

# Radio Retailing

*The Business Magazine of the Radio Industry*

A McGraw-Hill Publication

FEBRUARY, 1930



## STABILITY

*Stability, n.* The quality of being steady or constant, having durability or permanence.  
—*Dictionary.*

### *Let the dictionary guide* Your Choice of a Radio Manufacturer

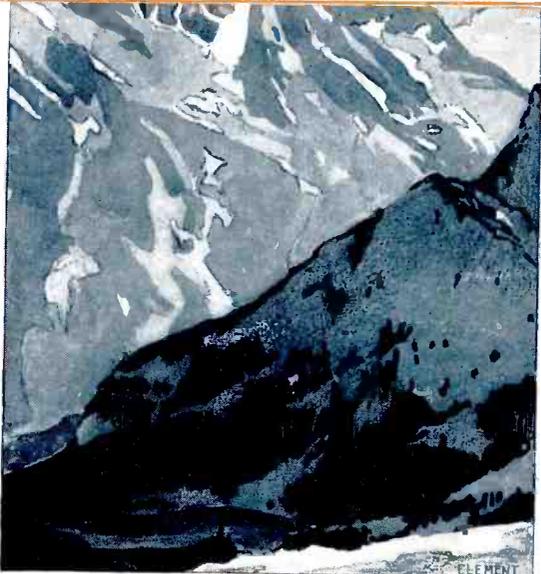
**M**ANY good radio sets have been made—good to look at, good performers.

Why aren't they on the market today?

*Lack of stability of their makers.*

Poor financing, over-production, bad management—a dozen reasons sent these sets to the bargain counter. Perhaps you've handled some of them and suffered with their makers. It's made you "gun-shy"—and rightly.

You're the very man we want to talk to, for you need the Browning-Drake Line. The Browning-

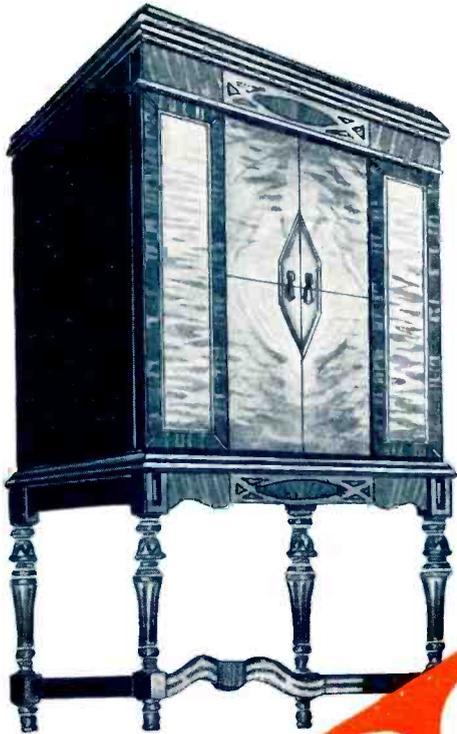


Drake set-up is entirely free from the elements that brought about these failures. Carefully financed, managed by experienced radio-trained men, absence of balloon-type sales promotion, conservative production—this sound foundation is behind a set that, for performance and appearance is second to none.

A. C. Models, \$102.50 to \$188.50; Battery Models, \$75.00 to \$119.50, all screen-grid. Send for details of our particularly attractive franchise. Browning-Drake Corporation, 226 Calvary Street, Waltham, Mass.

# BROWNING-DRAKE SCREEN-GRID RADIO

*Over 1,500,000 people listen-in on Browning-Drake sets*



## 4 screen grid tubes

Exhaustive research has proved that "Four Screen Grid Tubes" are necessary to derive the fullest efficiency from the "Screen Grid" circuit—to get power beyond any possible need—to insure perfect clarity of tone.

Three new Brunswick models—each an eight-tube set, and each designed for 4 screen-grid tubes—assure both the trade and the public the most sensational values in the industry.

Model S-31, Panatrope with Radio (pictured at the left)	\$249
Model S-21, Brunswick Highboy Console	\$154
Model S-14, Brunswick Lowboy Console	\$129

Prices quoted are without tubes

**in 1930 the most powerful radio-salesman will be TONE!**

Just repeating "wonderful tone"—whether in advertising or in sales-talk—isn't going to sell any radio sets in 1930.

Storm flags are already flying. Unless, in this year of strenuous competition, a dealer can prove his claims for marvelous tone, he is almost certain to experience a Cold Summer and a Hard Winter.

Fortunate, therefore, the dealer who has back of him the House of Brunswick—schooled for more than twenty years in producing musical instruments of the finest quality.

Fortunate, first, because the public has come to expect great things of Brunswick...second, because in the new 1930 Brunswick sets (introduced almost 3 months ago and equipped with 4 screen-grid tubes), its expectations are completely realized.

In 1930 the most powerful radio-salesman will be TONE. Assure yourself of sustained and increasing radio sales by lining up with Brunswick—now.

# Brunswick

RADIO . . . PANATROPE WITH RADIO . . . RECORDS

THE BRUNSWICK-BALKE-COLLENDER CO., Chicago, New York, Toronto — Branches in All Principal Cities



## Dealers read RADIO RETAILING

because—

**1** *Radio Retailing* makes it snappy. Goes to the nub of the matter. Forgets the generality stuff. Has something to say or keeps silent.

**2** Writes up ideas that have "proved out"—not theories.

**3** Is not afraid of an idea because it is new, if it's a good one—or of a necessary policy because it may prove unpopular.

**4** Is the "methods" paper of the *entire* industry—not primarily a news magazine.

**5** Covers the individual problems of *all* classes of dealers.

**6** Sends its trained writers into the field to analyze the *facts*—first hand. Does not glorify methods or men unnecessarily but aims to present both sides of the picture.

**7** *Radio Retailing* possesses a distinctive personality. It has warmth; is vibrant with life.

**8** *Radio Retailing* is keenly aware that ours is a business of rapid transitions—and of wonderful opportunities; that its first duty to its readers, therefore, is to provide them with pertinent information essential to healthy growth; that many of its readers already are in a rut and that the path of the procession must be pointed out to others.

# Radio Retailing

The Business Magazine of the Radio Industry

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## CONTENTS

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OUR BROADCAST STRUCTURE MUST NOT CRUMBLE UNDER POLITICAL PRESSURE.....	21
An Editorial. <i>By O. H. Caldwell</i>	
OUR HOUSE MUST BE PUT IN ORDER.....	22
The attitude of finance companies towards radio paper. <i>By Ray Sutcliffe</i>	
RAMIFICATIONS OF THE RADIO CORPORATION.....	25
Showing for the first time just what its many connections are.	
DRAMATIZING PROGRAMS FOR PROSPECTS.....	26
Forget the set and sell its service possibilities.	
LET'S INTRODUCE THE PENTODE PROPERLY.....	28
Caution is a policy which never got anyone into trouble.	
VOLUME OR PROFIT.....	30
That is the question facing dealers and jobbers.	
FRONT PAGE STUFF.....	32
A unique contest which anyone can run. <i>By N. F. Doyle</i>	
CARLOAD BUYING THROUGH CONCERTED EFFORT.....	34
A co-operative merchandising plan with real merit. <i>By M. F. Kaemmerer</i>	
SETTING THE STAGE.....	36
It's a pleasure to buy a radio in this New Brunswick, N. J., store.	
SERVICE SYSTEMATIZED.....	38
One way to conduct service on a profitable basis.	
FEATURE THESE PROGRAMS FOR WOMEN AND CHILDREN.....	40
Don't forget these two great influences on buying.	
WHICH IS TO SAY, "SELLING RADIO IN OLD JAPAN".....	42
Our special representative gets an interesting story in the Orient. <i>By C. Grunsky</i>	
MAKE THESE YOUR RED LETTER DAYS.....	46
A few suggestions to pep up your sales during the next two months.	
CURING INTERFERENCE IN CANADA.....	48
Our next door neighbors are doing some real work. <i>By Henry Baukat</i>	

### Departments

Sales Ideas.....	44
Editorials.....	52
New Merchandise.....	54
News of the Industry.....	58
Jobbers' News.....	61
For the Manufacturer.....	62

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# Get in on a "RISING MARKET"

**Y**OU won't find stock market "mountain peaks and valleys" in Stromberg-Carlson sales charts! But consistent growth . . . continuous prosperity . . . are there. One look at the five years' figures reveals an eloquent story.

*Conservative building* along the lines of sound business economics, is Stromberg-Carlson's policy. Every effort is made to protect dealers—to insure that they *make money*. Prices guaranteed by the factory. No radical changes in design. Nothing, in fact, but quality merchandise offered at prices guaranteeing fair profits!

*Telephony*—which has contributed so much to radio's growth—is responsible for a great deal of Stromberg-Carlson's success. Its influence in perfecting these famous instruments is amply demonstrated in the two new models recently completing the line.

