Refrigerator Line — Trilling & Montague Forms New Heating and Air Conditioning Department— H. E. Richardson a Visitor.

PHILADELPHIA, PA., Saturday— Not content with the volume of refrigeration business which has been chalked up on their books, the Philadelphia jobbers and dealers have been pounding away at a reluctant market, in an effort to pry loose sufficient orders to make this season as big as was first anticipated. During the past two weeks the trade has been abetted by summer weather, which has helped to get the public refrigerator-conscious. However, according to all reports, business is not as good as it should be in this territory, with the outlying sections still producing the biggest part of the local distributors' sales quotas. The entire radio trade in this city is now looking forward to the coming fall season and the introduction of the new radio models. Despite an adverse refrigeration season it is difficult to dim the optimism of the trade which is evidenced by their plans for the fall radio business.

Under the leadership of Jack Marden, sales manager, the Motor Parts Co. this week held a successful showing in Harrisburg of the new 1936 Philco radio line. The event lasted for three days and the dealers in that section who had not already seen the new line were highly enthusiastic regarding its possibilities. This showing was held in the new offices of the Motor Parts Co. in Harrisburg.

Max Lewis, president of the Lewis & Carnell Co., has turned into a traveling man for the past two weeks, during which period he spent most of the time in the field with factory representatives of both the Landers, Fray & Clark and the United American Bosch Corp.

H. H. Silliman, of American Bosch, spent the past week with Mr. Lewis and Lew Leitman in the up-State sections. Bill Cashman, district manager of Landers, Fray & Clark, is expected back this week from a trip to the Pacific Coast, when he will come to Philadelphia to spend some time with Max and his salesmen.

F. Mackey, of the automotive division of American Bosch, visited Lewis & Carnell Co. last week and was pleased with the activity in auto radio sets. The salesmen of The Feinberg Co., Chester, Pa., were guests of Lewis & Carnell at a sales meeting held this week. The men were enthused over the progress being made with the Universal refrigerator line.

The Trilling & Montague organization has just formed a new department to be known as the Trillmont Engineering Division and will be under the direction of Milton R. Dallin. The work of this new unit will be devoted to all phases of heating and air conditioning. In order to bring this new department

to the attention of the public, the T. & M. company has contracted for a series of broadcasts over Station WFIL.

David Wepman, sales promotion manager of T. & M., announced this week that the company is now preparing to launch a new promotion drive on Norge ranges.

The executives of the company are planning to attend the Zenith jobbers' convention, which is scheduled for Chicago June 20 to 22.

Attesting to the completeness of the job which the Philadelphia Distributors has done in the Wilkes-Barre and Scranton sections, under the direction of Al Hughes, sales manager, is the present Stewart-Warner sales promotion campaign which is being conducted by the Kaplan Furniture Co. of Scranton. Besides the large amount of newspaper space which is being used by R. L. Hanst, advertising manager of the Kaplan company, the store has installed attractive window and store displays. The window trims show not only a cross section of a Stewart-Warner refrigerator but the many parts operating both individually and together.

H. E. Richardson, assistant to Powel Crosley, Jr., president of the Crosley Radio Corp., spent two days in Philadelphia this week, making plans for a six weeks drive on Crosley refrigerators, in conjunction with L. K. Theilscher and the local Graybar Electric branch. The Graybar company is also at present planning on starting its fall radio activity within a short time.

D. D. Weiss, president of the Philadelphia Motor Accessories Co., local Sparton distributor, states that his branch in Allentown has been making steady progress on this line.

The Philco open house which was in progress since last Wednesday was attended by many local dealers, all of whom expressed confidence that the new line of 1936 Philcos will be extremely popular with the public. Julian Pollack, president of the Dittman-Pollack Advertising Agency, who handles the advertising for the local distributing branch, stated that the open house event proved very successful.

The Harvard Radio Stores, chain organization in the Philadelphia market, this week filed a petition for a re-organization under section 77B of the Bankruptcy Act.

—GEORGE M. GOLDSMITH.

RADIO RETAILERS IN ARKANSAS CONVENE

LITTLE ROCK, ARK., Wednesday— The Bush-Caldwell Co., state distributor of Philco radio, unloaded two carloads of the sets on Monday, just half of the initial order for the season, according to announcement by John Hunt, general manager.

"Philco dealers of Arkansas will meet here June 18 and see for the first time the complete 1936 line of Philco radios," said Mr. Hunt. "Shortly after that time we will make a display to which the public will be invited."

NEMA EXECUTIVE BODY MEETING ON JUNE 28

A meeting of the executive committee of the National Electrical Manufacturers Association will be held at 10 A. M. on June 28 at NEMA headquarters, 155 East Forty-fourth street, New York.

IN APPRECIATION



To our Pacific Coast Distributor and Dealer Organization, deep appreciation for the marvelous cooperation that you gave this Company during the season of 1934 and 1935. Those twelve months saw new sales records and new highs in distributor and dealer profits established. But, looking at the tremendous values presented by Philco in its line in 1935, and realizing that general business conditions are steadily being bettered, we know that the Radio season of 1935 and 1936 will see the smashing of all previous records.

Yours for the biggest profit year in the history of your business,

Sincerely,

Cliff S. Bettinger
Pacific Coast Division Manager



**For the SIXTH
Consecutive Year!**

PHILCO RADIO & TELEVISION CORPORATION
218 FREMONT STREET
SAN FRANCISCO, CALIFORNIA

Southern California and Arizona Acclaim Philco's Sixth Year of Leadership

- ★ Philco continues to lead in the radio industry for the sixth consecutive year.
- ★ More than 5,500,000 Philco Radios in use in the United States.
- ★ More than 1,250,000 Philco Radios sold in 1934 alone.
- ★ 356,828,392 Magazine messages sell Philco Radios for you.
- ★ Philco newspaper advertising is triple that of the nearest competitor.
- ★ Institute of Audible Arts.
- ★ Western World Wave Club.
- ★ 1934 Surveys show that six out of ten people asking for a radio by name ask for Philco.



There are a few choice dealer locations open to Philco franchises. Write the distributor in your area for complete information immediately.

Southern California and Arizona Philco Distributors

Listenwalter & Gough, 819 E. First St., Los Angeles, Calif.

Listenwalter & Gough, 459 Golden Ave., Long Beach, Calif.

Lamb Electric Co., 1200 Anacapa St., Santa Barbara, Calif.

San Diego Standard Electric Corp., 1407 Columbia St., San Diego, Calif.

Electrical Equipment Co., 424 N. Central Ave., Phoenix, Ariz.

Pacific Northwest Acclaims Philco's Sixth Year of Leadership

- ★ Philco announces the most complete line of radio receivers ever offered the public.
- ★ A home set for every purse and purpose from \$22.95 to \$625.
- ★ Philco's complete lineup of Auto Radios from \$42.95 to \$75.
- ★ Philco's complete parts setup merchandised by Radio Manufacturer's Service spells increased profits for Philco dealers.
- ★ Pioneer of High Fidelity, Philco announces Super High Fidelity in an All Wave Receiver of 15 tubes.
- ★ Philco pioneers acoustic clarifiers.
- ★ Philco announces the Precision All Wave Dial, bringing you a true All Wave Receiver (including U. S. Government Weather forecasts), to sell for as little as \$69.50.



There are a few choice dealer locations open to Philco franchises. Write the distributor in your area for complete information immediately.

PACIFIC NORTHWEST PHILCO DISTRIBUTORS

Philco Northwest Distributors, 2208 Fourth Ave., Seattle, Wash.

Philco Distributors of Oregon, 123 N.E. Third Ave., Portland, Oregon.

Tull & Gibbs, 705 First Ave., Spokane, Wash.

Radio Supply Co., 1017 Main St., Boise, Idaho.

Standard Furniture Co., 520 Central Ave., Great Falls, Mont.

Ellis Paint Co., 105 West Park St., Butte, Mont.

Northern California, Nevada and Utah Acclaim Philco's Sixth Year of Leadership



- ★ Philco Automatic Aerial Selector, built-in, automatically switches-in the exact electrical values needed to maintain maximum power on each wave band, when Philco is equipped with All-wave Aerial.
- ★ Philco Noise Excluding Signal Amplifier (Robot Tuner) automatically amplifies the station signal while rejecting interference and image noise.
- ★ Philco New High Fidelity Audio Tubes (exclusive with Philco) give the mellowness so necessary for true High Fidelity Tone.
- ★ Philco Two-In-One High Fidelity Speaker makes possible auditorium volume without distortion.
- ★ Philco Inclined Sounding Board projects the sound to the ear level.
- ★ Philco Wide Angle Sound Diffusers spread all sound evenly throughout the room.
- ★ Philco Shadow Tuning makes possible perfect tuning.
- ★ Philco Five Point Program Control enables the adjusting of radio to receive each program at its best.
- ★ All Philcos conform in every respect to the Underwriters' Safety Standards.

There are a few choice dealer locations open to a Philco franchise. Write the distributor in your area for complete information immediately.

Northern California, Nevada and Utah Philco Distributors

Jas. S. Remick Co., Inc., 909 Twelfth St., Sacramento, Calif.

Devlin & Drew, 1302 Van Ness, Fresno, Calif.

Jobbers Electric Company, Santa Rosa, Calif.

Strevell-Paterson Hardware Co., 126 S.W. Temple St., Salt Lake City, Utah.

Philco Radio & Television Corporation of California, 218 Fremont Street, San Francisco, Calif.

HAWAIIAN ISLANDS:

Nylen Bros. & Co., Ltd., Honolulu.

The Moses Company, Hilo.

NATIONALLY-KNOWN "ICE BOXES" MOVE AT ACCELERATED PACE IN WINDY CITY

ZENITH OFFICIALS SET FOR ANNUAL JOBBER CONCLAVE
Harrison Wholesale Doing Fine Job on Emerson Line—R. Cooper, Jr.,
G-E Appliance Sales Largest in History of Firm—
Shelvador Activity at High Level.

(Continued from Page Nineteen)

ama and went to Bermuda instead for a much needed vacation. He is expected to return to the city in about two weeks.

Evan O. Thomas, vice-president and general sales manager of the Hurley Machine Co., of Chicago, makers of the Thor washers and ironers, has left for a vacation trip to Europe, and was accompanied by Mrs. Thomas.

C. S. Tay, local manager for the Crosley Distributing Corp., is staying awake at nights to keep up with orders and deliveries on the Crosley refrigerators now that the much-awaited warm weather has arrived. During the RMA Convention Mr. Tay was host to two visitors from the Crosley factory at Cincinnati: J. P. Rogers, vice-president of the corporation and Leonard Kellogg, president of the Crosley Distributing Corp.

The Middle West Distributing Co., 601 West Washington boulevard, is now in the process of being completely remodelled into one of the most ultra-modern wholesale and retail outlets in the city. "Barney" Olshansky, president of this well known establishment, is one of the cleverest merchandisers in

the business and when he advised me this morning that when alterations were completed they were "going places" I am inclined to believe that we are going to see some real action. Their floor display space will be practically doubled.

The Climax Radio & Television Corp., 513 So. Sangamon street, is going at capacity production to meet the demand for its auto radio and Joseph Wolfe, treasurer of the company, advised that he has filed patent papers on a new and very unique improvement for home radio receivers which will help the Climax fall line go over with a bang.

Jacob Seidscher, president of the above firm, advises that he has appointed representatives in Kansas City, Detroit, New Orleans, Atlanta, Pittsburgh, Philadelphia, New York and the New England States. Most of the men are old associates of Mr. Seidscher.

Nathaniel Baldwin's new Zephyr fan, which was introduced to the trade a month ago, is reported to be making rapid gains.

Nathaniel Baldwin officials advise that the sale of Zephyr far exceeds their expectations. This fan is a beautiful chromium-plated stand fan with a ten-inch self-cooling non-oiling unit. It is adjustable in height from 36 to 65 inches and lists for \$12.50.

Albert B. Gaber, vice-president and treasurer of Nathaniel Baldwin, advises they will introduce a new electric item within the next month.

—W. S. AKIN.

RCA AMPLIFICATION AT SHRINE CONFAB

WASHINGTON, D. C., Thursday—One of the most elaborate and flexible sound re-enforcement and public address systems ever built plays an important role in the gala festivities and proceedings at the National Shriners Convention now in progress in this city. Through special arrangements made by the General Motors Corp. with RCA Victor, an impressive total of 56 velocity microphones and 72 giant loudspeakers with associated apparatus were brought into action every day of the convention.

NEW GREENSBORO, N. C., CONCERN IS CHARTERED

GREENSBORO, N. C., Wednesday—Electric Supply & Equipment Co., of this city, has been chartered by Secretary of State S. W. Wade to buy and sell electrical supplies, fixtures, equipment, materials, apparatus and appliances. The authorized capital stock is \$100,000, with \$300 stock subscribed by the following incorporators: H. M. Sutherland, Mrs. H. M. Sutherland, Greensboro, and P. R. Fogleman, High Point.

TRADE ITEM

The Arthur Jordan Piano Co., one of the largest houses in Washington, D. C., has added the Crosley Shelvador electric refrigerator line.

DIXIE RADIO SERVICE MEN IN 4-DAY MEET AT MONTGOMERY, ALA.

(Special to THE WEEKLY.)

MONTGOMERY, ALA., Saturday—P. F. Metzler, of Birmingham, president of the Alabama Radio Service Men's Association, arrived here yesterday to complete arrangements for the first Alabama and Southern Radio Convention, which opens Monday for four days. Approximately 500 service men and dealers are expected to attend.

"Aside from introductions to the latest scientific achievements in the field of radio and electricity," said Mr. Metzler, "it is probable that the radio men will pass some resolutions at the meeting here next week. Members of the Alabama Radio Service Men's Association likely will protest vigorously against license levies, proposed in the State revenue bill against radio and electric refrigerator dealers. The bill would assess a State license charge of \$100 against each radio dealer and \$100 against each refrigerator dealer, which charges would be in addition to licenses levied by counties and cities.

"The effect of such a high license charge," the association president asserted, "would be to drive the little fellows out of business, destroy competition and increase the ranks of the unemployed.

"We appreciate the fact," he continued, "that the State should levy a license charge on radios and refrigera-

tors as well as other commodities, and our organization will not interpose an objection to a reasonable license fee.

"Action to continue in effect the fair wage and hour and trade practices of the NRA also will be taken," Mr. Metzler added. "There is little doubt that virtually all of the radio dealers and service men are anxious to continue in effect the principles established by the NRA." —L. D. B.

Little Rock Crosley Jobber Sponsors Sales Meeting for Retailers

LITTLE ROCK, ARK., Saturday—The Boren Bicycle Co., State distributor of Crosley radio and refrigeration products, sponsored a sales and service meeting for its dealers here this week.

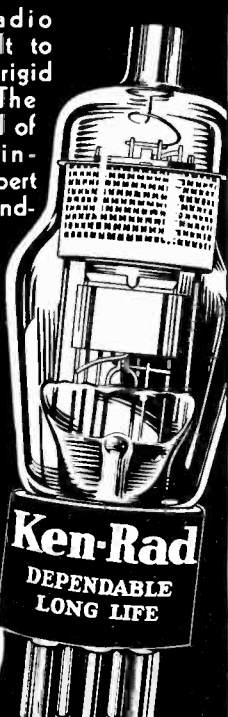
Lee Bird, Crosley refrigeration engineer, and George Lasley, Crosley district manager, were in charge of the program. A motion picture of the Crosley factory in operation was shown.


Refrigeration sales and advertising plans for the remainder of the season were discussed by Mr. Lasley, who also outlined briefly the factory's plans for the coming radio season.

Mr. Bird outlined the engineering progress of the Crosley refrigerator from the company's first unit to the present line. He said the company manufactured 132,000 refrigerators last season, and that the output this year is to be 200,000.

A buffet dinner was served at the Boren store and a brief program after dinner closed the meeting.

Ken-Rad Radio Tubes are built to meet the most rigid requirements. The highest standard of quality is maintained by expert workers. Dependable long life is assured. Dealers are proud to handle Ken-Rad Radio Tubes.





Ken-Rad
DEPENDABLE
LONG LIFE

The **KEN-RAD CORPORATION, Inc.**
Division of Ken-Rad Tube and Lamp Corporation
OWENSBORO, KY.
Also Mfrs. of Ken-Rad Incandescent Electric Lamps

Ken-Rad

Radio Tubes

DEPENDABLE LONG LIFE

WRITE

The Name and Address of this
Company in your Buyers Book as

HEADQUARTERS FOR QUALITY LOW PRICE RADIO SETS

Tuned Radio Frequency, Superheterodyne models
with broadcast, police, amateur and foreign bands
with pilot lights or airplane dials.

Licensed Under RCA Patents

Exclusive Cabinet Designs and Brand
Names for Quantity Buyers.

Write us To-day

FREED MANUFACTURING CO., Inc.

127 West 17th St., Phone: CHelsea 3-1717, New York, N. Y.

Cable Address: **RADIOFREED, N. Y.**

FACTORY OFFICIALS ADDRESS PHILCO FOLK AT SALT LAKE CITY

WIDE AREA REPRESENTED

Strevell-Patterson Hardware Co.
Host to Retailers — O'Loughlin
Wholesale Radio Supply Co. to
Operate Wholesale Exclusively.

SALT LAKE CITY, UTAH, Friday — Harry R. O'Loughlin, president of the O'Loughlin Wholesale Radio Supply Co., now located at 315 South Main street, announces that this firm, which now sells at retail as well as wholesale, anticipates a change of policy shortly, in that it will operate exclusively as wholesaler of radio supplies for the Intermountain district, handling, as now, the International Kadette and the Sentinel radios as well as all kinds of parts and supplies, testing and sounding equipment, etc.

Before this change can take place, Mr. O'Loughlin states, he is obliged to lease and sub-rent his present quarters, after which the new location shall be decided upon and announced.

The business of this organization is largely mail order and a new catalogue is being issued from here at the present writing, it is reported. Business is thriving here.

G. A. Rogers, president and general manager of the Strevell-Patterson Hdwe. Co., distributor of Philco radio thruout the Intermountain country, returned recently from the jobbers' cruise to the British West Indies.

Mr. Rogers returned in time to make preparations for the largest dealer meeting ever held in the Intermountain territory. The large ballroom at the Hotel Utah here was crowded to overflowing, tables having had to be spread in the hall also, to accommodate the 350 dealers who hailed from as far as five hundred miles away, some coming from as far as Salmon City, Idaho.

Features of the new models were out-

lined to the dealers who came from Utah, southern Idaho, central and eastern Nevada and western Wyoming at this banquet and meeting, with Harry Boyd Brown, merchandise manager of the Philco corporation; Cliff S. Bettinger of San Francisco, Pacific division sales manager, and H. E. Grimm, district representative, among the honored guests.

They were greeted in this city by President and General Manager Rogers of the wholesale company, and Stanley Walker, sales manager.

Mr. Brown in addressing the gathering stated that while great strides have been made in the improvement of television, its practical application on a large scale still remains to be accomplished.

Mr. Bettinger outlined the new credit plan instituted by the company and told how the Radio Institute of Audible Arts, sponsored by Philco, is being received by the radio public. He also introduced the new line of merchandise to the dealers, along with details of the special purchase finance plan, which was gone into further by J. D. Ensign from the Commercial Credit Co. Frank W. Asper, local organizer, also spoke briefly on the benefits of the Radio Institute of Audible Arts from the standpoint of music and music appreciation.

H. E. Grimm of Salt Lake City was introduced as a new district merchandising, advertising and sales promotion head for this zone. Forty three models of the new Philco 1936 radios were on display, and much interest in them was shown by all of those present.

The Home Appliance Co. of Salt Lake City, with O. E. Chytraus in charge, reports a highly satisfactory business in refrigerators now that warmer weather has set in. Radio is holding its own but things are expected from this branch of the trade here with the advent of fall.

Ten salesmen are out in the territory for this company which handles the American Bosch and Stewart-Warner radios and the Gibson refrigerator.

W. L. Cootes, former general manager of the Motor Equipment Co., distributor of Atwater Kent radio and RCA Radiotrons, has just formed a concern under the name of W. L. Cootes, Inc., at 601 South State street here, where he will be a distributor for

the Atwater Kent radio and Leonard refrigerator.

I. F. Christensen, assistant manager of the Z. C. M. I. radio department, distributor and dealer of RCA radios and phonograph combinations, and also for the Fairbanks-Morse and Crosley refrigerators, reports quite a thriving business in electric "boxes". An extensive exploitation campaign is now under way on the new model Fairbanks-Morse, featuring the Conservador at \$139.50, and other models "as low as \$99.50." The new L. & H. electric ranges are also being publicized a good deal by the Z. C. M. I.

The new model 50-S Grunow large refrigerator at \$129.50 complete is being featured by dealers this week.

The Westinghouse Streamline refrigerators are being offered here with thirty-six months to pay and no down payment on the "F. H. A." plan.

—V. B. HUTTON.

Preview of New Philco Line Held in Houston

HOUSTON, TEXAS, Wednesday — Approximately 250 Philco radio dealers from the Houston territory assembled at the Hotel Rice on Monday evening and heard numerous prominent speakers discuss developments in the radio field and also the latest merchandising plans.

Philco officials here for the meeting included C. E. Carpenter, manager of tube sales, Philco Radio & Television Corp., Philadelphia; J. M. Skinner, Jr., assistant to the vice-president in charge of sales promotion, Philadelphia; N. J. Kanely, district representative, of San Antonio; J. F. Gilligan, assistant sales manager of the Philco Radio & Television Corp.; A. B. Covington, manager of the Dallas office of the corporation, and March Fisher, manager of the distributors' division of the Philco auto radios, of Philadelphia.

While in Houston the visitors were guests of the Crumpacker Distributing Corp., Philco distributor in the Houston territory. Taking an active part in the meeting here were E. L. Crumpacker, president of the company, and George Turney.

FOREIGN FIRMS SEEK U. S. MERCHANDISE

WASHINGTON, D. C., Friday — A number of inquiries for radio and other electrical merchandise from foreign sources has recently been received by Andrew W. Cruse, chief of the Electrical Division of the U. S. Department of Commerce. Interested American firms can receive information on the following leads by writing Mr. Cruse and referring to the number of the inquiry.

No. 8993 is an inquiry from a firm in the Canary Islands seeking radio sets, tubes, electric lamps, lighting fixtures, X-ray tubes and Neon signs. Another firm in the Canary Islands, No. 8977, is seeking a connection with a maker of radio sets (table sets and consoles). From Chile, No. 8989, comes an inquiry for radio sets and electric refrigerators, while a connection with a radio set and tube manufacturer is sought by a French concern, No. 8963.

Refrigerator parts are sought by a firm in England, No. 8962, while various types of tubes are sought by a company in India, No. 8987. From Switzerland comes an inquiry, No. 8991, for electrical appliances.

Lincoln Holds Meetings For Dealer Salesmen

BALTIMORE, MD., Friday — About thirty members of the retail sales organizations of the Hub and O'Neil department stores in this city attended a meeting held recently under the auspices of Lincoln Sales Corp., distributor in this section for the products of the Crosley Radio Corp. Both of these outlets recently took on the Crosley Shelvador electric refrigerator line.

Another important new account recently signed by Lincoln is the Stewart & Co. store of this city. A meeting of the sales force of this outlet was also held recently. C. Howard Buchwald, president of the distributing concern, addressed both meetings.

TRIAD FOR QUALITY

THE TRIAD POLICY OF CUSTOMER SATISFACTION FIRST,
LAST AND ALWAYS, HAS RESULTED IN CONSTANT SOUND
GROWTH YEAR IN AND YEAR OUT



WATCH TRIAD IN 1935!



WRITE FOR DETAILS OF THE
INDUSTRY'S MOST PROFITABLE RADIO
TUBE PROPOSITION



MANUFACTURERS
OF A COMPLETE
LINE OF RADIO
TUBES

FACTORY AND HOME OFFICE

BRANCH OFFICES
AND WAREHOUSES

NEW YORK
CHICAGO
LOS ANGELES
SEATTLE

TRIAD MANUFACTURING CO., INC.
PAWTUCKET RHODE ISLAND

AUTO RADIO

"General" Quality
VIBRATORS

for 90% of
SETS IN USE



To insure the most permanent and dependable service, General Full-wave Vibrators are provided with the highest grade Swedish spring steel reed and with oversized tungsten contacts—assuring long life.

Free for the Asking!

Auto-Radio Vibrator Guide listing 220 models of radios on which you can replace the vibrator with one of 22 General Units.

General Transformer Corp.
504 So. Throop St. Chicago, Illinois

27 Park Place
New York City

The Triple Test!

ELECTRICAL— proper wave shape and minimum sparking.

INSULATION — must resist high voltage, high frequency.

MECHANICAL— parts must not work loose and exact spacing must be maintained after our special JIGGLE TEST.

A Woman talks to a Neighbor



... and a customer enters a store

"I wouldn't be without my Shelvador!" "It saves me money!" "Uses less than a dollar's worth of current a month!" "It's the handiest thing in the world!" "Four years and not a cent for repairs!" "The quietest electric refrigerator we ever had!" "The Shelvador makes things so easy to find . . . much more roomy, too!"

And so it goes. Letters to Crosley by the thousands. Good words over backyard fences and bridge tables and tea cups. All with the same keynote—"I am glad I selected the Shelvador!"

Herein lies the answer to Shelvador's sensational sales growth—this year reaching peaks that seem fantastic to those on the sidelines. But to Crosley dealers the answer is plain. The answer is loud—it rings in the till. This: Wherever the Shelvador goes, it creates the kind of goodwill that is whispered from neighbor to neighbor—written from friend to friend.

Introduced and explained by Crosley's most far-reaching advertising campaign over WLW and through national publications . . . enthusiastically talked about by users, the Shelvador is today discussed whenever a housewife thinks of a new electric refrigerator. And mounting Shelvador sales show which way she decides.

"I judge by my previous light bills and my present bill that the cost of operating Shelvador is about 90c a month." Mrs. Campbell, Ill.

"... although the fire in our home was all around Shelvador and the outside ruined, the inside was perfect, which proves that the insulation must have been very good." Mr. Beers, N. J.

"I thank Crosley for putting a refrigerator on the market that a person with modest means can afford to own." Mrs. McClurkan, Ky.

"Our light bill averages from \$2.85 to \$3.20 a month and this means an increase of only about 50c after we bought the Shelvador." Mrs. Rankin, Tenn.

"... it has more food space and Shelvador is simply marvelous for fruits." Mrs. Krasuki, Okla.

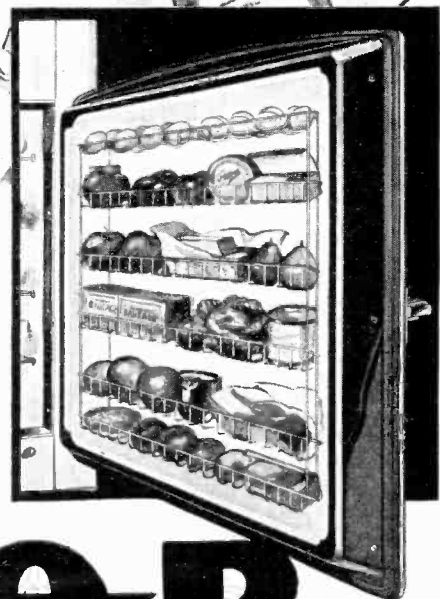
THE CROSLLEY RADIO CORPORATION - CINCINNATI

POWEL CROSLLEY, Jr., President,

(Pioneer Manufacturers of Radio Receiving Sets)

Home of "the Nation's Station"—WLW—500,000 watts—most powerful in the world—70 on your dial

CROSLLEY SHELVADOR



PHILCO

FOR THE EXPORT MARKET
All Voltages & Wave Lengths
AMERICAN STEEL EXPORT CO., INC.
 347 MADISON AVE. NEW YORK, N.Y. TEL. MU 5-1111

A Real Radio
 EXCLUSIVE EXPORT DEPT.
 OF PHILCO RADIO AND TELEVISION CORP.

REFRIGERATOR SALES SHOW SLIGHT DECLINE IN ST. LOUIS MART

COOL WEATHER IS BLAMED

Brandt Electric Co. Doing Outstanding Job on Home Appliances — Outlook for Summer Season Is Unusually Bright in Territory.

ST. LOUIS, MO., Saturday—Downtown St. Louis store sales of electric refrigerators show a slight decline for the month of May and the first ten days of June as compared with the same period of 1934. The weather is blamed. A year ago St. Louis was sweltering with temperatures of 100 degrees. On the day this is written the mercury hovered around 60 degrees in the late morning hours.

An outstanding house furnishings establishment advertised the store would be opened until 10 P. M. and a nationally-known refrigerator was listed at a special price. A rain started falling at 7 P. M. and it rained all night. Sales were only fair.

The Brandt Electric Co., known for its aggressive promotion of refrigerators, radios and washers, established a large gain in unit and dollar sales of "boxes" in the first four months of 1935

over the like period of last year. Since May 1, electric "box" sales have declined as compared with the same month of 1934. The Crosley and Gibson lines are promoted here. More recently the Hotpoint was added.

"The Crosley refrigerator has become known as a stable product in a short time," says C. C. Humburg, advertising manager of the Brandt store. "It is getting national recognition."

The Brandt store sales of radios registered a substantial gain last season. Baseball broadcasting did not step up radio sales this spring as was expected. Bad weather and the waning interest of the public in last year's diamond stars may account for the failure of the radio market to materialize this spring, it was said.

The Brandt store carries one of the largest lines of washers in St. Louis. Nearly every nationally-known make is sold here. Brandt has specialized on washers for twenty years and built up a tremendous merchandising power through a policy of being able to show the housewife models of every line nationally advertised. Arthur Brandt is head of the company, which has its store at 904 Pine street.

In a period of six weeks the Stone Electric Co. of 713 Pine street has put the International Kadette Jewel radio in fifty stores of metropolitan St. Louis. Aloe's Photo Supplies store and Lamert Furniture Co. are among the downtown stores which have recently added the Kadette line.

The current window display of seven dummy Kadette cabinets has been an important factor in selling the line, says

J. J. Stone, head of Stone Electric. "If a customer desires a particular colored cabinet," he said, "the dealer can easily take a chassis from a set in stock and transfer it into any one of the dummy cabinets."

Stone Electric is meeting with sales success in promoting the new Kadette combination auto and home radio. It operates in the home on 110 volts, AC current, or in the car on a six-volt battery. This set and all others carry a one-year factory service guarantee. William D. Hinchey, formerly with the Benwood-Linze Co., is promoting Kadette sales. He has a wide acquaintance and is a live wire. The Stone company has withdrawn from the refrigerator business and will concentrate on radios. The distributorship of Tobe electrolytic condensers, available to all popular receivers, was recently acquired.

"I want to see that refrigerator with the shelves in the door," is the way in which many visitors to the refrigeration department of the big Union-May-Stern Co. asks to see a Crosley. "It is something different," says Frank A. Walsh, refrigeration division manager of all the "Union" stores.

The Norge refrigerator has always been a big seller at the Union-May-Stern stores. "Many people will ask for it by name when they come in," Mr. Walsh said. Total refrigerator sales for the first ten days of June are lagging behind the sales figure for the same ten days of 1934. The "Union" stores had a G-E cleaner sales campaign for the entire month of May and 400 were sold.

The Crosley refrigerator is being promoted for the first year at the Buettner Furniture Co., 1007 Olive street, and it is registering popularity in sales, says Harry W. Kornhardt, in charge of refrigeration sales. The leading seller is Model FA-50, listed at \$129.50. The Sparton refrigerator has been promoted at Buettner's for the last three years and its features have appealed to the buying public, he said.

The practice of some retail furniture dealers in including the carrying charge in the advertised list price on refrigerators has been largely eliminated by the cooperation of distributors, declared Gail Ussury, secretary of the St. Louis Retail Furniture Dealers Association. Officers of the association are holding conferences with some of the general wholesale houses which sell furniture to retail dealers who are customers of the former for merchandise other than house furnishings.

A large replacement market for refrigerators is seen by Arthur J. Smith, refrigeration buyer of the Hellrung & Grimm H. F. Co., 904-08 Washington avenue. It is difficult to see a saturation point for the electric "box" any more than it is for the automobile, he added. The wet, cool weather has hit the current refrigerator season. The Grunow, Leonard, Electrolux and Spar-

ton lines are displayed here on the first floor.

The large Biederman Furniture Co., occupying a three-story brick building and which runs one-half of the block facing Franklin street, reports a fine increase in dollar and unit sales for refrigerators in the first five months over the same period of last year. "Business went off two weeks ago but we note a revival in the last two days," William Biederman said. "The Norge is popular with our customers and we have found it a most satisfactory line with us."

Biederman's has a neat radio studio and here the Philco is featured. A Neon electric sign with the letters "Biederman's" runs from the first floor to the top of the building. Radio set sales show a gain for last winter, Spring sales are fair.

Refrigerator sales for the first four months advanced over the corresponding period of 1934 and dropped behind for May and June at the Lauer Furniture Co., 825 North Sixth street. Lauer is promoting the Norge line for the second season and it is proving to be an "acceptable piece of merchandise with the public," says H. R. Horne, refrigeration buyer.