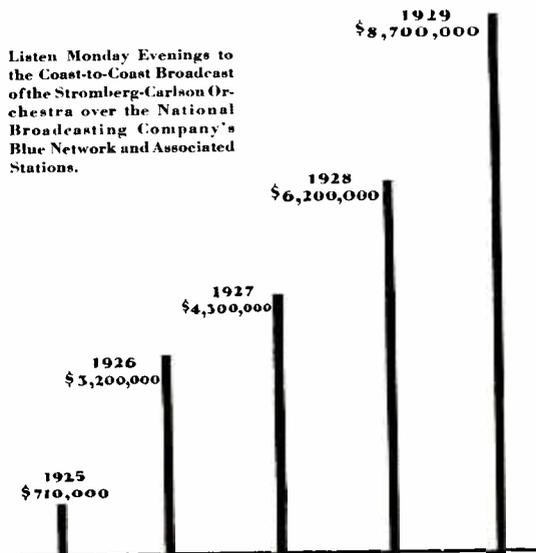
STROMBERG-CARLSON TELEPHONE MFG. CO.,  
ROCHESTER, N. Y.



No. 846 Art Console. Embodying automatic volume control, visual tuning meter. Triple Screen Grid. 10 Tubes. Price, less tubes, East of Rockies . . . **\$347.50**



No. 642 High Console. Walnut finished. Triple Screen Grid. Price, less tubes, East of Rockies . . . **\$259**



Consumer purchases of Stromberg-Carlson radios in the nation's most competitive market, Boston and New York, for five years. Each year September through August.



No. 654 Radio-Phonograph Combination. Plays records with Stromberg-Carlson radio tone. Triple Screen Grid. Price, less tubes, East of Rockies . . . **\$369**



No. 652 Low Console. Compact walnut finished cabinet. Triple Screen Grid. Price, less tubes, East of Rockies . . . **\$239**

# Stromberg-Carlson

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

# "The only big new feature to increase Radio Sales is **REMOTE CONTROL**"

## HERE COMES THE FUTURE

Philosophic conclusions of fact impart to a moment like New Year's the only significance it has apart from the turn of the calendar. It is a time for doing a little thinking out loud.

The events of 1929 show that, no matter what the allied industries may do, it is likely that every four or five years public demand will lapse below all reasonable anticipation.

The only big new feature for enhancing radio saleability in the immediate future is the application of remote control.

Television may be nearer than many people now believe but it also is showing evidence of ability to develop into a great new separate art, much as the talking machine developed as a great new addition to the field of musical instruments.

Tens of millions of people are ready and willing to buy radio product if they see any reason why they should. Considerable doubt may be said to surround further revolutionary development in tube performance; there is enough sensitivity, selectivity or tone volume in available tube hook-ups and there is question whether any newer objective will be worth having after it has been gained.

Everyone to whom independent sources of knowledge are open sees a rapid and apparently lasting decrease in the number of distributors of radio and this will in turn be reflected by a decrease in the number of dealers.

The entire situation assures more future business for the fewer who will be left to share in it.

From an editorial in The Talking Machine and Radio Weekly issue of January 1st, 1930.

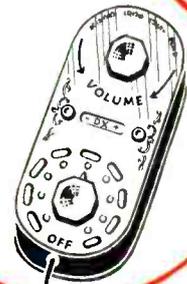
**REALIZING** that remote control was sure to come, Utah engineers have spent years perfecting Utah Remote Control.

In the Utah laboratories twenty-five distinct types have been tested, measured and improved to perfect Utah Remote Control. Dozens of models were discarded before Utah engineers pronounced Utah Remote Control "ready" scientifically and practical in production.

We are now showing Utah Remote control to radio set manufacturers.

**UTAH RADIO PRODUCTS CO.**  
12 E. 41st St. New York City  
1737 So. Michigan Ave. Chicago, Ill.

... and ...  
**UTAH**



... has **PERFECTED** it!



## LICENSED—tubes you can trust

**H**YGRADE Radio Tubes are licensed under the Radio Tube Patents of Radio Corporation of America, General Electric Company and Westinghouse Electric and Manufacturing Company.

To us these patents mean every modern facility of manufacture. To you they mean that Hygrade Radio Tubes will continue to be a stable and profitable item in an unstable field.

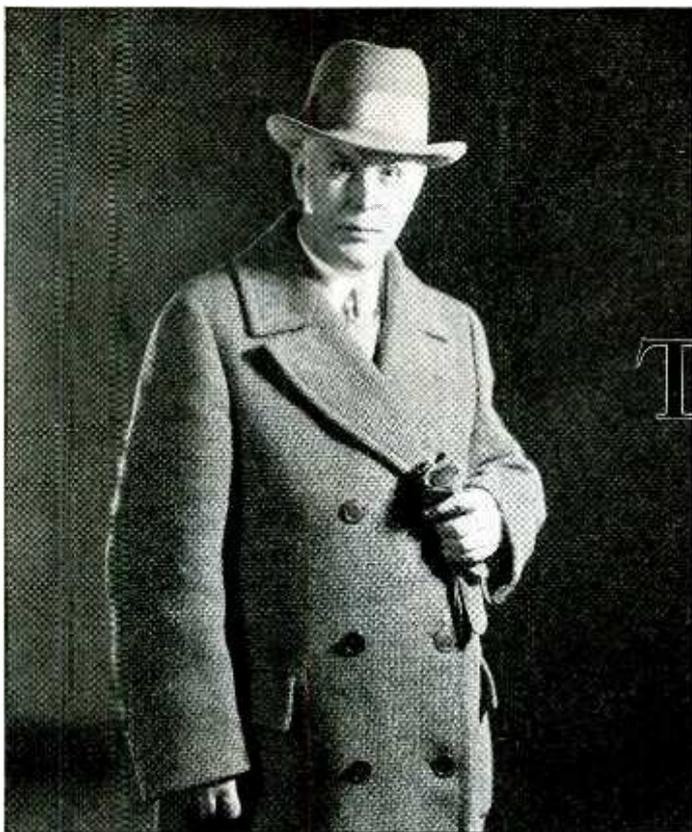
# HYGRADE Radio Tubes

A COMPANION PRODUCT OF HYGRADE LAMP BULBS

HYGRADE LAMP CO., Salem, Mass.

LAMPS YOU CAN DEPEND UPON—TUBES YOU CAN TRUST

Hygrade Radio Tubes are Licensed under the Patents of Radio Corporation of America, General Electric Company and Westinghouse Electric and Manufacturing Company.



## The skeptic *converted*

which he has heard in the homes of his friends.

But, the hours of radio listening have



**C**AUTIOUS, cold-eyed, tight-lipped—enter, the skeptic. Shy of words, keen on facts, he judges shrewdly the true worth of each set. Prove the case and bind the bargain; that is his way of buying. And Grebe franchise-holders meet him on level ground, because that is their way of *selling*. Their formula for thawing him out is simple: demonstrate the new Grebe—let it replace his doubt with confidence—watch how quickly it brings his checkbook out of seclusion.

Here is a man who sees thru meaningless generalities—finds tinsel superlatives inane—bristles at whoop-it-up sales talk. He has owned a set before and, in addition, his mind is a catalog of those

made him critical, they have given him an established basis of comparison. So that, when he hears the Grebe, he realizes that it is at least *a year ahead of the field*.

Turn the dial under the Grebe escutcheon—separate the powerful local station without the smallest overlapping fringe. Step across the continent and bring in feeble, distant broadcasts with local clarity and volume. All the while, let him enjoy *Tri-toned radio*—reception so vivid, so warm, that it melts away his last doubt.

*Newer than screen grid*, the Grebe sells your “hard” prospects. It brings back the hesitant buyer, turns the cynic into a fan and converts the skeptic. It means *extra profit* for the franchise-holder.

Alfred H. Grebe—“From the start, the technician, thru scientific reasoning, has recognized this new set as an engineering achievement. To the public, it has made its successful appeal thru the ear and the eye. Now, in our newspaper advertising, we chart its performance—make a comparison of twenty of the most popular receivers for selectivity, sensitivity and audio quality. Proving by scientifically accurate tests that the Grebe ranks first in every quality essential to radio enjoyment, we strengthen our appeal to the senses of hearing and sight with an address to *common sense*.”



# Grebe radio

SUPER-SYNCHROPHASE

A. H. GREBE & COMPANY, Inc., Richmond Hill, New York  
Western Branch, 443 So. San Pedro Street, Los Angeles, California

SM

**SILVER**  
-MARSHALL



**RADIO**  
EXTRAORDINARY

# Score Another for Silver!

Three New Models with

## Double-Deck Pre-Selection

To give every SILVER dealer the two most powerful weapons in the field—the two radios that will out-perform, each in its own field, every competitive set—that is the SILVER PROGRAM.