Lauer's did a satisfactory radio business in the fall and winter. The spring sales have been disappointing, stated Mr. Horne. The Philco radio line is specially promoted here.

Seen and heard around town: "Crosley sales show a twenty-five per cent. gain this season over last year," says Morris E. Lasky of American Furniture Co. . . . A polar bear background for the Norge, Sparton, Crosley and Gibson refrigerators in an Union-May-Stern Co. window and it's really chilly outside. . . . Emerson auto and home radio line gets a premier window display at the entrance to the new and larger home of the J. D. Carson Co., house furnishings outlet on Olive street. . . . Goldman Bros. shows the Gibson line in one of the largest window displays in town. . . . "A woman who has owned a Copeland refrigerator for ten years came in the other day and asked for the first check-up," says William J. Shelton, manager of the appliance department of the Wellston Furniture Co.

—HOWARD BARMAN.

KIRKMYER HOST TO PHILCO RETAILERS

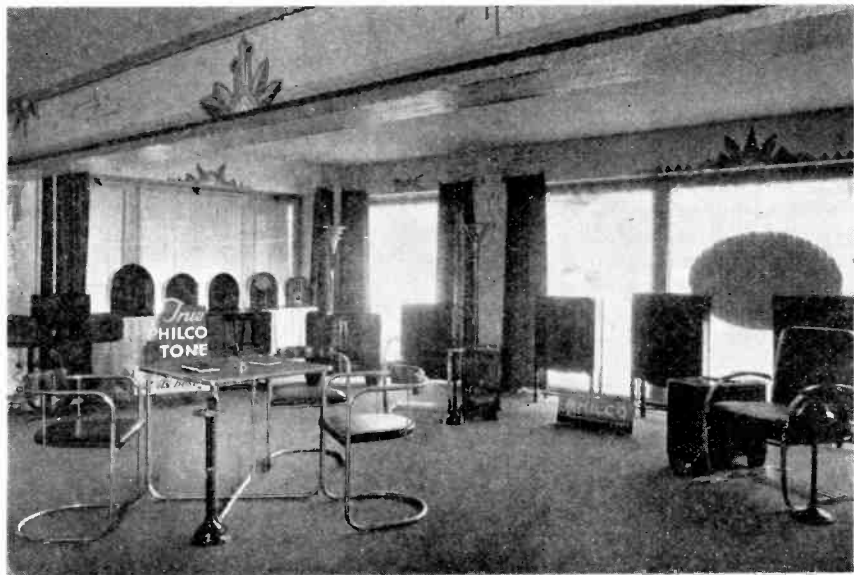
RICHMOND, VA., Friday — Philco dealers from Virginia and North Carolina were entertained recently by the Kirkmyer Electric Co., of Richmond. The 1936 Philco line was introduced. L. S. Hodges, manager of the Kirkmyer firm, and Jack Allison, southern sales manager of the Philco Radio & Television Corp., were principal speakers.

.. the largest, individual PHILCO
 RADIO and KELVINATOR
 ELECTRIC REFRIGERATOR
 distributor West of Chicago

*a record which we plan
 to maintain during 1935!*



LISTENWALTER & GOUGH, Inc.
 819-827 EAST FOURTH ST.
 LOS ANGELES, CALIF.



What a Reception

New 1936 PHILCO

is going to get in the Rocky Mountain Region!



I am going to introduce this most sensational of all PHILCOS in style befitting the marvelous radio it is

JUNE 19th

I'm inviting all Radio Dealers in the Rocky Mountain region to attend my PHILCO party.

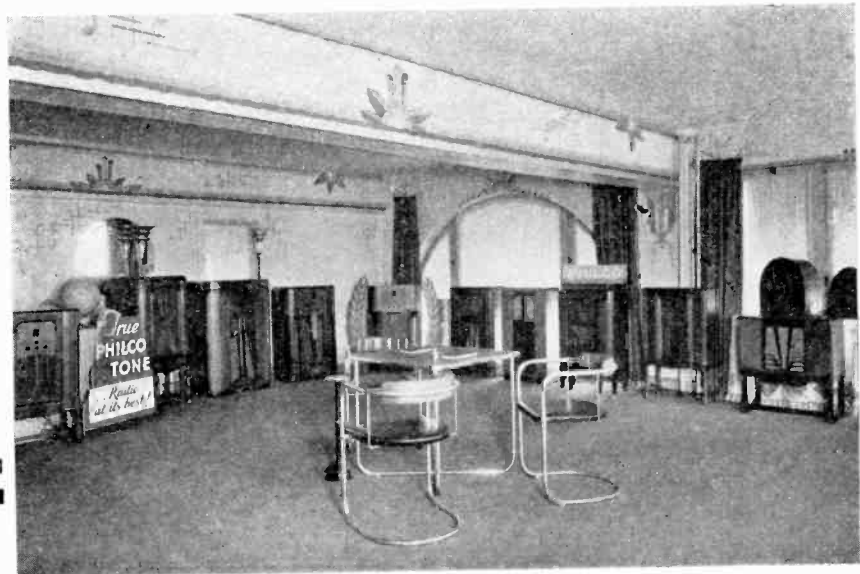
I'm promising them a big surprise in Radio values—and a good time.



HARRY MOLL—himself

Harry Moll, Inc.

"The House of Service"
444-14th STREET, DENVER, COLO.



KITCHEN APPLIANCE BUSINESS GROWING RAPIDLY IN OHIO

RURAL DISTRICTS ACTIVE

Farmers in Buying Mood, Aver Retailers—Electric Range Coming in for Good Share of Volume—Commercial Electric Co. Holds Three-Day Open House for Showing of New Philcos.

TOLEDO, OHIO, Saturday—Refrigeration demand seems to have definitely gotten under way here with the result that merchants are elated over the fine business turned in this week. Warm wather has turned the tide. While the season on account of the cool, damp weather has lagged, sales are nevertheless well ahead of a year ago. Efforts have been doubled to make June a peak month. Advertising and direct mail promotions are performing a great service in inducing the housewife to modernize her domain—the kitchen. She is for the most part eager to have a bright, new refrigerator, range and the latest washer. Never has she responded to this appeal as she is doing today.

Auto radio sets and smaller household models are moving best at this time. The small outfits are being sold as a second set for the cottage, boat, the porch, etc.

Electric ranges probably are showing as much speed as any appliance. The predictions made for several years that the range will follow the "coloer" as the next big seller seems about to be fulfilled. Trade on the whole is better.

At the Lion Store, the Baer-Braddock match practically sold out a shipment of 100 small radio sets used as a special, according to William Wright, in

charge of the department. June is the best month in sales since January, he said. Philco, RCA Victor and Sparton auto sets are moving briskly and home sets are holding their own. The house recognizes no radio season but plugs consistently for more business, Mr. Wright stated. Cottage and resort radio business has been gratifying.

In the refrigeration section, Paul Hauptert, manager, stated that the variety of G-E and Frigidaire goods offered during the past week has produced a heavy volume. The assortment and displays are changed almost daily. The G-E anniversary numbers added to the volume here. The G-E electric ranges have been taken on by the store. Every salesman selling his quota of ranges and "coolers" will be taken to see the National and American League championship baseball game in Cleveland, July 9.

On Tuesday G-E held a cooking school and demonstration of the ranges and served dinner for the Lion Store sales staff. Next Tuesday H. G. Bogart Co., G-E distributor, will have as its guests salesmen at American Legion Island.

J. C. McNicholas has been appointed manager of the electric shops here. He was formerly associated with Apex washers. Dan Neigswander has joined the American Stove Co., Buffalo, as sales representative. He was formerly general manager of the electric shops here.

The Commercial Electric Co., Philco distributor, held a three-day open house meeting for dealers in the Toledo area at the Hillcrest hotel on Tuesday, Wednesday and Thursday. The company serves 18 counties in northwestern Ohio and two counties in Michigan. The new 1936 Philco line was displayed and was received with great enthusiasm. Nate C. Goldman, president, stated. The meeting was in charge of the radio division of the company which includes besides the president, Norman H. Cook, sales manager, Gilbert Zimmerle and Jay Arman, territory representatives.

Edward Carney, district manager and George Deacon, district factory representative, were in attendance. The meeting was the largest held in this territory in recent years, Mr. Goldman stated, and more franchises and more sizeable orders were booked than for years.

The J. W. Greene Co., distributor of Atwater Kent radios and Westinghouse refrigerators and retailer of radios, refrigerators, pianos and small goods and records, according to Tom Mason, sales manager, is enjoying the best run of business in years. He and W. W. Smith, president, recently returned from the A-K jobber convention in Atlantic City.

Westinghouse "cooler" sales are practically double those of last year. The factory is behind in orders. H. F. Heyman, factory representative, reports that 28 contest retail salesmen winners were entertained in Detroit at the Webster Hall Hotel at dinner and floor show and at the baseball game, all were from the Toledo territory. Another Westinghouse refrigerator retail salesmen's contest will start June 17.

The Electric Range & Equipment Co. is enjoying an increased volume of Leonard refrigeration business since the weather has turned warmer, according to Perry White, sales manager. He also stated that the power companies are lending their assistance in selling "coolers" by taking the dealers' paper and giving in some instances as long as four years to pay for the appliance. Mr. White stated the item which has jumped up in sales probably more than any other is the electric range. It has found its greatest acceptance in the rural section, because the farm is not able to have natural gas. Much of the business is coming unsolicited. Dealers are having inquiries from unexpected sources. Ranges will sell as well as "coolers" in some territories this year, Mr. White stated.

A. C. Sizemore, prize winning retail salesman here, has been sent to Leonard key cities to assist dealers in closing "box" deals.

The Home Appliance Co., 2102 Adams street, Apex refrigeration dealer, has recently added the Leonard to its line. C. A. Blinn is president of the company and H. A. Bonsteel, formerly of the J. W. Greene Co., is sales manager. Mr.

COMPLETE RADIO FACTORY FOR SALE

Fully equipped modern radio plant, including all the latest laboratory equipment, tools, machinery, office furniture, patents, raw materials, fully licensed by Radio Corp. of America and Hazeltine, for sale complete or in part.

Plant complete will be sold free and clear of any liabilities, terms can be arranged to responsible purchaser.

Box 818

The RADIO WEEKLY

99 Hudson St. New York

Bonsteel reported sales are marching ahead steadily.

The Aitken Radio Corp., distributor of Crosley radio and refrigeration, is experiencing a much better volume of trade than a year ago. The stock is new, clean and bright, and the firm is not handicapped with any carry-overs, Owen Smith stated. The Lippincott Electric Co., Bellefontaine; C. T. Gregg, Lima; Kaufmann Furniture Co., Montpelier; Dishong Electric Co., Deshler and G. K. Burkholder, Napoleon, all in Ohio, report the farmer as buying more than he did. More than a carload of Shelvadors is being disposed of by the trade in this territory each week, Mr. Smith stated.

—J. M. SCHLACHTER.

MOBILE DISTRIBUTOR HOST TO RETAILERS

MOBILE, ALA., Saturday—Sixty-two dealers and salesmen of the Home Appliance Co., 256 Dauphin street, were guests of Charles P. Graham, president of the company, at Spring Hill, Thursday night.

Mr. Graham's guests, representatives from all parts of the district, which includes South Alabama, all were dealers in Electrolux refrigerators, handled by the Home Appliance Co.

New Model Electric Portable



RECORD PLAYER

Plugs into radio jack or attached to detector plays records thru loud speaker.

Equipped with smooth running GENERAL ELECTRIC INDUCTION MOTOR, AUDAK PICK-UP with built-in VOLUME CONTROL, on and off switch. Covered with beautiful brown leatherette.

\$10⁵⁰

Lots of three
SINGLE \$10.75

110 Volt 50-60 Cycle. Dimensions: 12 3/4" x 11 1/2" x 8 1/4".
Shipping Weight 19 lbs.

ECONOMY DISTRIBUTING CO.
874 BROADWAY
NEW YORK

DE WALD

Motortone

POWERFUL
SUPPRESSORLESS
NOISELESS

AUTO
RADIO *at it's Best*

PRODUCT OF

PIERCE AIRO INC.

512 SIXTH AVENUE, NEW YORK CITY

Known for HI-QUALITY—Since 1921

CROSLEY DISTRIBUTING CORPORATION
NEW YORK CINCINNATI CHICAGO
WORLD'S LARGEST RADIO AND REFRIGERATOR DISTRIBUTORS

**"BOX" VOLUME AHEAD
 OF LAST YEAR, SAY
 CALIFORNIA DEALERS**

SEASON HAD A LATE START

**Tom Evans New Sales Manager
 of Philco Radio & Television
 in San Francisco — Lachman
 Bros. Doing Good Job on Radio
 Receivers.**

SAN FRANCISCO, CAL., Friday—
 "Boxes" still moving, is the report of
 the distributors. How much the volume
 exceeds last year it is impossible to
 guess for the reason that the season
 was later this year in starting. But it
 is certain that the Coast cities have be-
 come more refrigerator minded, and
 that the interior is better able finan-
 cially to buy them.

Found Otto Rothlin at the Furniture
 Exchange the other day. He is looking
 after the refrigerators, washers, iron-
 ers and ranges for the Leo J. Meyberg
 Co. He was just finishing a pre-view of
 the new ranges put out by the Norge
 factory, as well as the new washers and
 ironers. And this pre-view also includ-
 ed a presentation of the line of Norge
 refrigerators. Mr. Rothlin informed us
 that the attendance and interest for the
 three days have been very encouraging.
 Many were interested in the fact that
 they can now have stove and refrigera-

tor to match, for the refrigerator is, of
 course, already in colors. All were
 charmed with the ranges with their
 convenient illumination, with enameled
 tops over the burners when not in use,
 and several other innovations. To these
 products the Meyberg people add a con-
 siderable list of convenient kitchen ap-
 pliances, like mixers, fans, etc. So many
 of the departments unite all these
 appliances that they find it profitable
 to have their sales people cover the list
 of smaller items at the same time they
 make the trade for the larger ones.
 Pre-views are to be held in the near
 future at Sacramento for two days and
 at Fresno for two days. Meanwhile,
 they report that radio sales are holding
 up remarkably well.

C. L. McWhorter, the Pacific Coast
 manager for Philco, is back from the
 great Hegira, appearing none the worse
 for wear. He reports all the boys back
 safe and sound. Out of the large num-
 ber on the trip, the West Coast num-
 bered about eighty, with about a third
 of these coming from the Central Cali-
 fornia territory. He reports that the
 Philco company considers the trip a
 great success from a business as well
 as from a pleasure standpoint. The new
 models will soon be ready both for pre-
 view and delivery.

One of the members of the West
 Coast delegation on the cruise to Ja-
 maica was William L. Nylan, Philco
 representative in Honolulu. On the 29th,
 C. L. McWhorter is leaving on the Lur-
 line for Honolulu, where he will assist
 Mr. Nylan in his Philco campaign. He
 expects to return during the first week
 in August.

Cliff Bettinger, Pacific Coast sales
 manager for Philco, has been losing no
 time. Previews were arranged for Salt
 Lake City on the 7th; San Diego on the
 tenth; Los Angeles on the eleventh;
 Santa Barbara on the twelfth and San
 Francisco on the thirteenth; Sacramen-
 to and Fresno on the fourteenth. In
 this work he was assisted by Harry
 Boyd Brown, national director of retail
 sales. This series of pre-views is to be
 followed by another in the Northwest,
 where they will be assisted by Eustace
 Vynne, factory representative in that
 territory.

As of June 1, Tom Evans was ap-
 pointed sales manager for San Fran-
 cisco for the Philco Radio & Television
 Corp. of California. Mr. Evans has been
 with the organization for some time
 and is very popular with the trade. By
 taking charge of the San Francisco dis-
 trict, Mr. Bettinger is given more op-
 portunity to look after the needs of
 other parts of the Western territory.

Most of the retail trade is finding
 radio sales rather slow just at present.
 Some are, however, having a nice run
 of auto radio sales; and more are hav-
 ing a volume of electric refrigerator
 sales beyond what they had had before.

One of the radio departments that is

doing exceptionally well is that of Lach-
 man Bros. under the direction of Ben
 R. Scott, one of the veterans of radio
 salesmanship and department manage-
 ment. While in the same large and
 beautifully decorated room have been
 refrigerators, washers, etc., he now has
 these partitioned off, and the advantage
 of having his attractive department set
 off to itself is clearly apparent. Sales
 reports indicate that it is a good move.
 He has had a nice line of sales in the
 upper brackets, so that all thru the
 month of May they were making a good
 record, the best of the year; and June
 is hitting the same stride. They have
 had fine success in selling the Zenith
 Deluxe numbers. Also they are skid-
 ding close to bottom of their Philco
 stock. And while they have done quite
 a bit of trading, they have had fine suc-
 cess in turning trade-ins, so that right
 now Mr. Scott states that they could
 make good use of quite a few more
 trade-ins than they have. On the whole,
 their stock is now in fine shape to wel-
 come the new models. But this is no
 accident. And how does Scott do it?
 Well, an experienced salesman always
 has a way of his own that it is hard
 for another to imitate.