To the present Models 60, 75 and 95 SILVER RADIOS, which provide superior distance reception in almost any locality *without any external antenna connection*, are now added the new "B" Models—with selectivity as far outclassing the market as does the sensitivity of the present "30" chassis. Tone fidelity and sensitivity (with aerial), are everything that the world expects in a SILVER RADIO. *The price is fifteen dollars lower than present models—and one less '24 tube is required.*

So the SILVER dealer—as usual—is "sitting pretty"—SILVER advertising is being redoubled in intensity—and oh, what

a difference, when you can start next season with a record of having steadily sold goods that are worth the price and *stay that way!*

*SILVER RADIO Now Comes in Two Series—*

Standard Models 60 (\$160), 75 (\$173), 95 (\$195): Four screen-grid tubes (eight tubes in all), band-selector tuning, screen-grid power detection, push-pull UX 245 tubes, matched-impedance electro-dynamic speaker, without hum, and the famous SILVER RADIO Overtone Switch, for static reduction or brilliant, life-like tone. *No antenna required.*

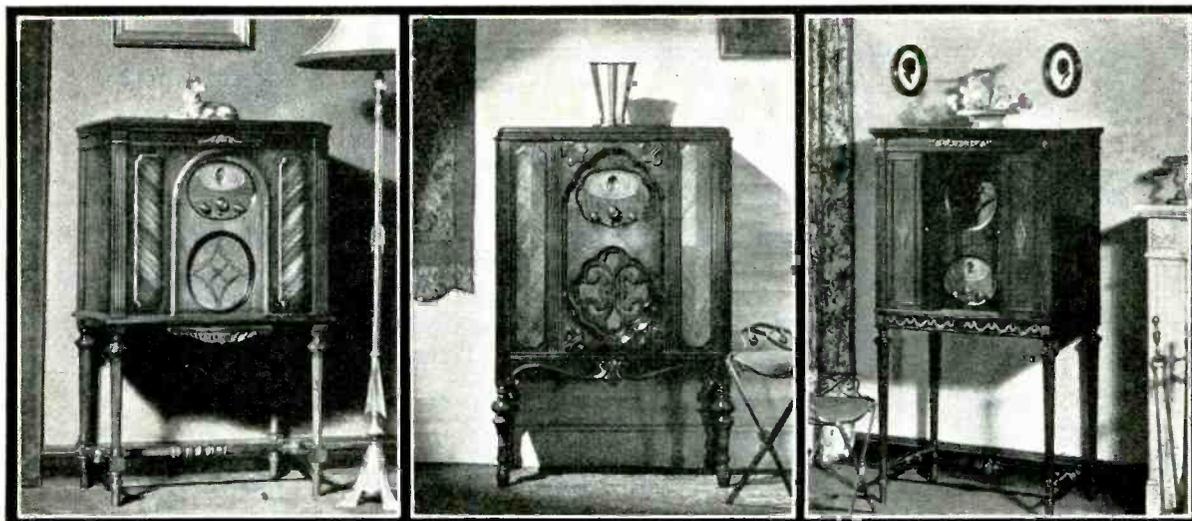
New Models 60B (\$145), 75B (\$158), 95B (\$145): Three screen-grid tubes (seven tubes in all), double-deck pre-selection providing sharpest selectivity available on the American market; improved screen-grid power detection; phonograph jack for direct connection to pickup; the same humless push-pull '45 output, and same matched-impedance electro-dynamic speaker as the present models.

All prices list, less tubes.

60 AND 60B LOWBOYS

75 AND 75B CONCERT GRANDS

95 AND 95B HIGHBOYS



*Phone your Distributor or Wire the Factory*

SILVER-MARSHALL, Inc., 6421 West 65th St., Chicago, U. S. A.

SILVER · ON · RADIO · IS · LIKE · STERLING · ON · SILVER

# COMING!!!

## A NEW RADIO TUBE

IF this were merely the announcement of another new radio tube, it would not command your interest. New radio tubes arrive all too frequently.

But this is *the* new radio tube, long awaited. It is the radio tube which had to come, as the natural result of the formation of the National Union Radio Corporation.

It was to be expected that this huge \$16,000,000 combine of resources and engineering genius would result in a radio tube new in quality, new in sales appeal, and new in its possibil-

ities for profit to dealer and jobber.

This new tube will represent a high water mark of present-day radio tube engineering. It will offer evidence in its tone, its performance and its long life, of the untiring efforts of a famous group of engineers. It will take its place among the more noteworthy achievements of American industry.

It will be produced in plants that are modern-to-the-minute, equipped with the newest and most remarkable developments in automatic machinery and manned by the finest workers in the field.

## NEW IN QUALITY

So much painstaking care will be lavished on the production of this new tube, that it will create a new conception of how good a radio tube can be. A Sales Inspection Department, without responsibility for speed

or cost-of-production, will double-check the daily output. There is little question in the minds of dealers and jobbers as to the very tangible effects of radio tube quality on radio tube sales. We have built our new tube with that thought in mind.

## NEW IN SALES APPEAL

We have clothed this new radio tube with an idea which will make it a star of the first magnitude in the radio sky. The most brilliant of merchandising, the most effective of advertising will be employed in its behalf. To the dealers and jobbers who will be entrusted with the presentation of this tube to the American public, we offer these assurances of a prosperous business relationship.

## WAIT!

# NATIONAL UNION RADIO CORPORATION

400 Madison Avenue

» » » »

New York City



. . . not an isolated section of the country



. . . but the whole world  
comes in with amazing clarity on

---

THE NEW **LEUTZ**  
SHORT WAVE RECEIVER

---

*Engineered and built only for short waves . . . .  
not an adapted set*

Now there is no need for your customers to wait for foreign programs to be rebroadcast. Let them hear the program direct, via short waves!

This new set is built *only* for short wave work. It is so selective and so sensitive that it sets an entirely new standard in distant reception. New and original features are included which overcome the early

difficulties encountered in such work. It is reliable and easy to operate.

Get a running start on this fascinating new field with the standard short-wave set—

LEUTZ

Descriptive literature gives the complete details of this amazing set. Write now for information.

**C. R. LEUTZ, INCORPORATED**

ALTOONA, PA., U. S. A.

Cables: Experinfo, N. Y.

NEW YORK

112 West 42nd St., New York, N. Y.

FRANCE

Baldwin M. Baldwin  
1 Boulevard Haussman, Paris, France  
Cables: Experinfo, Paris

WEST COAST  
B. J. Howdershell  
Detwiler Bldg., 412 West Sixth St.,  
Los Angeles, California

**TELL YOUR CUSTOMERS THIS:**

**“WHEN A PROGRAM SOUNDS FUZZY, IT MAY BE THE WEATHER, BUT MORE LIKELY IT’S A SOUR TUBE. PUT A NEW EVEREADY RAYTHEON IN EVERY SOCKET OF YOUR PRESENT RECEIVER FOR THE BEST IN RADIO RECEPTION.”**

**EVEREADY  
RAYTHEON**

TRADE-MARKS

**4-PILLAR TUBES**

**BRING OUT THE BEST THAT IS IN ANY RECEIVER**

HELP YOUR CUSTOMERS TO GET

HAVE YOUR SERVICE MAN REPLACE THEIR TUBES WITH EVEREADY RAYTHEONS

IF A CUSTOMER can listen to the difference in his own receiver, it is easy to sell him a set of new Eveready Raytheon Tubes. You can explain to him that tubes wear out gradually and imperceptibly. After normal average use, there's a tremendous loss in quality, power and sensitivity . . . which your customers can best appreciate if you show them the great improvement that a complete set of new Eveready Raytheons will make.

Equip your service-man with Eveready Raytheon 4-Pillar Tubes. Then let him *demonstrate* their difference to your customers on his service calls. Demonstrations with Eveready Raytheons are so easy—and the best way to prove their obvious superiority.



EVEREADY RAYTHEON 4-PILLAR TUBES

# THE MOST FROM THEIR RECEIVERS



You can easily see the difference in an Eveready Raytheon Tube. Look at the diagram on this page. Examine one of these tubes.

See the solid, four-cornered glass stem, supporting the four rigid pillars which hold the elements. Notice how this *4-Pillar construction* is braced at the top by a stiff mica plate.

Eveready Raytheons give better reception because they are stronger . . . immune to the hazards of shipment and handling which endanger the performance of ordinary tubes. The unusual precision with which Eveready Raytheons are built is safeguarded by their *4-Pillar construction*. With Eveready Raytheons, only, can you give your customers all the advantages of this construction, for it is patented and exclusive.

Eveready Raytheons fit all standard A. C. and battery-operated sets.



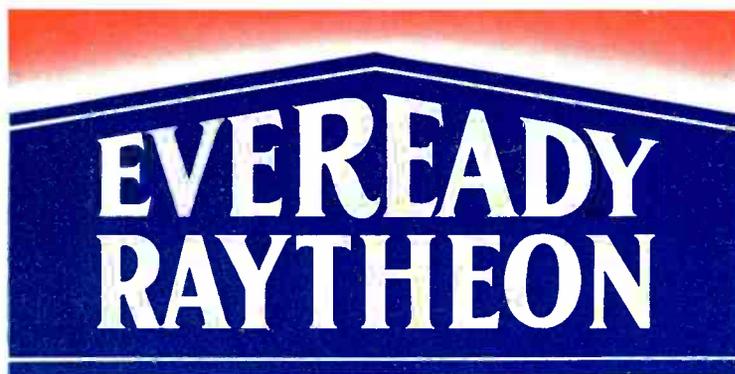
EVEREADY RAYTHEON 4-PILLAR TUBES

# EVEREADY RAYTHEON DISPLAYS TO BOOST YOUR SALES



HERE is a striking counter display (10"x12 $\frac{3}{4}$ ") that draws customers' attention to tubes, and to the special points of Eveready Raytheon superiority. There is a five-piece window display which will help dress up your window—and help your Eveready Raytheon sales. There is also a muslin wall chart showing characteristics of various tubes and a tube register showing types of tubes for various sets. Hang this chart in a prominent location. It will prove very useful, both to you and to your customers. You can have any or all of this material by writing to the nearest branch of the National Carbon Company, Inc.

We welcome inquiries from alert dealers. Eveready Raytheon Tubes are selling fast



TRADE-MARKS

through a selected number of jobbers, conveniently located. Ask your jobber or write us now for the names of jobbers near you. We also make the famous Eveready Layerbilt "B" Battery.

NATIONAL CARBON CO., INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York  
San Francisco

Unit of Union Carbide  and Carbon Corporation

## EVEREADY RAYTHEON 4-PILLAR TUBES

*Time in on the Graybar Hour, 10 to 10:30 Eastern Standard Time every Tuesday night...Columbia Broadcasting System.*

## YOUR OWN LITTLE STOCK MARKET....

Oh, yes, you have one. Right on your own floor, too.



Some dealers have a lot of fun (and expense) with it. They gamble on any quantity and kind of merchandise.



Graybar dealers don't need to. The Graybar distributing system shoulders the expense of maintaining stocks for them. The nearby Graybar warehouse takes care of quantity. The complete Graybar line takes care of variety.



It's all part of a consistent plan to uncover new economies in distribution (which Graybar has been doing for industry for sixty years).



There's an individual plan to fit your individual needs.

# GraybaR

# AUDAK's latest achievement . . . .

## The **TUNED** **PICK-UP**

The pace of progress is swift. Electron tubes have opened new vistas of possibility in the virgin realms of television, remote control, guidance of aircraft from afar . . . and in the "sound" province.

The world is moving, and moving fast.

Radio sets of but three years ago cannot fit today's demands. A pick-up of only two years ago is pitifully inadequate now. Even the ELECTRO-CHROMATIC Pick-up—standard by which others are judged and valued—capable of reproducing every chromatic detail of voice and music, has lacked some means to perpetuate its extreme sensitivity.

The problem was, first, to sensitize the pick-up so that it could reproduce EVERYTHING with exact fidelity. The radio-music world looked to AUDAK for that solution, and the ELECTRO-CHROMATIC Pick-up was our answer.

The next man's sized job was to maintain that exact fidelity by a tuning principle that would insure realistic, chromatic reproduction at ALL times, independent of external conditions. What an assignment! Truly a Herculean task even for the leader in the sound-engineering field! Again the trade looked to AUDAK, and here is our answer . . . The TUNED Pick-up—a revolutionary advancement.

*No sound system depending upon the pick-up can afford to be without the ELECTRO-CHROMATIC Pick-up and its revolutionizing running mate, the TUNED Pick-up. Saves returns, complaints, handling expense, waste motion and grief in general!*

Fine, sensitive instruments are affected by the elements and by the hand of man. Violin, piano, microphone, electric meter . . . they all get "out of tune" sooner or later. The more sensitive the instrument, the more pronounced is this condition.

**The AUDAK COMPANY,**

*Creators of High Grade Electrical*



*....once more demonstrating the truism*

## **“LOOK TO A LEADER FOR LEADERSHIP”**

Heretofore, when a pick-up got “out of tune,” it had to be taken apart and reconditioned. This cut down profits and worked to the detriment of all hands . . . in retail shops, in theaters—wherever the pick-up was used as a medium of interpreting sound. It is this heretofore uncontrollable condition that AUDAK’s great new principle overcomes. Now you can have perfect music and speech, any time and all the time . . . the pure, realistic performance of the **ELECTRO-CHROMATIC Pick-up** . . . as natural today as yesterday, regardless of atmospheric conditions or any other influence.

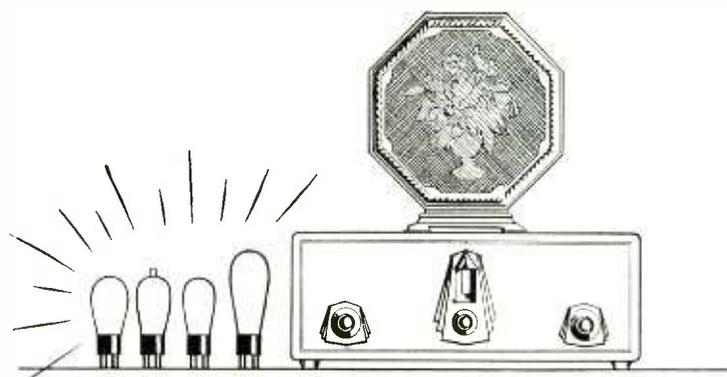
A very important development . . . for retail radio merchants, for theater owners and operators, for wholesalers who cater to them, and for manufacturers of combinations.

*A very helpful treatise on the theory and principles of the TUNED Pick-Up has been prepared by Maximilian Weil, President of this Company. A copy is yours for the asking.*

We present this new principle to the radio trade . . . our first major announcement for 1930. There will be other announcements . . . our technical staff has been busy with plans which will have a far-reaching effect upon the music world. Plans that will re-inforce AUDAK’s reputation as pioneer and creator!

## **565 Fifth Avenue, New York**

*and Acoustical Apparatus Since 1915”*



## WHY NOT SPARE TUBES?

THEY ARE THE  
"SPARE TIRES" OF THE RADIO

**E**VERY radio set owner should have spare or extra tubes. They insure against interruption and disappointment.

The idea of spare tubes is relatively new—but every radio owner will appreciate your suggesting it. Advise your customers to keep a couple of Ken-Rads—the standard quality, licensed tubes—always on hand. There's money in the replacement tube business if you will go after it. This is one of the ways to get it.

THE KEN-RAD CORPORATION, Incorporated  
OWENSBORO, KENTUCKY

*A Division of KEN-RAD TUBE & LAMP CORPORATION*

# KEN-RAD

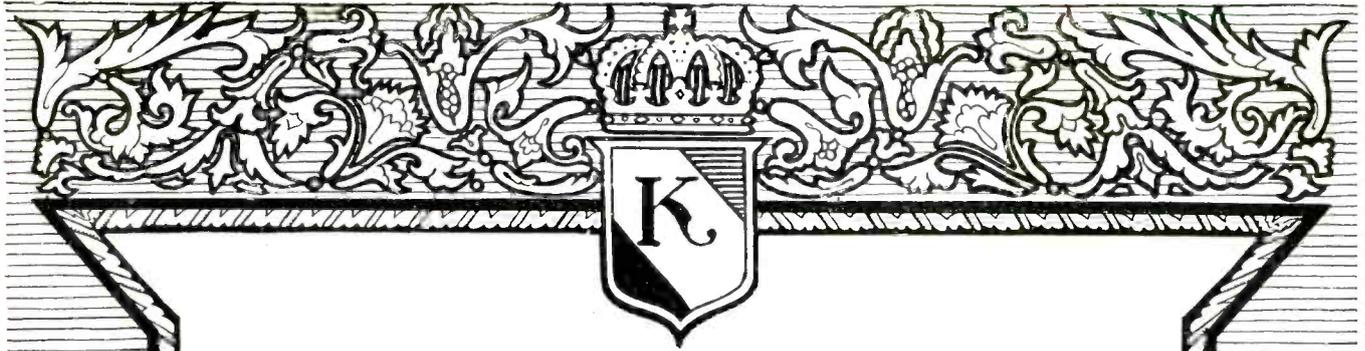
## RADIO TUBES

LICENSED BY RADIO CORPORATION OF AMERICA



STANDARD  
QUALITY  
ALWAYS





## The Road to Radio Profit

**T**HIS year is full of golden opportunity for the distributor and dealer who takes the Right Road to Radio Profit. Now is the time for you to look over the Landmarks and determine if you are on that Road.

The Distributor and Dealer of Today is interested in Stability, Financial Resources, Engineering Ability, Manufacturing Capacity, Sales and Merchandising Cooperation, *and what the Manufacturer will do for him.* For that reason, you should give serious consideration to Kennedy, not only for 1930, but for the ultimate security of your business in the years to come.

Consider a product which, in design, performance and beauty, has never been surpassed for quality, and is backed by a pioneer manufacturer whose integrity of purpose and reserve resources are unquestioned and unshakable.

Consider a program of cooperative merchandising and selling, designed to crush sales resistance and build up a permanent volume of profitable business, created by an organization of men who have never known failure in their many years of business experience.

There are many other advantageous features offered by Kennedy which afford the progressive distributor and dealer an opportunity to travel greater distances along the Road to Radio Profit.

Colin B. Kennedy Corporation, South Bend, Indiana.

*Investigate Kennedy! Get the facts! Get first hand information on why the Kennedy Exclusive Sales Franchise is so desirable! But do it Now! A letter, wire or 'phone call puts you under no obligation.*

# KENNEDY

*The Royalty of Radio*

1911



1930

# ATWATER KENT RADIO



Simplicity and elegance have been so embodied in this model that it harmonizes with the furnishings in any room.

**SCREEN-GRID**

# ATWATER KENT RADIO

**YOU** have seen radio history made in the past eight years. You have seen a great industry grow from infancy to maturity. During all these changing years you have seen one name steadily moving ahead. That name is Atwater Kent . . . Think it over.