By the way, Walter Epstein got back
 safely from Bermuda, to find that his
 departments at the Emporium and at
 the Nathan Dohrman store were doing
 a really nice job of selling; but some-
 how he forgot to bring back "Jerry"
 Epstein's overcoat.

The Hokubai Asahi is a Japanese
 paper printed in San Francisco at 1618
 Geary street. The first page is in Eng-

lish, repeated later in Japanese. Here
 we find that P. E. Crowley has an-
 nounced a fifty dollar prize to anyone
 who composes the best American
 "Ondo." Crowley is Coast manager for
 Columbia and Brunswick. The "Ondo"
 is a dance now high in popularity
 among the Japanese. The "American
 Ondo" is to be incorporated in the music
 with local color and an American atmos-
 phere. The song when accepted is to be
 incorporated into the dance by famous
 Japanese singers like Katsutaro and
 Ichimaru. This is a part of the work
 the Columbia is doing to enlarge its
 foreign record acceptance, and at the
 same time it gives to the Japanese a
 cue that may lead to greater acceptance
 of records that are purely American.

—ALLEN.

**LATHAM INTENSIFIES
 LEONARD SALES DRIVE
 IN NORTHERN JERSEY**

NEWARK, N. J., Thursday—A mid-
 summer sales campaign in behalf of
 Leonard electric refrigeration has just
 been launched by E. B. Latham & Co.,
 1010 Broad street, this city, distributor
 in this territory.

Bob Downing, general manager of the
 Latham Jersey operations, believes the
 hot weather will add considerable im-
 petus to elaborate refrigeration sales
 and is doubling his firm's efforts with
 this belief in mind. Latham also dis-
 tributes Atwater Kent radio in this
 territory.

CROSLEY

Better . . . Costs Less

GraybaR

ELECTRIC COMPANY, Inc.

- Philadelphia - Delaware
- Chester - Montgomery
- Bucks - Northampton
- Lehigh Counties (Penn.)
- Southern New Jersey -
- New Castle County (Del.)

910 CHERRY ST.
 PHILADELPHIA, PA.

CROSLEY

RADIO REFRIGERATION

CROSLEY

Shelvador Refrigerators • Ultra Moderne Radio

Exclusive Distributors for

Eastern Massachusetts and New Hampshire

GEORGE COLLINS COMPANY

15 Deerfield Street

Boston, Mass.

BRANCHES: Quincy—Brockton—Lynn

In New Jersey and Orange and Rockland Counties, New York

CROSLEY

SHELVADOR

CROSLEY RADIO—ABC WASHERS—EUREKA VACUUM CLEANERS

APOLLO DISTRIBUTING CO.

15-17 Shipman Street

Newark, N. J.




— Exclusive Distributors —

Eastern Pennsylvania and Southern New Jersey

DICKEL DISTRIBUTING CO.

1327 N. Broad St. Established 1916 Philadelphia, Pa.
Warehouse: 301 Cumberland Street :: Harrisburg, Pa.



NORGE
Rollator refrigeration

NORGE Washing Machines
NORGE Oil Burners NORGE Broilators
SAMPSON ELECTRIC CO.
SOLE DISTRIBUTOR
3201 South Michigan Avenue Chicago, Ills.

UNIVERSAL REFRIGERATORS and WASHERS
By **LANDERS, FRARY and CLARK**

More than **NINETY** Years experience
in making Appliances for the Home

Emerson Home and Auto Radios; Tung-Sol Radio Tubes

HUB CYCLE and RADIO CO., Inc.

19 Portland St., Boston, Mass. 66 Free St., Portland, Maine
Capitol 1900 Portland 3-8184

KELLER DISTRIBUTING CORP.

336 Columbus Avenue
SPRINGFIELD, MASS.

174 High Street
HARTFORD, CONN.

PHILCO RADIO—TRANSITONE
TUBES—PARTS



Main Office:
1039 Broadway,
Albany, N. Y.

Branch:
364 Worthington St.,
Springfield, Mass.

Serving Dealers in Northeastern New York,
Western Vermont and Western Massachusetts

- I.C.A. VICTOR RADIO
- GIBSON ELEC. REFRIG.
- WATERMATIC WASHERS
- PRIMA WASHERS & IRONERS

APPLIANCE BUSINESS IS FORGING AHEAD IN THE FAR NORTHWEST

SEATTLE, WASH., Friday—Sales of electric appliances are expected to be carried to new heights as the result of the lower schedule of rates placed in effect by the municipal light department of the city, which is one of the leading outlets of the nation for electric appliances.

The new low rate gives fifty kilowatt hours for the price of forty, so that more electric appliances may be used in the home, and summer made a time of freedom for the average housewife, as electric servants do her work for less. Mr. Ross strives for more electrical convenience in home life, as his army of sales workers and five strategic appliance sales rooms in the city carry sales over the top.

The Seattle Philco radio distributing officials have returned from the annual cruise with memories of a wonderful trip. A. C. McCallum, R. A. Browne, Harold Eskildsen and R. B. Cox, of Philco Northwest Distributors, and Eustace Vynne, Pacific Northwest manager of the Philco Radio & Television Corp., were among those in the group.

Otto S. Grunbaum, president of the Grunbaum Brothers Furn. Co., large Philco retail outlet here, also enjoyed the conclave and cruise on the "Monarch of Bermuda" and attended the convention as the guest of the Philco company, but made a study of business conditions on the way home and arrived in Seattle later. He stated that the convention trip was unique in his experience, being the most unusual convention that he had ever attended. While observing east and mid-west communities on the route back, he found business slightly better—but not nearly so much improved in his opinion than in Seattle and other Pacific Northwest cities.

Contrary to previous belief in Spokane, the buying of electric appliances has been greater since the new two per cent sales tax went into effect in May than before. Dealers feared the new taxation would slow sales, but such has not been the case.

Symmes Furniture Store at Main and Post streets, Spokane, has recently added the line of Gibson electric refrigerators.

Due to the notable sales success of the free electric range wiring offer in Portland, the offer has been held over.

In addition to an extensive retail business in radios, the Dunlap Radio Co., of 5007 California avenue, West Seattle, is stretching its horizons into new merchandising fields of radio. Miniature radio sets that may be carried about in a small container resembling a valise, and which may send or receive, within a radius of 200 miles, are being manufactured for the Coast Guard and Forestry branches of the U. S. Government service. M. E. Kerr, radio engineer of the Dunlap shop, moreover, is progressing daily on his receiver that will enable airplanes to follow accurately radio beacons.

Innovations in electrical goods were on view in the House of Magic created at the Portland National Housing Show recently by Dr. H. T. Plumb, of the General Electric Co. Many practical uses of the "electric eye" were demonstrated before throngs of people, while other outstanding exhibits were "miracle cookery" by the P. E. P. Co. and reincarnation of Sir Galahad by the

Northwestern Electric Co. More than 100,000 people viewed the exhibit during the nine days.

Under Manager Walter H. Durland, the new electric appliance department of Kemp & Hebert Department Store of Spokane has been moving forward by leaps and bounds. Growth has been phenomenal of this department which added electric refrigerators early in the year, with Manager Durland, formerly of the Washington Water Power Co., in charge. Now it is one of the most important departments of the large store, with six busy salesmen and a variety of appliances.

Philco Northwest Distributors, of this city, has recently been appointed wholesaler in western and central Washington, as well as the territory of Alaska, for Easy washing machines and ironers. Concomitant with this appointment J. C. Wogan, Jr., formerly factory representative for the Easy Washing Machine Corp., Syracuse, N. Y., has joined the staff of the Seattle distributor. A complete line of washing machines and ironers as well as parts for all is being carried in the warehouse of the wholesale firm at 2208 Fourth avenue.

—C. M. L.

HARRY MOLL PHILCO SALES SHOW 47% GAIN

DENVER, COLO., Thursday—Philco unit sales by Harry Moll, Inc., of 444 Fourteenth street, this city, distributor in the Rocky Mountain territory, have increased 47.2 per cent. this year over last, Harry Moll, head of the wholesale house, reported last week. Dealer accounts for the same period have increased 27 per cent.


In discussing this gain in business, Mr. Moll said: "Dealers may be 'hot' on your line of merchandise and may try hard to transmit their enthusiasm to their salesmen, but it takes something more—something that goes directly to the benefit of the salesman—to really put over retail sales. We made our merchandising plans interesting and profitable to retail salesmen. We made them want to get out and give some extra effort to selling Philcos, and as a result, the line sold in far greater units than in the same months of the preceding year."

The Harry Moll organization occupies a complete three-story and basement building, which includes two display floors decorated in the moderne manner. Dealers throughout the Rocky Mountain area can bring their prospects to the Moll displays and there see every model in the line side by side. The Moll building also houses a complete parts department in addition to storage facilities for several carloads of sets. General offices occupy the first floor, while the second contains a large assembly hall where Mr. Moll frequently entertains the entire Philco retail sales force in this territory.

The Moll firm has six salesmen contacting the trade, while Mr. Moll makes it a point to visit all his accounts regularly.

AEROIL BURNER CO. TO LAUNCH DRIVE

The Aeroil Burner Co., Inc., of West New York, N. J., manufacturer of industrial oil burning equipment, has just formulated plans for an extensive promotion campaign on its products. A. M. Sneider & Co., New York, has been appointed advertising counsellor to the firm.

BALTIMORE GAS LIGHT CO.
 111 East Lombard Street Baltimore, Md.
Distributors of

ZENITH RADIO
 Motorola Auto Radio
 Horton Washing Machines
 Universal Electric Refrigeration

LINCOLN SALES CORPORATION
CROSLLEY Radio and Shelvador Refrigeration
DELCO 32 Volt Sets Electric Fans
 Baltimore Vernon 4146 Washington

ACCELERATED DEMAND FOR ELECTRIC "BOXES" REPORTED IN BALTIMORE

HEARINGS IN GROSS RECEIPTS TAX TEST CASE BEGUN

Shelvador Porcelain Models Enjoying Lively Turnover—Leo K. Snyder Joins Staff of Southern Wholesalers, Inc.—H. C. Maccubbin Finds Good Hotpoint Activity on Tour of Eastern Shore and Western Maryland—Emmet W. Cowman to Attend Zenith Jobber Conclave—Other Interesting Notes of the Territory.

BALTIMORE, MD., Saturday—Accelerated sales activity in refrigerators has been noted since the advent of more seasonal weather with both distributors and dealers reporting a greatly improved turnover during the past week.

While refrigerator activity is being helped by "old man weather," considerable interest is now also being evinced in the new radio offerings by manufacturers. The Philco distributors' and dealers' cruises plus the local showings of the new 1936 Philco line have done much to stir interest in radios. The Atwater Kent distributors' meeting and showing of the new line also served to bring radio to the attention of the industry. In addition, the forthcoming Zenith distributors' meeting and preview of the new line have helped to focus attention on radio. Then there are forthcoming local radio dealer meetings at which new sets will be shown to retailers in this area.

It is interesting to note that up to the time of this writing, there has been no unusual price cutting on refrigerators, radio and appliances since the voiding of the NRA. It is only hoped the present attitude will be continued, and expert workmanship found in the into each completed unit."

The Maryland Fair Trade Act, which went into operation June 1, will, in effect, take the place of the NRA codes in this State insofar as price cutting by retailers is concerned, it is pointed out by some in the industry. Thru this law manufacturers are permitted to make contracts with retailers to maintain price levels and to prevent the sale of generally advertised products as "loss leaders." Under contracts signed with manufacturers, retailers must agree to sell merchandise at a fixed price. Higher prices may be charged but reduction below the fixed level will not be allowed. While the law is now in operation, it is expected to be some little time before it really becomes workable. It is expected that many commodities will be merchandise under provisions of this act.

Hearings in the State gross-receipts tax test case, in which merchants attack the validity of the one per cent. gross receipts tax have been started before Judge J. Supplee, Jr., in Circuit Court No. 2. The State is being represented by the Attorney-General. Governor Harry W. Nice heads the list of witnesses that have been summoned by the

State to testify in the case. Others include the State Comptroller, the Speaker of the Maryland House of Delegates and other State officials. As the case is of interest to all merchants in the State, including radio, refrigeration, appliance and allied lines dealers, both its progress and outcome will be keenly watched by all. However, regardless of the outcome, it is expected to wind up in the Maryland Court of Appeals.

A decided preference for porcelain Shelvador models has resulted in a shortage of these, according to C. H. Buchwald, head of Lincoln Sales Corp. Sales, Mr. Buchwald said, continue to maintain a fine pace.

The Crosley Koldrink, beverage cooler, is finding much favor in this area, states Mr. Buchwald, who added that it is impossible to keep any stock on hand because of the demand and at times even a floor model is lacking.

H. E. Richardson, assistant to Powel Crosley, Jr., was a visitor in the market during the week. From Baltimore, Mr. Richardson journeyed to Philadelphia.

Sayre M. Ramsdell, vice-president in charge of sales promotion and advertising for the Philco Radio & Television Corp., was in the city during the week.

Leading dealers in this area viewed the new Philco line during the showing held last week under auspices of the Joseph M. Zamoiski Co., local distributor.

Dealers from the entire District of Columbia territory attended the formal opening of the new and larger quarters of Columbia Wholesalers, Inc., District of Columbia distributor for the Philco line.

Leo K. Snyder, who for the past decade or so has been identified with the wholesale radio, refrigeration and appliance field of this market, has become associated with Southern Wholesalers, Inc., Baltimore division. Mr. Snyder will contact the trade in metropolitan Baltimore in the interests of RCA Victor products, Kelvinator, ABC washers and other products distributed by Southern Wholesalers. Mr. Snyder had been associated with the Baltimore division of Doubleday-Hill Electric Co., since it began operations here more than a year ago, and prior to that had been for a number of years with Columbia Wholesalers, former Philco and Norge distributor until it ceased oper-

ations more than a year ago following the demise of its head, Leory Andrews.

The addition of Mr. Snyder to the sales staff of Southern Wholesalers here is the second made in recent weeks, A. MacMillan, formerly with the former Montgomery Electric Co., having been added to the staff recently. This brings the metropolitan Baltimore sales staff of Southern Wholesalers to four, the other members being Ray Snyder and R. Goldman. Edward W. Ament is manager.

Mr. McMillan has been appointed manager of the retail sales division of the Baltimore division, Southern Wholesalers, whose work is to contact accounts with the outside sales forces of the leading Kelvinator refrigerator retailers in this area. Among the larger accounts now handling Kelvinator are Hecht Bros., at both the Baltimore and Pine and Howard and Franklin streets stores; Pollack's, O'Neill & Co., Hecht's Reliable Stores and Johnson Bros. Wm. B. Pugh & Bro. has taken on the Kelvinator in Bel Air, Md.

H. C. Maccubbin, of the General Electric Supply Corp., spent several days during the week contacting the trade on the Eastern Shore and Western Maryland. Mr. Maccubbin reports a definite demand for the Hotpoint refrigerator, Hotpoint and General Electric washers and other G-E products.

The first showing of the new General Electric radio featuring metal tubes and five exclusive major features will be held in Baltimore the week of July 8, the definite date to be decided upon shortly. Following this, showings will be staged at Richmond, Norfolk, Raleigh and Charlotte, at all of which Mr. Maccubbin will preside. Factory representatives including engineers thoroughly familiar with the new metal tubes are expected to be in attendance.

Mr. Maccubbin will journey to Washington, June 24, to attend a one-day meeting of heads of General Electric distributing branches of the third district, embracing Maryland, Delaware, eastern Pennsylvania, Virginia and the District of Columbia. The gathering will take place at the Wardman Park Hotel.

Emmet W. Cowman, of the Baltimore Gas Light Co., has returned from the mid-season meeting of the Motorola distributors on the Eastern Seaboard held at the Hotel Commodore, New York. The gathering was presided over by Paul Galvin, president of the Galvin Mfg. Co. of Chicago.

Mr. Cowman plans to leave June 19 for Chicago, where he will attend the Zenith distributors' meeting scheduled for June 20, 21 and 22. The Baltimore Gas Light Co. did a fine job here and in Washington with the Zenith during the past year and aggressive plans are under way for making this year an even bigger one. Mr. Cowman plans to be back in Baltimore by June 24.

M. Shaivitz & Sons, furniture, radio and refrigeration house, will erect an

addition to its store at 816 So. Charles street, at an estimated cost of \$7,000.