ATWATER KENT MANUFACTURING COMPANY

*A. Atwater Kent, President*

4733 Wissahickon Avenue, Philadelphia, Pa.

# THEY'RE SENDING CUSTOMERS LOOKING FOR YOU If You're Sylvania's Dealer!

The Sylvania Foresters provide more than just radio entertainment. They are business builders *locally*, for every Sylvania Radio Tube Dealer—and their friendly salesmanship makes customers for him out of hundreds who otherwise would merely be passers-by.

Wherever "the flashing S on a green oak leaf" appears on a Sylvania Dealer's window, it is just as though his name and address were mentioned in the radio announcements of the Sylvania Foresters—and these announcements are heard by millions each week.

**SYLVANIA PRODUCTS COMPANY**  
Emporium Pennsylvania  
*Licensed Under R.C.A. Patents*



These are the Sylvania Foresters—Orchestra and Quartette—a National Radio Feature—Every Week Over WJZ, KDKA, KWK, KYW, WBZ, WBZA, WHAM, WREN, WBRC, WNBZ, KFAB.

**THE** *Sylvania* **FORESTERS**  
*Every Week in the Year*



FEBRUARY, 1930

# Radio Retailing

The Business Magazine of the Radio Industry

O. H. CALDWELL,  
Editor

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925



## Our Broadcast Structure

### Must *Not* Crumble

### *Under Political Pressure*

**G**OOD broadcast reception is vital to the sustained prosperity of the whole radio industry. With millions of listeners, the industry looks to the radio authorities at Washington to protect the interests of radio, and to maintain the broadcast spectrum under best operating conditions.

It is a difficult and thankless job—that of sitting on the lid at Washington and defending the intangible rights of the public against the onslaughts of greedy commercialized stations and selfish politicians in Congress. The work of the radio commissioners calls for vigilance and courage of a high order, if the public interest is to be protected.

Already, however, there are signs that political pressure on the commissioners is making itself felt, and that under its effects the integrity of the broadcast structure is slowly crumbling. Already there is evidence that political expediency rather than established engineering facts are controlling recent actions by the commissioners.



**O**NE of the ominous and disquieting events which points this new trend is the assignment of a New York City station to a channel *only 30 kilocycles* from two other local New York City stations—in spite of the consensus of all radio experience that a spacing of 50 to 100 kilocycles is desirable between stations in the same community. Moreover, this shift puts the New York station on the same channel with a popular Baltimore station *only 160 miles away* (although such separation

should not be less than 1,200 miles, for good service).

The result of this grievous new assignment is to produce “cross-talk” locally between the two New York stations so close on the dial. Meanwhile in both New York and Baltimore the channel affected is beset by a howling heterodyne outside of the immediate precincts of the stations themselves.



**B**Y ITS regrettable order the commission has thus taken the first step back to the very condition of such insufficient spacings and consequent bedlam which so nearly wrecked radio in 1926, following the law’s breakdown. The granting of even one such permit is bound to lead to other demands for similar assignments, backed by added political pressure, now that the entering wedge is driven.

The commission has committed a serious mistake in yielding to politics and outraging the first principles of radio. The damage it has done can be repaired only by an immediate restoration of sound operating conditions, at every point on the dial. Restoration made, the commission should next proceed to make broadcast conditions better, not worse.

It will cost the radio industry millions of dollars in future sales and the public an immeasurable loss of priceless facilities, if the radio structure is allowed to crumble, under insidious but cumulative tinkering. Political meddling must not be permitted to let broadcasting slip back again toward the deplorable bedlam of 1926.

# *Our House* *Must be Put*



*A straight-from-the-shoulder presentation of the present attitude of the bankers on the financing of radio time paper — What the dealer, jobber and manufacturer must do to help*



*Modern Wall Street — whose keen analysis of the radio situation merits close reading.*

# in Order

By

Ray V. Sutcliffe

ONE of the immediate results of the October financial upset was a tightening of policies governing the purchase, by the banker, of radio time payment contracts. At a time when dealers needed ready cash they were told that their paper was no longer acceptable.

This condition still obtains. It is no secret that it is harder to discount bills of sale today than at any other time in the history of radio merchandising.

Who is to blame for this situation?

What can be done to remedy it? To again make possible the partial financing, at least, of the radio retailer's business from the cash value of his customers' mortgage agreements?

And what is the future outlook?

*Radio Retailing* recently interviewed thirty of the country's outstanding contract purchase corporations. Here is the consensus of their opinions:

a. The financing houses have no prejudicial viewpoint against radio paper other than that occasioned by certain special circumstances which have become associated with this type of sales contracts, *many of which*, they claim, *are of the industry's own making*; radio manufacturers and dealers both are to blame.

b. When the October tremor shook the country it found many radio dealers with little cash reserve and with extended obligations. Shortly thereafter it found radio sets of established value being reduced in price, others being thrown on the market at prices considerably under former standards. And it found hundreds of local finance companies out of funds, because in absorbing the tremendous volume of business that had come to them almost unsolicited, they had "lived up to" their capital resources and bank lines. With the tightening of the financial situation in September it was impossible for them to secure further funds either from the bank or from the public. Such companies had no recourse except to stop purchasing paper.

c. *Radio Retailing's* survey finds that the stronger financial institutions will still consider radio paper *but* only on terms compatible with sound financial principles—see accompanying box which itemizes the corrective measures that must be applied by the industry.

Here are boiled-downs from some of the telegrams and letters received:

### *Have Utmost Confidence in Industry*

"Following the stock market crash we purchased more radio paper than in any other time in our history, showing that we have the utmost confidence in the industry

Radio paper still can be sold to the bankers. But—before the retailer or the jobber can hope to find a ready market for time payment contracts the radio industry first must comply with certain conditions. Unless it does the financiers will be forced to make the decision for the industry—and the cure may be a drastic one.

*Consensus of opinion, Radio Retailing's recent interviews with the leading discount companies.*

## DEALERS

1. Selling costs must be held well within gross margin, allowance being made for a reasonable profit.
2. Accurate operating statements must be available for inspection at all times. Jobbers have the right to demand this information of their dealers—and finance companies of both.
3. Inventory items must be priced at present market values.
4. Collections must be closely followed. Past due accumulations discourage customers and the sale sours.
5. Do not allow over 24 hours for a demonstration. Failure to observe points 4 and 5 freezes necessary working capital.
6. Hold trade-in allowances to a minimum. Many dealers would be better off by cutting this allowance in half—even though they sacrificed 25 per cent of total sales volume.
7. First obtain the confidence of your *local* banker. Reputable finance companies will not do business with a merchant who cannot get some credit from his local banker. Finance companies are supposed to supply secondary service only.
8. Furthermore don't sell *all* your installment paper. A dealer should expect to keep from 20 to 30 per cent of his sales contracts in his own safe. The interest income from this free paper helps meet obligations—including the guaranty on outstanding paper.
9. Plan financing ahead. Make sure that the contracts are properly executed and comply with all the requirements of the banker buyer.
10. Have sufficient working capital to keep the business going through its first two critical years.
11. Practice these four essentials: the ability to make sales; to select good credit risks; to collect installments when due; and to anticipate your financing requirements.

## JOBBERS

1. Verify the financial stability and business ability of each and every dealer before signing him up.
2. Concentrate on the dealers who are doing a real selling job. Don't be afraid to demand of your dealers frank, frequent and fair statements of their business progress and present financial standing.

## MANUFACTURERS

1. Maintain standards of value. Formulate price policies, stick to them and see that others support you in this necessary principle—if you expect your dealers to find a market for their time payment contracts covering the sale of your products.
2. If you must use the quota system base it on actual market consumption capacity, each territory and dealer to be considered separately. Fix quotas on the actual market for *your* line; not on what you would like it to be in order to meet home office expedencies.

and that we are committed to use our money, experience and unsparing effort for the assistance of dealers who are in the radio industry "to stay"—as we are. . . . But, we must insist that the radio dealer comply with certain rules of good business which, heretofore, he has, in the main, cheerfully disregarded."

W. LEE WHITE, *Treasurer,*  
*Bankers-Commercial Security Co. Inc.,*  
*New York, N. Y.*

#### **Radio Manufacturer Must Help**

"From the finance company's point of view, there is too much instability in radio manufacturing, merchandising and distribution. Second, the method of selling is too lax—the dealers will not adhere to the conservative down payment of from one-third to forty per cent because they are hampered by competition from department stores, chain stores and installment houses, who are selling radios on small down payments. Third, the finance companies realize that the resale value of a radio is very little, and must depend upon endorsement of the dealer. This, together with the ever changing models, types, obsolescence and price instability makes the radio of minor security.

"The radio manufacturer could do a great deal to bring about changes for the betterment of the entire situation by taking into consideration the above matters, and working toward a betterment of each item mentioned."

LOUIS HILLER, *President,*  
*Universal Finance Corp.,*  
*Omaha, Neb.*

#### **Quota System Blamed**

"Predetermined, fixed quotas of sets to be sold is probably the most disturbing factor in the policies of radio manufacturers. To acquire and hold a distributorship has necessitated a stipulated volume of sales. Dealer franchises, therefore, are also granted frequently on the basis of a large anticipated volume. The dealer must sell whether or not there exists a normal, healthy demand for his merchandise. . . . Such a system encourages sales for the sake of sales only; with the result that time paper credits are questionable, replevins frequent, and collections slow."