E. A. Smith, trading as Lauraville Radio, reports a marked improvement in tube turnover, especially in the Sylvana, due to the sharp pick-up in service work.

The Peabody Piano Co., 409 N. Howard street, will move shortly to 310 W. Mulberry street, where it will occupy the three-story building.

Maynard E. Harp, 619 Park avenue, has been appointed distributor for the combination loud speaker and telephone, manufactured by Stanley & Patterson of New York. The Harp organization, which specializes in sound equipment supplies and installations, reports its May business registered a 25 per cent. gain in number of sales over April and that June business bids well to better the May mark.

Electrical Sound Engineering Co., headed by Frank X. Green, 318 E. North avenue, has been making an extensive drive for public address work, and as a result has booked good business from June 18 to August 18.

The Melchior, Armstrong, Dessau Co., Baltimore branch at 400 E. Lombard street, is now carrying a complete stock of replacement parts for Frigidaire and Kelvinator units. The concern, whose headquarters are at New York, centers its activities on wholesaling of electric refrigeration and oil burner supplies. The local branch, the fourth operated by the organization, opened here recently.

Taubman's, operator of a chain of combined radio and auto supplies outlets, has entered the electric refrigeration field, and is offering the Zerozone. —JOHN F. IGNACE.



FOR BETTER SHORT WAVE RECEPTION
"HYTRONIZE THAT RADIO"
HYTRON CORPORATION
 SALEM, MASS.
 SALES OFFICES
 New York Chicago San Francisco

SPARTON Refrigeration

Every Good Feature of Every Other Box
and
The Exclusive Sparton Anti-Frost Clock
FEDERAL OIL BURNER CORP.

276 HALSEY ST. Phone: MARKET 3-1203 NEWARK, N. J.
In Northern New Jersey; Orange & Rockland Counties, New York,
including Staten Island.

"COOLER" ACTIVITY AT A FAIR LEVEL IN KANSAS CITY AREA

KANSAS CITY, MO., Saturday—A one-day drive conducted recently by the Midwest Electric Appliances, Inc., 3815 Broadway, resulted in the sale of 30 electric refrigerators and nine other appliances in spite of an all-day heavy downpour, according to Hollis Doss, sales promotion manager.

C. C. Jones, in charge of electric appliance sales for the Mace-Ryer Co., 1120 Grand avenue, reports refrigeration business fair here due to weather. The public has responded satisfactorily to promotion of Electrolux on which this firm uses a large crew of outside salesmen.

The first three weeks of hot weather will take the cream off the market for the season so far as electric refrigeration is concerned, Mr. Jones believes. He expects the peak will be passed this month.

Mr. Jones expects little effect from the Supreme Court decision that the NRA is unconstitutional, except in advertising, which will be "a little wilder."

Moser & Suor, Inc., Kansas City and Wichita distributor of Norge, carried a full-page advertisement recently, of which the theme was, "We are building our home around a Norge so we can live better and save more." The advertisement reviewed, from the viewpoint of home owners, the history of the rise

of Norge in public acceptance. It emphasized the all-Norge-kitchen—refrigerator, range, washer, ironer, air conditioner and oil burner.

The Katz Drug Co., leading cut-rate chain drug store concern, is promoting heavily its electrical refrigeration department in its super-store at Fortieth and Main streets, Kansas City.

Davidson's, one of the largest downtown appliance houses, recently conducted an electric refrigeration show featuring Crosley, Grunow and Frigidaire. E. J. Gannon is in charge.

Frigidaire sales in Kansas City exceeded by 90 per cent. sales in May a year ago.

In observance of its fifty-seventh anniversary the Jenkins Music Co., started a sale June 4 at its downtown store, 1217 Walnut street, and at its branches here and in other cities. Fairbanks-Morse, Ice-O-Matic, Norge and Kelvinator are being featured in electric refrigeration.

Started in a tiny shop at 615 Main street by John Woodward Jenkins, grandfather of some of the men now executives of the firm, the Jenkins Music Co. has grown and expanded until the annual business runs into millions of dollars. The principal Kansas City store is an eight-story double front building. Another store in Kansas City, Kan., and stores in Joplin, Topeka, Wichita, Leavenworth, Salina, Tulsa, Oklahoma City, Seminole, Bartlesville and Fort Smith made up the group of Jenkins retail and wholesale outlets.

J. G. Suor, member of the firm of Moser & Suor, Inc., RCA Victor and Norge distributor, and Mrs. Suor, who were injured seriously in an automobile accident while driving to Detroit recently,

Prestige Profits Permanence

ATWATER KENT RADIO NORGE REFRIGERATION

B. H. SPINNEY CO.

Springfield, Mass. Albany, N. Y. Syracuse, N. Y.

PHILCO LIST PRICES OF NEW SETS COMPLETE WITH ALL-WAVE AERIALS

PHILADELPHIA, PA., Friday—By listing prices of its new 1936 radios complete with all-wave aerial, Philco believes it has taken a step that marks a new era in the selling of short-wave radio. In its catalog, its ads and in all printed material, models are priced both with and without the aerial equipment, the differential being \$5.

By making the combination price but slightly higher than the set alone and by listing both prices together, Philco makes a definite bid for the combined sale. Dealer salesmen are schooled to call to every prospect's attention the greater distance reception and freedom

from interference possible with this type of installation.

The reason for Philco's action in this regard is, factory officials declare, the absolute necessity for an all-wave aerial installation for finest foreign short-wave reception. Philco feels that complete owner satisfaction is largely dependent upon a correct aerial system.

This action by the Philco Radio & Television Corp. was hailed with great enthusiasm by distributors to whom it was first explained on the recent convention cruise to Jamaica, B. W. I., on board the "Monarch of Bermuda." Many distributors formulated plans on the boat to guarantee only such sets as were properly installed with the aerial.

are expected to return to Kansas City from the St. Luke's hospital, Chicago, soon. Mr. Suor suffered a broken leg, wrist and other body injuries. Mrs. Suor received severe bruises.

—KENNETH FORCE.

Florida Chain Stores Plan Fight on New Levy

JACKSONVILLE, FLA., Friday—Approximately 50 representatives of chain stores in Jacksonville and vicinity held a meeting here this week and discussed plans for an organized fight against the State's new chain store tax

law, which becomes effective July 1. It was decided to call another meeting of chain store operators with the view of forming a Statewide organization to lead the fight against enforcement of the new act.

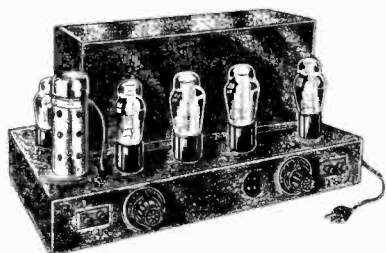
As previously reported in The RADIO WEEKLY, chain stores in Florida, effective July 1, will be subject to occupational license taxes ranging from \$10 per annum on one store to \$400 a year for each unit in chains of sixteen or more. The new act also provides for gross receipt taxes ranging from one-half of one per cent. on one store up to 5 per cent. on each store in chains of fifteen or more.

MARLO INTRODUCES — The H215

The latest addition to the fastest selling line of high fidelity amplifiers on the market.

This unit was designed to supply the increasing demand for a reliable low cost, high gain amplifier capable of standing up under prolonged periods of use.

Oversize filters, well designed parts and rugged construction, plus low cost tubes insure for this amplifier an enthusiastic welcome throughout the industry.



Specifications:

Power Output - - - 15 watts.
Gain - - - - - 94 D. B.'s
Frequency range - - 40 to 12,000 cycles plus or minus 2 D. B.'s
No. of stages - - - - - 4
Logarithmic gain control.
Variable acoustic compensator.
Tubes - 1-57, 2-53, 2-2A3, 1-5Z3.
Power consumption - - - 85 watts at 115 volts AC.

Price Net \$15.90

MARLO RADIO PRODUCTS

16 Hudson Street

New York, N. Y.

Norge Nestor Company, Inc.

FLORIDA DISTRIBUTORS FOR

NORGE

Rollator refrigeration

NORGE WASHERS - NORGE RANGES
and ALL NORGE PRODUCTS

1024 East Adams Street

Jacksonville, Fla.

EASTERN ELECTRICAL SUPPLY CO.

GIBSON Freezer Shelf REFRIGERATOR

— PRIMA — RAYTHEON
Washers and Ironers — Radio Tubes —

MIXMASTERS AND MANNING-BOWMAN APPLIANCES

287 Halsey St.

NEWARK, N. J.

348 Washington St.

FERGUSON RADIO CORPORATION

34 RUE DROUOT
PARIS, FRANCE

Cable Address:
FERGURAD—PARIS

745 BROADWAY
NEW YORK CITY

Cable Address:
FERGURAD—NEW YORK

24 FITZROY SQUARE
LONDON, ENGLAND

Cable Address:
FERGURAD—LONDON

HOUSE PASSES BILL TO CONTINUE TAX ON RADIOS, "ICE BOXES"

WASHINGTON, D. C., Monday—The House today passed the nuisance tax resolution continuing the taxes on radios, mechanical refrigerators along with certain other commodities for a period of two years from this time.

Congressman Doughton of North Carolina, chairman of the House Ways and Means Committee, said: "Under existing law, certain excise taxes become inoperative after June 30, 1935; certain others after July 31, 1935, and certain others will continue to operate at reduced rates or with increased exemptions after June 30, 1935."

The present law on radios and refrigerators is as follows:

"There is hereby imposed upon the following articles, sold by the manufacturer, producer, or importer, a tax equivalent to 5 per centum of the price for which so sold:

"(a)—Household type refrigerators (for single or multiple cabinet installations) operated with electricity, gas, kerosene, or other means (including parts or accessories therefor sold on or in connection therewith or with the sale thereof.)

"(b)—Cabinets, compressors, condensers, expansion units, absorbers and controls (hereinafter referred to as 'refrigerator components') for, or suitable for use as part or or with any of the articles enumerated in subsection (a) (including in each case parts or accessories for such refrigerator components

sold or in connection therewith or with the sale thereof) except when sold as component parts of complete refrigerators or refrigerating or cooling apparatus. Under regulations prescribed by the Commissioner, with the approval of the Secretary, the tax under this subsection shall not apply in the case of sales of any such refrigerator components by the manufacturer, producer, or importer to a manufacturer or producer of refrigerators or refrigerating or cooling apparatus. If any such refrigerator components are resold by such vendee otherwise than on or in connection with, or with the sale of, complete refrigerators or refrigerating or cooling apparatus, manufactured or produced by such vendee, then for the purposes of this section the vendee shall be considered the manufacturer or producer of the refrigerator components so resold.

"There is hereby imposed upon the following articles, sold by the manufacturer, producer, or importer, a tax equivalent to 5 per centum of the price for which so sold: Chassis, cabinets, tubes, reproducing units, power packs, and phonograph mechanisms, suitable for use in connection with or as part of radio receiving sets or combination radio and phonograph sets (including in each case parts or accessories therefor sold on or in connection therewith or with the sale thereof), and records for phonographs. A sale of any two or more of the above articles shall, for the purpose of this section be considered a sale of each separately."

including police call and foreign short wave bands. It will be the firm's policy to handle export as well as national trade.

CANNON-BALL HEADSETS

Years of satisfaction to customers is the "Acid Test" of a good product. With 15 years of experience in manufacturing HEADSETS, the C. F. CANNON CO. has gained the confidence of the buying public in every State in U. S. A. and in many foreign countries. This reputation is sufficient guarantee that no one can make a mistake in buying a CANNON-BALL HEADSET.

SPECIFICATIONS OF OUR HEADSETS

CANNON-BALL "DIXIE." A full sized phone with a diaphragm 2-1/16" in diameter, bar magnets 1/4" square, double coils wound with copper magnet wire to a resistance of 2,000 ohms a set, aluminum cases, 4 1/2 ft. cord. Cap is aluminum, unbreakable or licanite as specified. Headband is spring wire, covered with a cotton braid, and adjustment can be made permanent by means of a knurled nut. Terminals are on the outside.

CANNON-BALL "MASTER." A full sized phone with a diaphragm 2-1/16" in diameter, bar magnets 3/8" square, double coils wound with copper magnet wire to three resistances, 2,000, 3,000 and 5,000 ohms, aluminum cases, 4 1/2 ft. cord. Cap is aluminum, unbreakable or licanite as specified. Headband is spring wire covered with cotton braid, and adjustment can be made permanent by means of a knurled nut. Terminals are on the inside.

CANNON-BALL "GRAND." A small single phone with a diaphragm 1 3/8" in diameter, bar magnets 1/4" square, double coils wound with copper magnet wire to a resistance of 1,000 ohms, aluminum case, 4 1/2 ft. cord. Cap is aluminum, unbreakable or licanite as specified. Headband is clock spring non-adjustable. Terminals are on the inside.

We invite your account on quality basis only, although you will find our prices commensurate with the ability of the public to buy.

Manufactured by

C. F. CANNON CO.
SPRINGWATER, N. Y.

FREED MFG. CO. IS FORMED IN GOTHAM; TO MAKE SET LINE

(Continued from Page Three)

the radio art dates back to the early crystal sets, down thru the neutrodyne, TRF, superheterodyne and intermediate stages up to the present era of long and short wave, multi-tube and metal tube stage.

Max Epstein is well known thruout the industry as a merchandising executive of unusual ability. He has been associated for the past several years with Sam Glick. Arthur Freed is known from coast to coast for his sales activities over a period of many years. Mr. Freed revealed that the company's policy will be to build quality radio receivers, and in the case of very large buyers exclusive brand names in specially designed cabinets will be available. The new line will comprise tuned radio frequency and superheterodyne sets built to cover the broadcast band alone, or

Another Scoop!



TACO
H-F ALL WAVE
ANTENNA NOISE REJECTOR

For the first time . . . a variable impedance coupling between any set and any doublet download. Greater sensitivity . . . more DX . . . increased volume . . . clearer reception . . . kills remaining background noises. Tested on all kinds of doublets. An over-the-counter or service man's item.

Write for sales and technical story. Meanwhile ask your jobber about the TACO extra-dollars line.

TACO

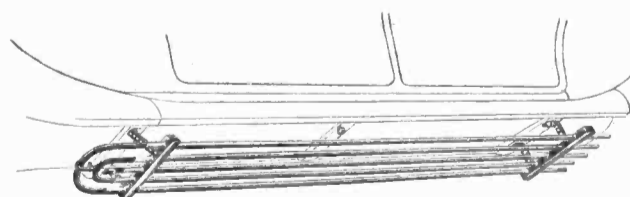
• TECHNICAL APPLIANCE CORP.
27-26 Jackson Avenue, Long Island City, N. Y.

"RED HEAD" AUTO ANTENNA

GREATER DISTANCE ON ALL SETS

Absolutely Weather-proof—No Flat Surface to Accumulate Mud and Water Which Will Deaden Efficiency

FOR ALL MAKES OF CARS



Simple Installation
No Hole Boring Necessary
Retail Price
\$2.75

Designed by Auto Radio Engineers to a Standard of High Efficiency—Not Down to a "Price"

JOBBERS Write for Our Profitable Deal

DEALERS Write for Circular "Tips On Auto Radio Installation". If Your Jobber Cannot Supply You With "Red Head" Write to Us.

Manufactured by Schiffmann Bros.

VICTORY MANUFACTURING & DIST. CO.

NATIONAL SALES AGENTS


3104 S. MICHIGAN AVE., CHICAGO, ILL.

BIEHL'S
LARGEST DISTRIBUTORS IN THE ANTHRACITE
PHILCO RADIO - TRANSITONE
TUBES - PARTS
KELVINATOR Refrigeration — Domestic and Commercial
POTTSVILLE ❖ WILKES-BARRE ❖ SCRANTON

New England Dealers
Here Are Great Brands that Spell SECURITY for You
ZENITH Long Distance Radio
MOTOROLA Auto Radio
STEWART-WARNER Refrigeration
TUNGSOL Tone Flow Tubes
NORTHEASTERN RADIO, Inc.
HARTFORD, CONN. BOSTON, MASS. PROVIDENCE, R. I.

 **HAMBURG BROS.** 
ATWATER KENT RADIO
ELECTROLUX GAS REFRIGERATOR
AUTOMATIC WASHERS AND IRONERS
ROYAL VACUUM CLEANERS
SUNBEAM MIXMASTER PRODUCTS — RCA TUBES — RADIO PARTS
Exclusive Distributors
AKRON PITTSBURGH WHEELING

ROSKIN BOSTON, MASS.
ALBANY, N. Y.
MIDDLETOWN, N. Y.
WORCESTER, MASS.
PHILCO RADIO—TRANSITONE
TUBES—PARTS
FAIRBANKS-MORSE CONSERVADOR Refrigerators
—Washing Machines—Ironers.

WHOLESALE DISTRIBUTORS

"THE HOUSE OF QUALITY PRODUCTS"
23-25 SUSSEX AVE. Phone Market 2-6800 NEWARK, N. J.
SPARTON RADIO **NORGE** TUNG-SOL TUBES
ROLLATOR REFRIGERATORS
AEROLATORS—OIL BURNERS—BROILATORS
WASHING MACHINES

J. H. BURKE COMPANY
LEONARD ELECTRIC REFRIGERATION ATWATER KENT RADIO ABC WASHERS AND IRONERS
RCA RADIOTRONS
221 Columbus Avenue Boston, Mass.
Telephone: Kenmore 3170

**OVER 800 DEALERS
AT PHILCO SHOWING
IN THE MOTOR CITY**

T. A. KENNALLY A SPEAKER
Good Housekeeping Shops Chain Adds Two More Units — Wells Electric Co. New Petoskey Outlet — Other Notes.

DETROIT, MICH., Thursday—Eight hundred and thirty-five eastern Michigan radio dealers attended the presentation of the new 1936 Philco line, held in the Grand Ballroom of the Book-Cadillac Hotel in Detroit last Thursday evening, the day following a similar presentation in Grand Rapids for western Michigan retailers. The attendance was more than double that of any similar event previously staged in Detroit by this organization.

Sponsored by the Philco Radio & Television Corp. of Michigan, the local distributing organization, which was recently formed here to take over distribution of the popular line, the conference began with a dinner for the dealers, followed by a series of addresses lasting about an hour and a half, and winding up with a fine floor show lasting until late in the evening. S. W. Phelps, factory representative in this territory, opened the meeting after dinner, introducing T. O. Warfield, general manager of the new distributing organization, who acted as toastmaster.

T. A. Kennally, newly appointed general sales manager of Philco, outlined the history of the company and its accomplishments since the inception of household radio and set forth the policies and future plans. J. H. Carmine, central division manager with headquarters in Chicago, presented the new line of forty-three models in dramatic sequence, each model being shown separately on an illuminated stage. Heavy drapes were used to screen the stage between models and the presentation was vastly speeded up by the use of a turntable so that while one model was on display the next was being prepared at the rear and was brought into position by the simple expedient of swinging the turntable when the curtains closed. The dealers received the new line with enthusiasm.

Larry Hardy, office manager of the Chicago office and Walter Lefebre, manager of the tube department of the central division, closed the business session with technical and merchandising talks.

Continuing its big expansion program that will place a retail store in the Good Housekeeping Shops chain in all the major shopping centers in the city, two new units have recently been opened, one at 13521 Woodward avenue at Davison and one at 9640 Gratiot avenue near Harper avenue.

The new units give the Good Housekeeping Shops seven retail outlets in Detroit, the others being located at 1415 Broadway in the downtown district, at 14213 S. Jefferson avenue, 5447 Michigan avenue, 8995 Grand River avenue at Joy road and 11347 Joseph Campau avenue at Caniff.

A Celebration Sale has been inaugurated by the organization in which prizes are given in the various stores for contests. The firm merchandises many nationally-known makes of radio sets, refrigerators, washers, ironers, stoves and vacuum sweepers. The featured makes of refrigerators in the sale

are Kelvinator, Norge, Grunow, Crosley, Frigidaire, Hotpoint and the Fairbanks-Morse. Philco radios and Easy and Maytag washers are also being stressed. Every day during the week demonstrations of the use of the various appliances were given in each store by factory demonstrators.

N. W. Wells, Jr., and W. E. Kercher have formed a partnership in Petoskey to be known as the Wells Electric Co. and occupying a section of the store formerly occupied entirely by the James A. Reid Furniture Co. The Wells concern will specialize in the full General Electric line — refrigerators, radios, ranges, washers, ironers and smaller appliances.

The Modern Store Equipment Co., which opened for business at 40-50 Market street in Grand Rapids recently, has been appointed distributor for the Dry-Kold Refrigerator Co., of Niles.

J. C. McClellan, of the General Electric Co., lectured on "The Effect of Air Conditioning on Retail Sales" at the recent convention of the Michigan Bakers Association in Grand Rapids.

C. W. Strawn, manager of the radio and refrigeration department of The Buhl Sons Co., distributor of Atwater Kent radios and Leonard refrigerators, attended the tenth annual two-day convention of Atwater Kent distributors in Atlantic City last week and witnessed the introduction of the new line.

—H. L. LAWSON.

**Southeastern Florida
Philco Retailers View
New Models at Showing**

MIAMI, FLA., Thursday—Philco factory and sales promotion executives and Southeastern Florida Philco radio dealers held a conference at the Hotel McAllister here Monday night. D. R. Thurman, of Electrical Sales & Service, distributor of Philco from Vero Beach to Key West, presided.

The principal speakers included C. E. Carpenter, manager of the tube division, who discussed the stability of the Philco line and truth in advertising as factors in the company's success; James M. Skinner, Jr., Philadelphia, assistant to the vice-president in charge of sales promotion, who outlined the company's plans for this summer and fall, and March Fisher, manager of distribution, Philco auto radio distribution division.

D. J. MacKillop, of Atlanta, southern division manager for Philco, exhibited a three-foot high silver trophy, which he said had been awarded to his division and held by it for the largest volume of sales in relation to quotas set for the past eighteen months.

Many of Philco's new 1936 models were exhibited at the meeting here and the new features were explained by John F. Gilligan, of the Philco sales department.

SONOCHORDE
SPEAKERS
KNOWN FOR TONE
Manufactured by
BOUDETTE & CO., Inc.
CHELSEA, MASS.

COLD SPELL PLAYS RETURN ENGAGEMENT AROUND TWIN CITIES

"ICE BOX" BUSINESS IS HIT

Reinhard Bros. New Zenith Distributor in Territory—Splendid Spring Season Is Reported by Luckner, RCA Victor Wholesaler—B. A. Rose Music Co. Now Ensnconed in New Quarters.

MINNEAPOLIS, MINN., Thursday—Last January all America was singing a popular song called "It's June in January." Today, during the first half of June, residents of Minneapolis have reversed the phrasing of that song and are very discouragely moaning, "It's January in June." Believe it or not, we had snow here the other day. The temperature has been hovering close to the freezing point for several days. The weather has been extremely raw, all of which has sent business into a slump.

Business in this city is somewhat at a standstill. The weather, the hot and heavy election battle, the death of NRA are among the factors responsible for the poor business. The refrigeration business, hampered somewhat by the weather, is managing to struggle along, however. Dealers and distributors are of the opinion that if given a bit of real summer weather they can "go to town" with their various lines.

Reinhard Bros. has taken on the Zenith radio line, according to Ned Vestal, sales manager of the firm.

Norge refrigeration is going along at a pretty fair clip, Mr. Vestal said. Business outside the Twin Cities, he stated, is much better than it is in Minneapolis and St. Paul.

Mr. Vestal will lead a group of ten salesmen to the annual Zenith radio convention to be held at the Edgewater Beach Hotel, Chicago, June 21 and 22.

The new 1936 Philco radio line made its initial bow to Minnesota and Western Wisconsin Monday when more than 500 dealers, salesmen and technicians handling the Philco line were guests of the Roycraft Co., distributor of Philco in this area, at a dinner meeting at the Radisson Inn.

Roy B. Cohen, head of the Roycraft organization, who returned with several of his associates and dealers recently from the Philco-Jamaica convention trip, welcomed the dealers and salesmen and told them what he saw while at the convention.

T. A. Kennally, general sales manager for Philco from Philadelphia, outlined the sales policy for the 1935-1936

season. J. H. Carmine, central states division manager from Chicago, presented for the first time here the new 1936 line of Philcos.

Walter LeFebre, manager of Philco tube sales, of Chicago, discussed Philco's position in the tube industry. James A. Herron, manager of Transitone sales, Chicago, outlined the great field in auto radios.

Max Enelow, manager of the advertising department, Chicago, discussed Philco's cooperation with local dealers in advertising Philco, while Ted Pritikin, manager of the northwest territory, outlined the huge 1935-36 national Philco advertising program.

Motorola sales have jumped fifty per cent. above the total of last year, according to C. A. Winne, head of the Winne Sales Co., Motorola distributor.

Mr. Winne was of the opinion that once the weather would warm up Leonard refrigeration would begin to click. He feels that the refrigeration business has received a tremendous set-back in this market because of the unseasonal climatic conditions experienced in the Twin Cities. However, Mr. Winne believes that once the weather warms up a bit and stays that way, refrigeration can still go to the very top.

F. A. Forster, sales manager of the Winne Sales Co., has been covering the trade in the Duluth area during the past few days. He is expected back in the city by the end of the week.

Between auto set sales and phonograph record business, the Luckner Sales Co. is enjoying a fine spring season, according to Lawrence Luckner, head of the RCA Victor distributing firm here. Auto sets, he says, are moving so rapidly that he can't get enough stock on hand to meet the demand. Record sales are continuing to sky-rocket upwards. Several members of the firm plan to attend the RCA Victor conclave scheduled for Atlantic City in the next few weeks.

The Beecher-Cumming firm, Westinghouse streamline refrigeration dealer, has been placing advertising for its "boxes" in class publications of late to attract readers of those periodicals. Its advertising copy is extremely modernistic in layout and very attractive to look at and read.

The Mid-West Appliance Co., of 2714 Lyndale avenue South, has been doing quite a bit of advertising these days on Timken Split-Second oil heating. This firm has also been plugging Norge refrigeration on which they have been doing a very fine job for an outlying dealer.

The Boutell Furniture Co. firm, continuing its policy of driving for "box" sales, used one full page of newspaper copy in last Sunday's papers to publicize Frigidaire. In an advertisement that played the economical angle of the "box," it stressed the advantages of buying Frigidaire in a manner that was forceful, terse and to the point.

As a feature of its large removal sale, The New England Furniture & Carpet Co. is pushing Leonard refrigeration in great style. Large space in the Sunday papers was devoted to Leonard in a manner that could not help but catch the eye of the women readers.

The B. A. Rose Music Co. is now ensconced in its new and much more spacious quarters at 25 So. Eighth street. This firm is one of the oldest exclusive music stores in the northwest. Mr. Rose has been considering, since his removal to his new store, taking on a line of radios for sale. However, he is not just ready as yet to make any sort of formal announcement.

—JACK WEINBERG.

RADIO DISTRIBUTING CO.

Exclusive Distributors in Michigan for



RCA-VICTOR RADIO

129 Selden Avenue
DETROIT, MICH.

435 Market Street
GRAND RAPIDS, MICH.

PEIRCE PHELPS

"The Cycle of Service"

Grunow RADIOS AND REFRIGERATORS

Thor Washers and Ironers—Royal Vacuum Cleaners
Gar Wood Oil Burners—Monarch Electric Ranges

MAIN OFFICE: FIFTH and NOBLE STS., PHILADELPHIA, PA.

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KRICH DISTRIBUTING CO.

KELVINATOR
REFRIGERATION
OIL BURNERS



558-560 BROAD STREET, NEWARK, N. J.

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RADIO DISTRIBUTING CO.

RCA VICTOR RADIO
VICTOR RECORDS
RCA RADIOTRONS

RAYMOND ROSEN & COMPANY

Distributors for



KELVINATOR
RCA-VICTOR



and
PRIMA DOMESTIC LAUNDRY EQUIPMENT

PHILADELPHIA, PA.

Service Department,
The RADIO WEEKLY,
99 Hudson Street, New York, N. Y.

Please let me know where I can procure

(KIND OF PRODUCT)

Name

Street

City State

FAIRBANKS-MORSE

HOME APPLIANCES, INC.

Subsidiary, Fairbanks, Morse & Co.



AUTO RADIO
NO SUPPRESSORS

430 S. GREEN ST., CHICAGO

RADIOS, WASHING MACHINES
ELECTRIC REFRIGERATORS

PARTS AND SERVICE

By A. Coyle

Sale of Lynch Hi-Gain Coupling Systems for Auto Sets Increasing

"Since the introduction of our triangular type under-car antenna, which has become popular because of the ease with which it is installed and the satisfactory manner in which it performs, many competitive units of very much the same general type have been introduced," H. H. Steinle, general sales manager of Arthur H. Lynch, Inc., 227 Fulton street, New York, stated last week. Discussing these units, Mr. Steinle declared:

"Ordinarily, this competition would interfere with our regular summer business, particularly because of the extremely low prices at which some kits are offered. However, introduction of so many competitive kits has actually resulted in a substantial increase in the sale of our impedance matching, hi-gain coupling systems. The latter, while designed for use with our own antenna systems, will improve the performance of any similar triangular under-car antenna, or any roof antenna.

"These coupling systems are thoroughly covered by a group of important patents and our coupling system is the only one available under these patents. Its sale is coming along excellently."

MALLORY

A complete line of Mallory automobile radio vibrators in stock.

LUBEN

DISTRIBUTING CO., Inc.
98 PARK PLACE NEW YORK, N. Y.
Tel. BARclay 7-6377-78

Quam-Nichols Develops New Dynamic Speaker

CHICAGO, ILL., Friday—Important developments have been incorporated in the new dynamic speaker just introduced by the Quam-Nichols Co., this city. The reproducer features a completely armored field coil, claimed to be impervious to moisture.

Quam engineers declare that by an entirely new development in the moving system, a vast increase in sensitivity has been secured. This is said to be coupled with more stability and accuracy. "These speakers will definitely date 1935 radios," an official of Quam-Nichols declared.

The new speaker may be shipped to the tropics or any part of the world with assurance that humidity and salt water will not render it inoperative or in any way affect its performance, it is claimed by the factory.

New Parts Catalog Just Issued by RCA

CAMDEN, N. J., Friday—A comprehensive, ninety-two page catalog, replete with technical information for the radio serviceman and dealer, has just been issued by the RCA Manufacturing Co. for selective distribution through wholesale RCA radio and parts jobbers.

In it are listed all the numerous radio replacement parts and specialty apparatus with their electrical and mechanical characteristics and specifications so that the serviceman can get all the information he needs on a part or piece of apparatus at a glance. There are also profuse illustrations, schematic diagrams and technical information on the functions of the various parts in their circuits. Prominent space is devoted to an assortment of recently developed RCA test and measuring apparatus, such as the cathode-ray oscillograph and beat frequency oscillators. Sections of the book deal with such subjects as short wave and noise reducing antenna systems, public address and sound re-enforcement, phonograph modernization and many others.

A particularly useful feature is inclusion of an exhaustively cross-indexed chart of all the important replacement parts for the RCA Victor radio receivers and the corresponding models of the General Electric, Graybar and Westinghouse companies, with stock numbers and prices. For handy reference, all the items covered in the catalog are indexed and cross-indexed. Items intended for resale to the public are shown with retail list prices so that they may be sold to the customer direct from the catalog if desired.

SHIELD OPENS BRANCH OFFICE IN EL PASO

EL PASO, TEXAS, Thursday—The Shield Co., Inc., Crosley distributor with headquarters in Fort Worth, has opened a branch in El Paso with A. S. Douglas in charge. The new branch will distribute Crosley Shelvador electric refrigerators and radios in the El Paso territory.

One of Mr. Douglas' first official acts was the appointment of the Colonial Furniture Co. as dealer for the line.

Parts Jobber Opens Branch in Miami, Fla.

MIAMI, FLA., Thursday—The opening last week of a new branch of Thuro Radio Distributors at 23 N. W. Twelfth avenue, this city, was marked by a dinner at the Bagdad Club tendered to radio servicemen, dealers and set builders from this section. About 165 attended the affair as guests of H. M. Carpenter, manager of Thuro, which maintains its headquarters at 110 East Cass avenue, Tampa. Another branch is located in St. Petersburg, while a fourth will be opened in Orlando on July 15.

Mr. Carpenter, who acted as master of ceremonies at the dinner, first introduced Walt Jones, commercial engineer for the Hygrade Sylvania Corp., who had conducted a service school on the day before the dinner. Other speakers included W. E. Charlan, head of the new local branch and H. D. Keeler, technician.

A HOT ITEM
for the hot weather season

The New ICA



And no wonder! It acts as interference eliminator, noise reducer, short-wave booster; the buyer installs it himself, without tools. Thousands already sold.

Jobbers and Dealers—write IMMEDIATELY for details of unusually liberal plan that allows fat profits on fast turnover. Counter display cards, advertising mats supplied. List price, \$1.00.

An ethical, scientific device—made by reputable firm in business 15 years. Sells itself and stays sold.

INSULINE CORP. of AMERICA
25 Park Place New York, N. Y.