R. P. BABCOCK, *Gen. Mgr.,*  
*Long Island Bankers, Inc.,*  
*Jamaica, N. Y.*

#### **Scrutinizing Policies of Dealer and Manufacturer**

"Finance companies have no regrets for the business they have accepted in the past. But they now are carefully studying each lease presented; studying not only the ability of the person who bought the radio to pay for

it, but also the make of set and the business methods and policies of the dealers, and of the radio manufacturers, behind it."

HENRY EDSON,  
*General Contract Purchase Corporation,*  
*New York City.*

#### **Manufacturer and Jobber Must Help**

"We believe the manufacturer and his jobber should be more careful in selecting dealers. Then, if such dealers need financial assistance, the manufacturer or jobber should co-operate by arranging with the finance company to handle the dealers' time sales paper and guarantee the performance of the contract the dealer negotiates.

"If this were effected we believe the reaction would be favorable in all quarters."

JOS. A. HERTELL, *Mgr., Industrial Dept.,*  
*American Credit Corporation,*  
*Omaha, Neb.*

#### **Capable Radio Merchant Has Worthwhile Future**

"We believe in the basic soundness of time payment sales of radio and in the future of the radio business generally. The capable radio merchant has a worthwhile future. Naturally, care in extending terms is desirable but we don't think this is a time for unreasoning timidity. . . . The radio manufacturer can help greatly by educating the dealer on the importance of sound time payment policies."

R. J. GREIL, *Vice-president,*  
*Commercial Investment Trust Incorporated,*  
*New York, N. Y.*

#### **A Jobber Speaks His Mind**

"Dealers fail to protect their credit standings. . . . Beware of loose selling methods. . . . Adjust yourself to a buyer's market. . . . Proper connection with one finance company is best. . . . Substantial down payments. . . . Volume within safe limits. . . . Weekly payments are best. . . . Stop profit leaks in demonstrations. . . . Sell the prospect the set he can afford."

Extracts from an admirable booklet on this matter of financing time paper, entitled "Radio Talks," by

DAVID M. TRILLING,  
*Trilling and Montague, jobbers,*  
*Philadelphia, Pa.*

#### **Further Discussion to Follow**

*The March issue of Radio Retailing will continue the discussion of this pertinent and basic subject. Frank comment by a leading banker and the reaction of members of the radio industry will be presented.*

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### **"In this issue—**

*On pages 30-31 appear the best summation of the problem of volume or profit I have ever seen. Everyone connected with the radio industry should read it."*

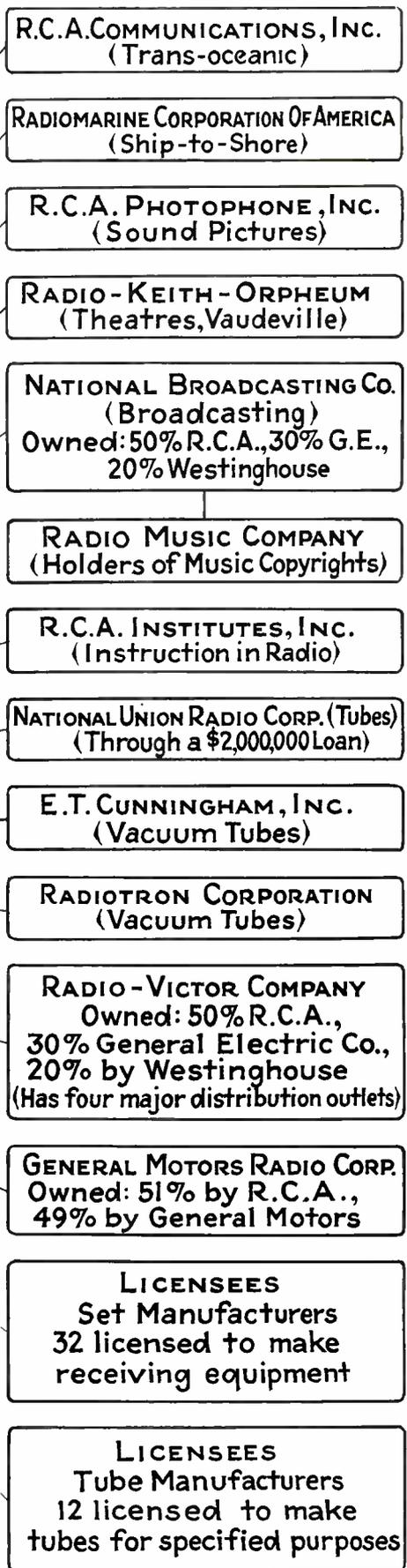
MICHAEL ERT, *President,*  
*National Federation of Radio Associations.*

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# The Ramifications of the Radio Corporation

*Organization chart of R. C. A., published for the first time, shows many affiliated companies*

**RADIO CORPORATION OF AMERICA**  
**J.G. HARBORD,**  
 Chairman of the Board  
**DAVID SARNOFF,**  
 President



**I**N RESPONSE to many inquiries received from readers in the radio trade, asking about the relationships between the various operating companies of the Radio Corporation group, the accompanying chart has been prepared by the editors of *Radio Retailing*, and is presented here as a matter of general interest.

It will be noted that, with the recent changes in its set-up, the Radio Corporation of America has become purely a holding company, having no contact with the public except through its subsidiaries in the various fields of communication, sound pictures, broadcasting, manufacturing and merchandising. For lack of space the chart omits a number of R.C.A. foreign affiliated companies engaged in communication or manufacturing which are operating abroad and in our insular possessions. The diagram is not intended to indicate lines of direct control but rather relationships where stock interest or ownership exists to some degree.

The Radio-Victor Company will manufacture at Camden, N. J., all radio sets distributed under respective brand names by the General Electric jobbers, Westinghouse jobbers, Graybar distributing houses, and the Radio-Victor distributors.

# Dramatizing Programs

IF you want to witness the last word, the very ultimate in effective salesmanship, drop into any first-class art gallery and you will find it—hanging on the walls. There the ideas, the mental images of men, are so attractively expressed and vividly presented that the spectator instinctively wants them, and needs no urge to buy.

The same idea is applicable to purely commercial salesmanship. An automobile manufacturer, for example, invites prospects to demonstration rides with the promise, "If Auburn cannot sell itself, you won't be urged to buy."

This is the selling principle that is now being used by an ever-growing number of extremely successful sales organizations. It will be the dominating note in the salesmanship of the '30's. To practice effectively the examples of this style, which will be offered, some understanding of the last decade in selling is necessary.

The early '20's found us at the peak of "scientific" salesmanship—whatever *that* meant! We were told that we must lead our prospects through the four successive stages of attention, interest, confidence and desire—and then we were to *impel* them to buy. Those were the "do it now" days when, having reached the "crucial moment" of our talk, we committed everything short of homicide to get a signature.

The opening of the new decade finds scientific salesmanship as mummified as old King Tut. Its famous five-point formula, largely shorn of three points, is but a dying star in the selling heavens; only attention and desire remain to remind us how things have changed. And how they've changed!

LAST week, while visiting in a Buick showroom, I heard a prospect tell one of the salesmen that he wanted to look around at some other cars and get their prices, before he committed himself to Buick—which, he admitted, was a corking fine car. The situation is familiar to all who sell.

Now, ten years ago, such a situation would have provoked a fine outburst from the salesman. He would have uncorked his choicest variety of high-pressure closing methods and, as the saying used to go, "put him over Niagara Falls before he got out."

But this salesman, lounging carelessly against a car, smilingly nodded his acquiescence and, murmuring that he hoped to see them again soon, accompanied the prospect and his wife to the door. Halfway there, he turned to the man and asked:

"Mr. Wallace, how long have you been married?"

By  
Alan Streeter



*The man who doesn't use the current day's programs in his sales talk is ignoring his surest means to an order*

"Wh-wh-why, three years—but why do you ask?"  
"Oh, nothing personal, Mr. Wallace—don't get me wrong. I was just wondering, that's all."

"Wondering *what*?"

"Well, I was just wondering if, a couple of nights before you proposed to Mrs. Wallace, you said to her: 'Y'know, dear, I like you. You're a corking fine girl—good to look at, probably economical, and all that. I think I'd like to propose to you and, probably, I will eventually. But not just tonight, dear, because I want to run down the line and look over some other girls before I commit myself to you.'

"Or, Mr. Wallace, did you realize that Mrs. Wallace had qualities good enough for any man—qualities good enough to warrant your immediate action? The comparison is odious. I know, but this Buick——"

I wish I could truthfully report that, as Wallace and his wife left the showroom in a gale of laughter, they left the salesman holding their order. I can't do that, but I can report that Wallace phoned him on the following day, to come around and get it—and Wallace and his wife greeted him with a laugh.

The salesman, a friend of many years, tells me he no longer applies heavy closing pressure on any except those prospects of a low order of intelligence. He claims the higher mentalities definitely resent coercion and that they do not require it if a quality product is properly pictured.