It will not lose its calibration. Its resistors will not change value. Its accuracy far exceeds even the best "ohmmeter." Its price makes this laboratory instrument practical for service work. Ask your jobber or write Dept. C for details.

The MUTER Co.
1255 S. Michigan Ave. Chicago, Ill.

Effarsee
ANTENNAE
PAT. IN U. S. & CANADA

FOR THE HOME | FOR THE AUTO

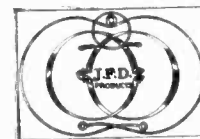
UNDER CAR ANTENNA
New Wonder Junior tubular \$2.50 No. 65 Flat Running Board \$4.00
New Wonder Senior tubular 4.00 No. 369 Flat Running Board 4.95
Flat Coil Roof Type \$2.00

FISHWICK RADIO CO. Cincinnati, Ohio

PROVED FOR YEARS—NOT AN EXPERIMENT CAN BE PUT ON IN FIVE MINUTES

No Vibrating Wires, Flapping Flaps or Frictional Contacts to Change Capacity Effect and Cause Noise. Reduces Street Car Noise and Helps Ignition Noise Suppression. Does Not Short Out.

42 Strand Phosphor Bronze Cable and Dial Cords
Exact Duplicate Ballasts for Majestic Sets
Exact Duplicate Bands & Belts for Individual Sets

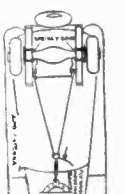


New Type Auto Antennas
Flexible Sleeve Shielding
Auto Radio Tuning Cables



These and other sensational new items are to be found in our new 12-page catalogue just off the press. Ask for a copy from your nearest jobber.

J. F. DISTRIBUTING CO.
5024 Ft. Hamilton Parkway Brooklyn, N. Y.



Alabama Solons Vote Chain Store Tax Boost

MONTGOMERY, ALA., Thursday—Sitting as a committee of the whole, the House of Representatives on Tuesday voted to increase the tax on chain stores. The new schedule of licenses adopted is as follows:

"Upon one store, the annual license fee shall be one dollar (\$1) for each store; upon two stores or more, but not to exceed five stores, \$15 each; upon each store in excess of five, but not to exceed ten, \$25 each; upon each store in excess of ten, but not to exceed twenty, \$50 each; upon each store in excess of twenty, but not to exceed fifty, \$150 each; upon each store in excess of fifty, the annual license fee shall be \$250 for each such additional store."

The present levy on chain stores ranges up to \$75 for each store in chains of fifty or more, and the revenue measure as drafted by the recess com-

mittee hiked this tax on the larger chains to \$112 for each store.

Representative Adams, of Jefferson, pleaded with the House to "tax the chain stores out of existence," claiming that a United States Supreme Court ruling gave the State the right to do so.

"Chain stores are no good to the community in a business way," the Jefferson solon declared. "They are seldom owners of property, and if we do away with them it will be a great help for business, especially the real estate business."

Atlanta Jobber Orders 25 Carloads of "Boxes"

ATLANTA, GA., Friday—An order for twenty-five carloads, constituting 1,500 refrigerators, was recently placed by the Beck & Gregg Co., Crosley distributor for Georgia, with the Crosley Radio Corp., Cincinnati. The value of this order is \$225,000.

The commitment was said to be one of the largest ever placed at one time for electric refrigerators in Atlanta. The twenty-five carloads are to fill orders from 150 retailers in Georgia served thru the local distributor.

REFRIGERATION DEALER INCORPORATES IN B'KLYN

Cold Air Conservador, Inc., Brooklyn, N. Y., has filed articles of incorporation with the Secretary of State. The company will retail electric refrigerators, "ice boxes" and cold storage devices and systems. Mike Shockett, David Rosenberg and Morris Horowitz are the incorporators of the company, which is capitalized at \$20,000. David Rosenberg, 26 Court street, Brooklyn, is counsel for the firm.

NATIONAL UNION RADIO REPORTS ON OPERATIONS

For the year ended April 30, 1935, the National Union Radio Corp., and wholly owned subsidiaries, manufacturer of radio tubes, reported a net loss after taxes, interest, depreciation and other charges of \$93,226, against \$92,723 loss in the preceding year.

Hungary Market for 25,000 Radios And 250,000 Tubes, Says Gov't Report

WASHINGTON, D. C., Thursday—On December 31, 1934, the number of radio subscribers in Hungary was 340,117 as compared with 328,179 in 1933, and 321,976 in 1932. The trade estimates that there is a market in Hungary for from 23,000 to 25,000 radio receiving sets, and from 250,000 to 260,000 radio tubes per year. The radio trade association further estimates that the annual sales turnover of its 800 members is slightly over 6,000,000 pengo, of which the bulk is handled by the six wholesale distributors located in Budapest. Local producers, protected by import duty, the Telefunken license and the restrictions on imports and foreign remittance, dominate the market and importations from foreign countries are not much in excess of a modest sample line for experiments.

During 1934 the volume of radio sets imported was 8,140 pounds and their value about \$17,000. The trade estimates that this represented approximately 420 receiving sets. (Total imports show 33,440 pounds less 25,300 pounds re-exported following local processing). Of the total imports only 440 pounds came from the United States, of which 220 pounds were re-exported. Thus according to trade estimates the actual imports from the United States were approximately six receiving sets. The other receiving sets came from Austria, Germany and England and entered Hungary thru the more lenient regulations governing trade and payments with countries with which Hungary has a clearing agreement.


Imports of radio tubes amounted to 12,093 tubes valued at 166,000 pengo during 1934. Of the total imports 5,927 tubes (over 49 per cent.) came from the United States, 1,783 from Germany, and the balance from other countries. Of the tubes received, 6,627 tubes were re-exported following local changes. Of the total local production, 1,864,624 radio tubes were exported valued at 17,139,000 pengo. France, England,

Denmark, Sweden, Czechoslovakia and Switzerland were the best export markets.

NORGE DEALERS IN NASHVILLE GATHER

NASHVILLE, TENN., Saturday—J. O. Smith, president of Tennessee Valley Appliances, Inc., was host to approximately 60 Norge dealers and salesmen of this district at a round table conference at the Hotel Andrew Jackson on Thursday.

The principal speaker was T. P. Hallock of Detroit, representative of the Norge corporation.



GROUND RODS

RADIO ELECTRICAL WIRING

ELECTRIC RANGE

TELEPHONE POLE LINE

Catalog on Request

BURCH PRESTEEL PRODUCTS CO.
CHATTANOOGA, TENN.

FOR **MALLORY** VIBRATORS and **DELCO** AUTO SETS

call us for immediate service

WEBER RADIO CORPORATION
Phone: COLUMBUS 5-1686-7
254 W. 54th St. New York

Everything from an auto radio key to an auto radio set

22% Greater Signal Strength Efficiency!

WITH THE **WARD Magic Super Auto Antenna**

ESPECIALLY DESIGNED FOR TURRET TOP CARS

To further insure Perfect Auto Reception use **WARD No-Loss SUPPRESSORS**

The ordinary type of under-car antenna gives only 60% Signal Strength Efficiency. The **WARD Magic Super Antenna** gives 82% Signal Strength Efficiency!

Approved for all Turret Top Cars and many others.

DEALERS! JOBBERS! SERVICEMEN! Write for Illustrated Catalog!

MFGD. BY THE **WARD PRODUCTS CORP.** WARD BLDG. 2135 SUPERIOR AVE. CLEVELAND, OHIO, U. S. A.

180 Page LIST PRICE CATALOGUE

For Dealers and Servicemen in Metropolitan New York and Northern New Jersey—FREE

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DALE PARTS, Inc.
29 MURRAY STREET WOrth 2-4545-4546 NEW YORK CITY



NORGE
Rollator refrigeration

- NORGE WASHERS
- NORGE GAS & ELECTRIC RANGES
- NORGE IRONERS
- NORGE AEROLATOR AIR CONDITIONERS
- NORGE OIL BURNERS
- BROILATOR STOVES
- COMMERCIAL REFRIGERATION & AIR CONDITIONING EQUIPMENT

Valuable Dealer Territory in Missouri and Illinois Still Open

NORGE COMPANY OF MISSOURI
4000 LACLEDE AVENUE ST. LOUIS, MISSOURI



REFRIGERATOR PARTS

Big Specialized Refrigerator Parts Catalog lists complete line of Refrigerators and hundreds of essential parts for all standard makes. Tubing, brass fittings, gaskets, thermostats, pressure gauges, valves, evaporators, expansion valves, filters, dehydrators, tools. Inspect our catalog listing everything at Lowest Wholesale Prices! Address Dept. RW-619.

WHOLESALE RADIO SERVICE CO.
Main Office and Warehouse
100 SIXTH AVENUE - NEW YORK, N.Y.
MEMBER: N.Y. & N.J. Wholesale Radio Dealers Assn. ATLANTA, GA. and St. Louis, Mo. NEWARK, N.J. (Central) Assn.

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All-Wave Radio **The line you can't afford to sell against**

Grunow
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SPARTON RADIO and TUBES **ARVIN** CAR RADIO

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TRIAD TUBES **RAYTHEON TUBES**

588 Commonwealth Ave. Tel: KBNmore 0900 Boston, Mass.

PHILCO RADIO - TRANSITONE TUBES - PARTS

In the State of Rhode Island, Bristol County, Massachusetts, New London and Windham Counties, Conn.

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PHILCO DISTRIBUTORS
17 Lyman Street Providence, R. I.
Tel: DEXter 1960-1-2

SOUTHERN WHOLESALERS, Inc.

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Distributors of

RCA Victor Radio and Records
ABC Washing Machines
DELCO Automatic Heat
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DISTRIBUTOR METROPOLITAN NEW YORK

ATWATER KENT RADIO | ABC WASHERS—IRONERS
RCA RADIO TUBES | PROCTOR & SCHWARTZ APPL.
KELVINATOR
REFRIGERATION OIL BURNERS

COLORADO "ICE BOX"
PURVEYORS ENJOYING
GOOD SEASONAL CALL

INTERSTATE CO. REMODELS
Harry Moll and Group Back from East — Public Address System Business Gaining Momentum— Other Notes of Rocky Mountain Region.

DENVER, COLO., Thursday — We actually believe that summer is here to stay. We still do have a rainy day now and then, but generally speaking, it looks as though our summer is here. Colorado has been in a very bad condition during the last few weeks on account of the floods which descended on the Rocky Mountain region, as well as Nebraska and Kansas, but at this writing the flooded districts are gradually cleaning up the debris and getting in shape. Many hundreds of lives were lost and it was one of the worst catastrophies which has visited this section of the country in years.

The Interstate Radio & Supply Co., 1639 Tremont place, local Westinghouse radio set distributor, is making several changes in its quarters. A new steel ceiling is being installed, as well as new steel shelving and many minor changes. The inside of the store will be entirely re-arranged so that the stock will be more accessible both to the salesmen as well as to the shipping department. This company carries a large stock of radio parts and tubes, as well as radio sets.

The Harry Moll group, consisting of Harry Moll; Joe Rhuda, sales manager of the Harry Moll Co., local Philco distributor; Jack Frost, guest of Mr. Moll, and Eddie Rollin, of the Public Service Co. of Colorado, have returned from a month's vacation, during which time they took the Philco cruise to the West Indies. They are all pepped up over the prospects for the coming season, which in their estimation should be an outstanding one.

A great many of the local radio dealers are busy this time of the year selling and installing public address systems. There seems to be a bigger demand for this kind of apparatus this year than any time in the past. The customers seem to have the money to spend and furthermore are willing to buy the larger outfits which are more suitable for their needs.

R. C. Mulnix left the first part of this week for New York, by plane, on business. He is expected back in a few days. Mr. Mulnix is the local Western Electric representative and handles all of the Western Electric public address system installations in this territory. He has several men working for him who are kept busy taking care of the various installations in this territory. He also has a sound truck in connection with his work.

Gleason Scott, of the Scott Bros. Electric Co. of 615 Fifteenth street, who has been sick for the last ten days, is back on the job.

Frank Gorniak, who is in charge of the May Co.'s radio department, has greatly improved the appearance of this section since his appointment as manager. He states that although radio sales have dropped off, his electrical refrigerator department has shown a large increase during the last thirty days. He

handles Norge, Frigidaire and Westinghouse.

E. E. Polley, of the Polley Radio Co., Fort Collins, was a Denver visitor this week. Mr. Polley is doing a very nice business in radio, and has one of the most up-to-date stores in the northern part of the state. William Tecklenburg, formerly employed by Knight-Campbell Music Co. of Denver, is in charge of the radio service department.

—R. N. SWANSON.

3-DAY PHILCO SHOWING HELD IN LOS ANGELES

LOS ANGELES, CALIF., Thursday — Listenwalter & Gough, of this city, Philco distributor, opened its exhibit of the new 1936 Philco radio line to dealers in this territory on the eleventh floor of the Bendix Building yesterday and will continue the display through tomorrow. More business was written on the first day than on any other similar day, Lou Gruner, sales manager, reported.

Speakers at the dinner in the evening included Harry Boyd Brown, factory ambassador; Cliff Bettinger, Pacific Coast district manager; Harold Dishon, Southern California district representative, and Phil Gough, executive of Listenwalter & Gough. Mr. Brown predicted that the next ten months would see the best business in Philco history.

Mr. Gough told the retailers about the Philco convention, laying particular emphasis on the fact that business was the order of the day. "There is more value, sales appeal and profit crowded into the Philco line this year than there has been in the past three successful years put together," Mr. Gough told the dealers.

The new models were introduced by Mr. Bettinger, while Mr. Dishon told the group a few facts about the factory in Philadelphia.

PARK RADIO SALES NEW TAMPA FIRM

TAMPA, FLA., Saturday—Park Radio Sales, Inc., of this city, has been granted a charter of incorporation by Secretary of State Robert A. Gray. The authorized capital stock is fifty shares, no par. Incorporators are I. W. Watt, D. L. Legters and E. E. Maxon.

SPECIALIZED SERVICE FOR SPECIALTY INDUSTRY!

A. O. FEIDELSON, Inc.

Warehousing —and— Distribution

50,000 Square Feet of Modern Facilities for Inspecting, Storing, Delivering and Installing

Refrigeration, Radio, etc.

The Best Names in the Industry Use FEIDELSON Service

A. O. FEIDELSON, Inc.

201-15 Eleventh Ave., New York

NEW METAL TUBES EXCITE INTEREST IN FOREST CITY

SAMPLES ARE BEING SHOWN

Cold Spell Hampers Demand for Electric Refrigerators — Philco Dealers to Leave on Cruise Tomorrow — Wilson Cox Joins Father in Stromberg-Carlson Wholesale Business.

CLEVELAND, OHIO, Friday—There is very little change in the situation of refrigeration sales. The weather continues to be the big factor in keeping people from buying and even the ice men are suffering from lack of business. But dealers are still plugging along and sales are harder to close than they would normally be at this time of the year.

The new metal radio tubes are creating quite a lot of interest in the trade as several nationally-known manufacturers have announced that the new models will embody them. Parts wholesalers have samples of the several types which all their trade are eager to examine. Tube sales in general are fair and the recent reduction in price has not created any extra demand, because as one distributor pointed out, set owners only buy when they actually need replacements and will buy regardless of the cost.

A few distributors have samples of the new radio models while the rest are marking time waiting on the factories' announcements.

Announcement was made this week that 10,000 men now on relief rolls in Cleveland will be employed by CWA. Another bright spot is the disbursement of \$520,000 to depositors of the Standard Trust Co. in the form of a dividend.

On Tuesday morning, June 18, at 10 A. M., Philco dealers of the east central division from Utica and Binghamton on the east to Louisville and Indianapolis on the west will sail from Cleveland on the steamer "Seeanbee," the largest vessel on the Great Lakes, for a cruise to

Georgian Bay, returning to this city on June 22 about 11 A. M. A day is to be spent at Escanaba and a stop on the return voyage for a few hours at Mackinack. The speakers are to be as follows: James N. Skinner, chairman of the board of Philadelphia Radio & Television Corp.; Larry E. Gubb, president; Tom Kennally, sales manager; George B. Norton, eastern division manager, and E. A. Carney, mid-western division manager. Executives of the tube and parts divisions are also on the program. The sales promotion and advertising plans will be explained in detail by the speakers and the new models will be on display. George B. Norton, who was formerly district manager for this division, is coming from Boston where his headquarters are now, to take charge of the cruise. In addition to the business sessions there will be plenty of amusement features to make the cruise enjoyable both aboard and ashore. The local distributor, Strong, Carlisle and Hammond Co., will have its representative aboard headed by Tyler Carlisle, vice-president, and Homer Frank, sales manager.

The General Electric Supply Co. radio division, of which Robert Lewis is manager, is busy arranging the details of the wholesalers' meeting, which will be held at Nela Park the latter part of this month and which will be followed by a dealer gathering. A great deal of interest is being shown by retailers in the new models which are equipped with metal tubes.