ON ONE of the days that Angelo Patri was broadcasting recently, I stood in a radio store and heard a salesman rave to a pair of prospects who had their seven-year old daughter with them. "Three screen-grid tubes," he was declaiming. "Three of them, mind you—three screen-grid tubes." And reams more about selectivity, distance, *ad nauseum*. They listened to him with blinking eyes and those silly smirks that betray the person who is trying to be polite. Then they walked out, setless.

Why didn't he say:

"Angelo Patri is on the air today, Mrs. Young—Patri, you know, the country's greatest specialist in parental educational methods. He'd be a lot of help to you—help you give the youngster here a jump of four or five years, perhaps, in her cultural progress. You'd find this set particularly advantageous for getting Dr. Patri's programs because he comes in on one of the low wave lengths—where all the stations are grouped closely together,—and you need a sharp-tuning set to separate him from the stations right above and below on the dial—or their noise will spoil his program. One of the reasons why he comes in so sharp and distinct on this set is because it is equipped with three screen-

*(Please turn to page 63)*



*Wield words that stir the emotions if you would succeed in the art of salesmanship.*

# Let's Introduce the

## *Editorial and Controversial Comment on Radio's*

LET us face the situation frankly. The Pentode tube is coming. It will be a factor at the Trade Show in June. Already the newspapers are telling the public about this, radio's latest improvement, and suggesting that it will make possible lower price sets of greater efficiency. Despite the worthy intentions of certain manufacturers to withhold the introduction of this tube until a more propitious time, the march of progress cannot be stayed. Developments of the past 30 days have changed the picture and account for our voicing of the preceding prediction.

With the advent of the pentode which, it appears, will make possible a better set with fewer tubes, comes another opportunity for the radio industry to start afresh; to amend certain errors it has committed on past occasions of a similar nature.

Here, then is a situation which can be used to help or harm the radio manufacturer, jobber and dealer—depending entirely upon the degree of intelligence and of finesse used in introducing it to the public and in marketing it in sets.

Unfortunately the history of the past is not assuring. Exaggerated statements regarding new inventions and their possibilities for reducing prices to the consumer have upset established markets and values without making for a counter-balancing increase in volume and in deserved profits.

Let us, therefore, take advantage of this latest opportunity and act constructively. The radio industry should present this tube to the public as an invention which will improve the quality of reception at no increased expense to the consumer. If greater manufacturing or merchandising margins are attainable through the introduction of the pentode tube they should be used to establish the industry on a firmer financial basis.

Furthermore, we must not overlook the fact that many selling costs all down the line, from laboratory to consumer, are more or less fixed; that newspaper space rates, traveling and shipping expenses, demonstration costs and salaries will apply with almost the same force per unit sale in the future as in the past—regardless of the individual price of the set.

The manufacturing members of the radio industry should discuss together, therefore, the proper handling of this new problem. They should consider not only the matter of a proper return to their dealers and distributors, per unit sale of the "pentode receiver," its proper introduction from the viewpoint enlightening publicity as to just what this invention will contribute to the performance of sets but also its relation to the economic structure of the industry.

To bring radio men up-to-date on some very rapid developments which have occurred within the last ten

days *Radio Retailing* presents the following views of a number of executives most vitally concerned with this matter.

### *Thinks Industry Not Yet Ready*

A group of large tube manufacturers view the situation as follows: We are not planning to introduce the pentode this season, they report, for these reasons: In the first place we feel that the majority of set manufacturers are not ready for this tube. With liberal stocks of good receivers waiting to be moved why should they, at this time, be burdened with the problems and expense of experimenting with new circuits, scrapping manufacturing equipment, tooling up all over again—this in order to produce sets for which there is no public demand and whose increased efficiency still remains to be proven?

One of this group expressed himself in this manner: "Nineteen-thirty should be a year of orderly progress, of stabilization. The public should not again be upset with startling claims or with tales of coming reductions in the price of sets. Furthermore let us first exhaust to the fullest the possibilities of the screen grid tube. This, as yet, has not been done."

### *Chairman of Engineering Committee, RMA, Issues Statement*

In a news story, released to the press Jan. 27, Walter E. Holland, chairman of the Engineering Committee, Radio Manufacturers Association and chief engineer of the Philadelphia Storage Battery Company, makes the following statements:

"No improvement in performance can be obtained with pentodes that cannot be had with present tubes," the official statement declared, "and it is unlikely that pentodes will replace present tubes this year. . . ."

"A given result is possible with less tubes, using pentodes, but it is unlikely that the cost of a complete receiver would be any less. . . ."

"Many radio receiver and vacuum tube engineers in this country have experimented with this type of vacuum tube, and are thoroughly familiar with its characteristics and possible applications. There is nothing new or revolutionary about pentodes. . . ."

"There is a possible application of the pentode to radio frequency circuits, but it is unlikely that this type of tube will prove of much practical importance as a radio frequency amplifier. . . ."

"It is a most difficult tube to manufacture with uniformity owing to its complexity, and to the fact that it must be exhausted to an extremely high degree of vacuum. It is inherently a high-cost tube. . . ."

"In radio receivers for use on the common alternating-

# Pentode Properly

## Latest Development

current supply used for house lighting, the pentode presents a more difficult problem from the standpoint of manufacturing cost, than the standard type of power tube. . . .

"Owing to the high cost of pentodes and the greater complexity of the circuits, it is a question whether it is practical to use pentodes in push-pull."

### *The Other Side of This Controversy*

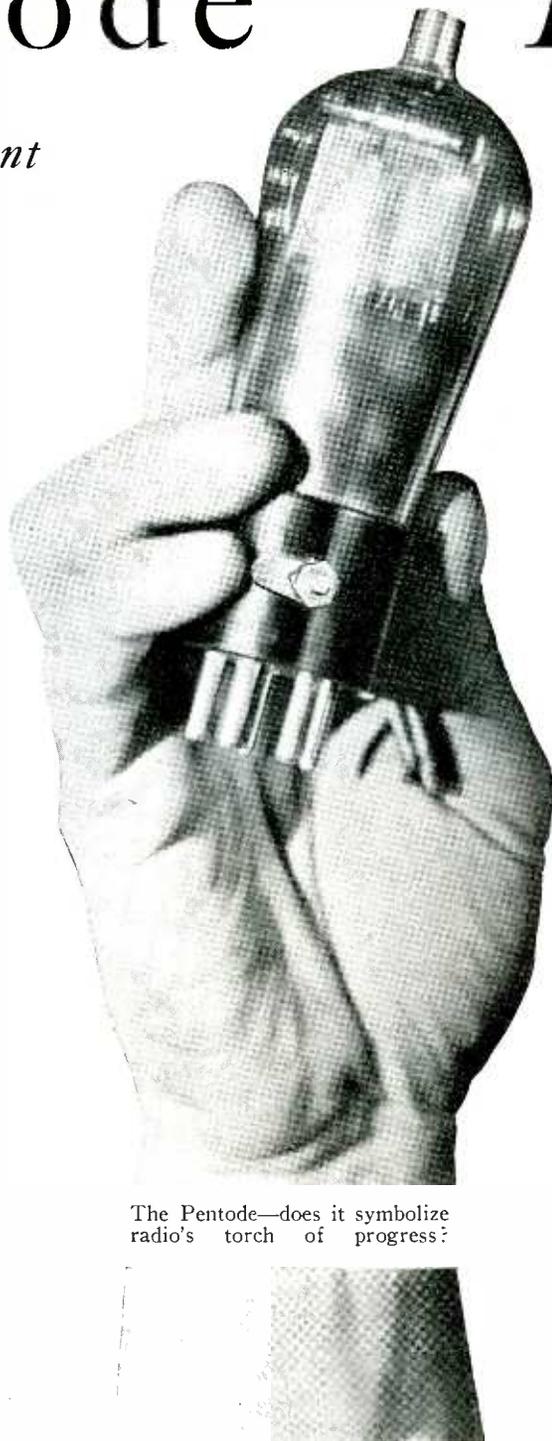
But there is another side of this controversy — and its champions are just as sincere and as well-meaning in their attitude as these other gentlemen. We quote Ernest Kauer, president of CeCo Manufacturing Co., Providence, R. I. Mr. Kauer has prepared a special statement for the readers of *Radio Retailing*. His company introduced to the press and public a new type of pentode tube at the Park Central Hotel, New York City, Jan. 22, 1930.

"Withholding the introduction of the pentode, or decrying its merits, can have no good effect on the radio industry," declared Mr. Kauer. "To deny that the development of this type of tube is an advance in the radio art is as futile as was the attempt of automobile manufacturers who tried to delay the use of balloon tires and four-wheel brakes.

"Furthermore I consider as ill-advised and misleading the recent release of an article for public perusal which made certain derogatory statements concerning the pentode and its application. Tests in laboratories other than our own show that the alternating-current pentode, as developed by CeCo, will do all that we claim for it."