The Newman Stern Co. is holding a sale preparatory to adopting an entirely new merchandising policy which will be announced in the near future.

Warren Cox, distributor of Stromberg-Carlson radios in this territory, announces that his son, Wilson, has joined him in a sales capacity. Both attended the recent gathering of distributors at the factory in Rochester and are greatly enthused over the new models and sales promotion plans. The three new models of the 58 series are expected to be ready for delivery in the near future and samples are now on the floor. Mr. Cox covers seventeen counties in his territory and reports that dealers are displaying much interest in the line.

The Cleveland Distributing Co., RCA Victor distributor, has moved its record department to the main floor where it has larger space. Disc sales are holding up very well. Clyde Millard, office manager, is now on his vacation.

Walter Klie, president of Smith and Oby Co., has been elected president of the Rotary Club of Cleveland.

A proposed ordinance to be submitted to the City Council that would ban door to door canvassing in apartments and office buildings was declared to be unconstitutional by Assistant Law Director Club this week. Councilman Ernest Bohm introduced the proposal at the request of the building owners' association which contended that their tenants were annoyed by such solicitation. Numerous firms, including many in the radio and refrigeration industry, filed protests.

—A. E. DIHM.

NEW RETAIL OUTLET IN JACKSONVILLE, FLA.

JACKSONVILLE, FLA., Monday—A new retail outlet for radios and household appliances is the Vaughn Furniture Co., which opened for business last week at 426 W. Forsyth street. E. C. Vaughn is proprietor of the new store.

Northern Ohio Distributor

RCA VICTOR RADIO	EASY
RADIOTRON TUBES	WASHERS
VICTOR RECORDS	IRONERS
COMPLETE PARTS	COMPLETE PARTS
STOCK AND SERVICE	STOCK AND SERVICE

The CLEVELAND DISTRIBUTING CO.
1301 SUPERIOR AVE. CLEVELAND, OHIO

In PHILADELPHIA It's

Atwater Kent Radios and Refrigerators
Quiet May Oil Heating Systems
1900 Washing Machines
RCA Radiotrons

THE LOUIS BUEHN CO.
Distributors Since 1900

Wal. 3050 835 Arch Street Main 2766

TRILLING & MONTAGUE
WALNUT AT 24th STREET PHILADELPHIA, PA.

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NORGE PRODUCTS		ZENITH RADIO
ROLLATOR		ABC OIL BURNERS
REFRIGERATION		CARRIER AIR
WASHERS		CONDITIONING
RANGES		TUNG-SOL TUBES
AEROLATORS		
BROILATORS		
OIL BURNERS		

"GROW WITH US"

PHILCO RADIO TUBES & PARTS

Kelvinator Refrigeration
ABC Washing Machines

PHILCO SALES & SERVICE CO.
LOUISVILLE, KY. EVANSVILLE, IND

HOWE & COMPANY
DISTRIBUTORS

GRUNOW HORTON RADIO AND REFRIGERATION
ELECTRIC WASHERS AND IRONERS

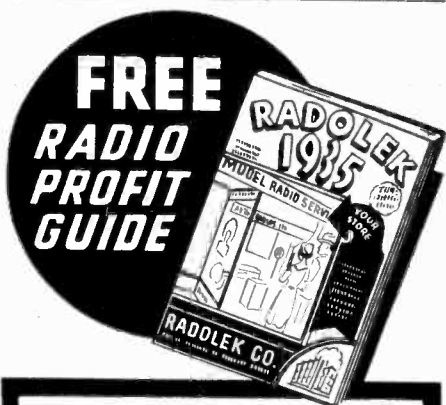
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LEONARD ELECRIC REFRIGERATION

Exclusive Wholesale Distributors

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DISTRIBUTORS!
SERVICEMEN!**

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An encyclopedia of valuable radio information, with Charts—Diagrams and Instructions.

8,000 Items in Stock
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**GUARANTEED QUALITY
TRADE PROTECTION**

RADOLEK COMPANY
601 W. RANDOLPH ST. CHICAGO, ILLINOIS

**"I'M LOOKING
OUT FOR #1"**



This man spoke out frankly . . . read how he built up a more profitable business on tubes! . . .

● "You're asking me why I sell Sylvania tubes? Well, I'll tell you . . . I'm looking out for Number 1 . . . I'm selling the tube that I can make the most profit from handling.

"I could push just about any radio tube . . . There are several good ones on the market. But Sylvania is as good a tube as any made, and I get a BETTER profit when I sell them.

"Radio dealers and distributors like to sell a tube they can recommend . . . and at the same time, they like to do business with a company that talks their language. Sylvania's business policies make sense to me, and that's why, as far as I'm concerned . . . I sell Sylvania's."

There's not much we can add to this. If you'd like to know more about Sylvania's Profit Policy Plan, and the better profit that goes to Sylvania dealers and distributors, write today to the Hygrade Sylvania Corporation, Emporium, Pa.

SYLVANIA

THE SET-TESTED RADIO TUBE

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H. E. YOUNG, D. W. MAY IN GENERAL ELECTRIC RADIO SALES DIVISION

BOTH ARE WIDELY KNOWN

"Winnie" May Special New York Representative for New G-E Set Line — "Herb" Young to Cover Philadelphia, Baltimore and Washington Territories.

(Continued from Page Six)

due to his knowledge of the field and personal popularity it is thought that he will experience marked success.

Mr. Young, new General Electric representative in the Southeast, has been



Herbert E. Young

nationally prominent for a dozen years in radio, entering the industry with the old Music Master Corp., of which he was New England sales manager. In 1924 he became Eastern sales manager of the Grigsby-Grunow Co., then maker of a battery eliminator, and his work here attracted such favorable attention from B. J. Grigsby and William C. Grunow that when the Chicago concern advanced into radio set manufacture, Mr. Young was invited to come to headquarters as general sales manager and later as vice-president in charge of

sales. His career in the Majestic company was a notable one and when Mr. Grunow established the Grunow Corp., predecessor of the General Household Utilities Co., Mr. Young remained with that concern for a year, then becoming Eastern sales manager of the Gibson Electric Refrigerator Co. A three-year period of office with the Gibson company was followed by his appointment



D. W. May

during the past ten months as Eastern sales manager of the General Household Utilities Co. In his early career he was with the Victor Talking Machine Co. and Sonora Phonograph Co. in important territories.

SPARTON JOBBER WINS PARADE FLOAT AWARD

READING, PA., Thursday — First prize for the most attractive float in the recent parade held here under the sponsorship of the Metropolitan Edison Co. was won by the Goldman & Adams float featuring Sparton electric refrigeration. Goldman & Adams is the Sparton distributor in this territory and maintains offices at 1152 Perkiomen avenue, here. The company has distributed the products of The Sparks-Withington Co. for ten years, having had the line exclusively in central Pennsylvania during this period.

Cooperating in the parade float were two local dealers. R. W. Schaeffer, 146 W. Greenwich street, and the Weber Radio Co., 25 Fourth avenue, W.

M. E. Goldman and Virgil Adams head the wholesale concern.

CLASSIFIED SECTION

**Six Cents Per Word
Display, Fifty Cents Per Line
Advertisements in This Section Are Payable in Advance**

SALES REPRESENTATIVES WANTED

Manufacturer of fast-selling P. A. reproducing equipment desires high grade representation in Chicago area. Our many products now listed and sold by every eastern catalog house. Many other desirable territories available. Inquire Box 817, The RADIO WEEKLY, 99 Hudson street, New York.

RADIO SERVICEMAN

WISHES position, former factory connection; thoroughly experienced. Box 813, The RADIO WEEKLY, 99 Hudson Street, New York.

SALES EXECUTIVE—Thoroughly experienced with large following in Metropolitan New York territory, seeks connection with established radio concern in sales or executive capacity. Highest references. Box 811, The RADIO WEEKLY, 99 Hudson street, New York.

NOTICE TO MANUFACTURERS—Experienced and Established Representative, covering Pacific Northwest, wishes additional lines. Volume Controls, Transformers, P. A. and Test Equipment, also accessories. Box 814, The RADIO WEEKLY, 99 Hudson St., New York.

WHERE TO BUY . . . WHERE TO SELL

TRADE DIRECTORY OF
LEADING FIRMS IN
THE INDUSTRY

The

RADIO WEEKLY

WHERE THE MAGNITUDE
OF THE INDUSTRY
IS REFLECTED

Radio Set and Supply Manufacturers

Atwater Kent Mfg. Co. . . . Philadelphia, Pa.
Crosley Radio Corp. . . . Cincinnati, Ohio
Climax Radio & Telev. Co. . . . Chicago, Ill.
Economy Standard Prods. Co., Chicago, Ill.
Emerson Radio & Phonograph Corp.,
111 Eighth Ave., New York
Fada Radio & Electric Co.,
Long Island City, N. Y.
Fairbanks-Morse Home Appliances,
Inc. . . . Chicago, Ill.
Ferguson Radio Corp. . . . New York, N. Y.
General Household Utilities Co., Chicago, Ill.
Halsom Mfg. Corp. . . . New York
International Radio Corp., Ann Arbor, Mich.
Lang Radio Corp.,
3611 14th Ave., Brooklyn, N. Y.
Philco Radio & Television Corp., Philadelphia
Pierce-Airo, Inc., 512 Sixth Ave., New York
Pilot Radio Corp. . . . Long Island City, N. Y.
Radiobar Co. of America, Los Angeles, Calif.
RCA Manufacturing Co., Inc., Camden, N. J.
Sparks-Withington Co. . . . Jackson, Mich.
Stewart-Warner Corp. . . . Chicago, Ill.
Stromberg-Carlson Tel. Mfg. Co.,
100 Carlson Rd., Rochester, N. Y.
Trav-Ler Radio & Telev. Corp., Chicago, Ill.
United American Bosch Corp.,
Springfield, Massachusetts
Westinghouse Elec. Supply Co. . . . New York
Zenith Radio Corp. . . . 3620 Iron St., Chicago

Radio Parts Wholesalers

Dale Parts, Inc. . . . 29 Murray St., New York
J. F. Distributing Co.,
5024 Ft. Hamilton Pkwy., Brooklyn
Luben Distg. Co., Inc., 98 Park Pl., New York
Radolek Co., 601 W. Randolph St., Chicago
Weber Radio Corp., 254 W. 54 St., New York
Wholesale Radio Service Co.,
100 Sixth Ave., New York

Cabinet Manufacturers

Adler Mfg. Co. . . . Louisville, Ky.
Superior Cabinet Corp.,
3611 14th Ave., Brooklyn, N. Y.

Warehousing — Distribution

Feidelson, Inc., A. O.,
201-15 11th Ave., New York

Radio and Refrigerator Wholesalers

American Steel Export Co., New York, N. Y.
Apollo Dist. Co. . . . 15 Shipman St., Newark
Baltimore Gas Light Co. . . . Baltimore, Md.
B. & O. Radio, Inc., 23 Sussex Ave., Newark
Biehl's . . . Pottsville, Wilkes-Barre, Scranton
Buehn Co., Louis . . . Philadelphia, Pa.
Burke Co., J. H., 221 Columbus Ave., Boston
Capital City Dist. Corp. . . . Albany, N. Y.
Cleveland Dist. Co. . . . Cleveland, Ohio
Collins Co., George . . . Boston, Mass.
Crosley Distributing Corp.,
Cincinnati, New York, Chicago
Dickel Distributing Co. . . . Philadelphia, Pa.
Domestic Utilities, Inc. . . . Chicago, Ill.
Eastern Electrical Supply Co., Newark, N. J.
Federal Oil Burner Corp. . . . Newark, N. J.
Graybar Electric Co. . . . Philadelphia, Pa.
Hamburg Bros. . . . Pittsburgh, Pa.
Howe & Co., 841 Boylston St., Boston, Mass.
Hub Cycle & Radio Co. . . . Boston, Mass.
Keller Distributing Corp., Springfield, Mass.
Krich-Radisco, Inc. . . . Newark, N. J.
Latham & Co., E. B. . . . Newark, N. J.
Lewis & Carnell Co. . . . Philadelphia, Pa.
Lincoln Sales Corp. . . . Baltimore, Md.
Listenwalter & Gough . . . Los Angeles, Calif.
Littlefield-Greene Corp. . . . Boston, Mass.
Luben Distributing Co. . . . New York
Norge Co. of Missouri . . . St. Louis, Mo.
Norge Corp. of N. Y., Long Island City, N. Y.
Norge Nestor Co. . . . Jacksonville, Fla.
Northeastern Radio, Inc. . . . Boston, Mass.
Peirce-Phelps, Inc. . . . Philadelphia, Pa.
Philco Distributors . . . Providence, R. I.
Philco Sales & Service Co. . . . Louisville, Ky.
Radio Distributing Co. . . . Detroit, Mich.
RCA Victor Dist. Corp. . . . Buffalo, N. Y.
Rosen & Co., Raymond . . . Philadelphia
Roskin Dist. Co. . . . Boston, Mass.
Sampson Electric Co. . . . Chicago, Ill.
Southern Wholesalers, Inc., Wash'ton, D. C.
Stern & Co. . . . Hartford, Conn.
Trilling & Montague . . . Philadelphia, Pa.
Wildermuth, E. A. . . . Brooklyn, N. Y.

Radio Parts Manufacturers

D. R. Bittan Sales Co., Inc.,
27 Park Place, New York
Boudette & Co. . . . Chelsea, Mass.
Burch Presteel Products, Chattanooga, Tenn.
C. F. Cannon Co. . . . Springwater, N. Y.
Fishwick Radio Co. . . . Cincinnati, Ohio
General Transformer Corp. . . . Chicago, Ill.
Arthur H. Lynch, 227 Fulton St., New York
Magnavox Co. . . . Fort Wayne, Ind.
Muter Co., 1255 So. Michigan Ave., Chicago
Quam-Nichols Co. . . . Chicago, Ill.
Technical Appliance Corp.,
Long Island City, N. Y.
Utah Radio Products Co. . . . Chicago, Ill.
Ward Products Corp. . . . Cleveland, Ohio

Radio Tubes

Hygrade-Sylvania Corp. . . . Emporium, Pa.
Hytron Corp. . . . Salem, Mass.
Ken-Rad Corp., Inc. . . . Owensboro, Ky.
National Union Radio Corp.,
570 Lexington Ave., New York
Philco Radio & Television
Corporation . . . Philadelphia, Pa.
RCA Manufacturing Co., Inc., Camden, N. J.
Raytheon Production Corp., New York, N. Y.
Sparks-Withington Co. . . . Jackson, Mich.
Triad Mfg. Co. . . . Pawtucket, R. I.

Refrigerator Manufacturers

Crosley Radio Corp. . . . Cincinnati, Ohio
Copeland Refrigeration Corp., Detroit, Mich.
Fairbanks-Morse Home Appliances,
Inc. . . . Chicago, Ill.
General Household Utilities Co., Chicago, Ill.
Norge Corp. . . . Detroit, Mich.
Sparks-Withington Co. . . . Jackson, Mich.
Stewart-Warner Corp. . . . Chicago, Ill.
Westinghouse Elec. & Mfg. Co., Mansfield, O.

Talking Machine, Record, Motor and Pick-up Manufacturers

Audak Co., . . . 500 Fifth Ave., New York
Brunswick Record Corp.,
1776 Broadway, New York
General Industries Co. . . . Elyria, Ohio
RCA Manufacturing Co., Inc., Camden, N. J.

You owe it to yourself to invest \$4.00 in fifty-two issues of The RADIO WEEKLY, the only weekly publication devoted to this wide field.

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THE RADIO WEEKLY

99 HUDSON STREET
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INCREASED BUSINESS for PHILCO DEALERS

through the greatest national advertising campaign and the finest local merchandising helps in all radio history!

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But that's not all—Philco goes still further by offering you the finest LOCAL advertising and sales promotion helps in all radio history! With this material Philco dealers can double their retail power by combining their own store prestige with the tremendous public demand for Philco.

This great part of Philco's sweeping, nationwide advertising campaign includes a dealer newspaper ad service, month in and month out . . . floor and window displays with fresh, new material throughout the season . . . local Boake Carter broadcast transcriptions . . . the popular publications of The Radio Institute of the Audible Arts . . . new telephone directory tie-up plan . . . and over seventy-five additional merchandising items, including feature cards, catalogs, handbooks and sales manuals . . . outdoor posters . . . consumer folders . . . handbills . . . rotogravure sections . . . radio logs . . . direct mail pieces . . . movie slides . . . world globes . . . and many others—all packed with retail sales punch and power—all helping you to tie-up locally with Philco's gigantic national advertising!

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