Another tube concern which has been actively developing this tube is the Champion Radio Works, Inc., Danvers, Mass. Its president, F. W. Marsh, in a personal interview, declared himself as follows:

"On January 15 our engineers gave a demonstration be-



The Pentode—does it symbolize radio's torch of progress?

fore the Radio Club of America at Columbia University of the pentode tube we have developed. The interest displayed at this meeting gave evidence that both set and other engineers are doing some serious thinking as regards this new development. However, it seems that at the present time tube engineers are far in advance of set engineers and it will be many months before the latter catch up.

"In other words it is now up to the set manufacturers to develop circuits and learn how to use this new tube before we can expect it to be marketed to the public. There is no doubt but what it is a development for the betterment of radio reception. Perhaps our present pentode may have to be changed slightly in order to meet the needs of the set engineer. However, Champion tube engineers are ready and waiting for set manufacturers to say what they want in order to give the public the benefit of this latest tube. We believe it to have great possibilities."

### *Haste Makes Waste*

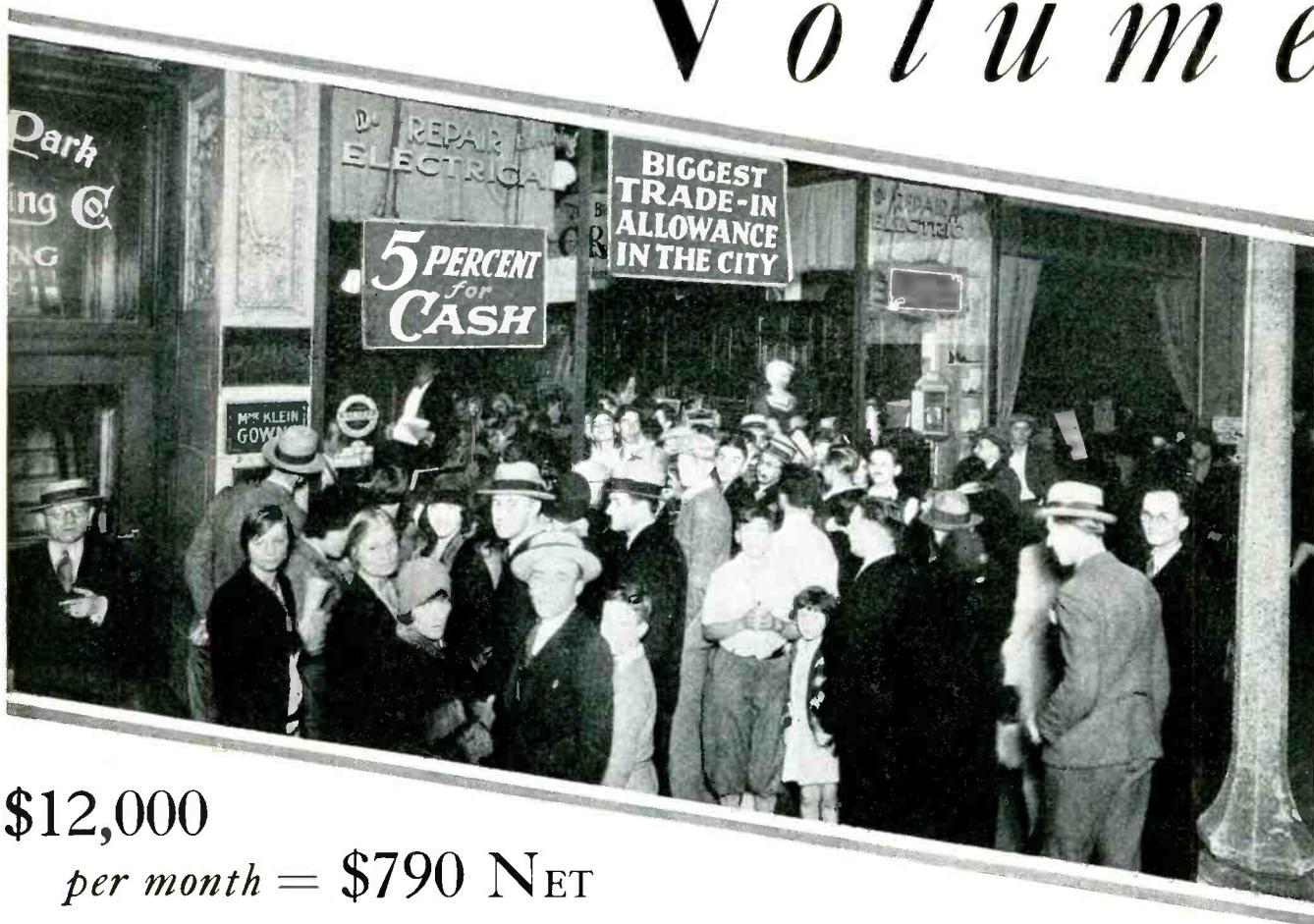
Speaking as vice-president of the Arcturus Radio Tube Co., George Lewis, who also is chairman of the RMA vacuum tube committee, presented the picture in these words:

"Someone has recently taken liberties with the radio version of Pandora's box. From the point of view of the radio industry—or at least a good part of it—when the lid was lifted a lot of unpleasant things flew etherward, and they were all pentodes, pestiferous objects with a multitude of prongs and such things associated with the blue devils.

"But it seems to me that these folks who so ungraciously welcome the pentode have forgotten the other half of the Pandora fable—the little voice that begged

*(Please turn to page 64)*

# Volume



**\$12,000**  
per month = **\$790 NET**

FOR the last several years, I have watched the retail radio trade carefully and critically. The one thing which has impressed me more than any other has been the average dealer's mad scramble for volume sales.

Too few have measured their facilities and their capital, then computed the maximum volume they could advantageously handle, and they sought to fill that volume with desirable profitable business. Most dealers have just gone ahead, doing all the business they could, fearful only of one thing—that they might lose a sale to some other dealer.

Volume of sales means nothing. Net profit is what counts.

Let me illustrate my point by taking three stores, selling the same goods, at the same gross profit, and with the same overhead and expenses, each doing business on a slightly different plan, and then let us check the results and see why profits vary so.

ASSUME \$200 a month for rent, light, heat, power and incidentals, and another \$300 for salaries, making the fixed overhead \$500 per month.

On variable overhead, let us assume an advertising and demonstrating expense of \$5 per radio sold, a service call cost of \$1.50 per call, and a loss ratio of  $\frac{1}{2}$  per cent on volume of business done.

We will sell nothing but a radio listing at \$200, with 40 per cent off, and give the salesman 10 per cent for selling it.

Let us also assume that we will need \$100 capital for each set sold.

With this "even break" we start our stores.

## Store No. 1—The "Happy-Go-Lucky, Anything-for-Volume" Dealer

To make quick sales and do a lot of business we, the Volume Company, will throw off 5 per cent for cash, take a loss of \$15 on a trade-in, and give 5 free service calls on each set sold. This will enable us to sell 60 sets per month—with the following results:

Gross profit per set.....		\$80.00
10% sales commission.....	\$20.00	
Advertising cost.....	5.00	
5% cash discount.....	10.00	
Loss on trade-in.....	15.00	
5 free service calls.....	7.50	57.50
Profit on each set.....		\$22.50
Profit on 60 sets.....		1,350.00
Overhead.....	500.00	
Loss ratio.....	60.00	560.00
Net profit for the month.....		\$790.00
Volume of sales.....		12,000.00
Capital required.....		6,000.00

\$790 profit on \$6,000 capital, equals 13.13 per cent.

True, the preceding is an arbitrary case, and as such is subject to practical revision. But, for comparative purposes, and to illustrate my point, it will suffice.

## Store No. 2—The Careful (?) Dealer

Now, let's be a little more conservative: We do not intend to fool ourselves this time, by taking a loss on trade-



**\$6,000**  
per month = **\$985 NET**

**By Laurence M. Jeger**

*President, Standard Securities Corporation  
Milwaukee, Wis.*

ins, but we *will* meet competition on cash discounts and free service calls. We expect to lose some sales. Suppose we do one-third less business than Messrs. "Volume Company." Here are the figures:

Gross profit per set.....		<b>\$80.00</b>
10% sales commission.....	\$20.00	
Advertising cost.....	5.00	
5% cash discount.....	10.00	
5 free service calls.....	7.50	42.50
Profit on each set.....		<b>\$37.50</b>
Profit on 40 sets.....		1,400.00
Overhead.....	500.00	
Loss ratio.....	40.00	540.00
Net profit for the month.....		<b>\$860.00</b>
Volume of sales.....		8,000.00
Capital required.....		4,000.00

**\$860 profit on \$4,000 capital, equals 21.5 per cent.**

Bear in mind that the net profit percentages in this article are figured on capital and not on gross sales per annum. The latter would be substantially lower.

### Store No. 3—The Courageous, Far-Sighted Dealer

Now for the courageous individual, the man who is a *real* merchandiser. Inasmuch as this will be our last example let us say that this enterprise will be conducted on the assumption that there will be no trade-in losses, absolutely no cash discounts and that only three free service calls will be given with each sale of a new receiver.

For the sake of argument let us assume that in this case we only do one half the amount of business that our first example, store No. 1, does.

The figures for store No. 3 will then be:

Gross profit per set.....		<b>\$80.00</b>
10% sales commission.....	\$20.00	
Advertising cost.....	5.00	
3 free service calls.....	4.50	29.50
Profit on each set.....		50.50
Profits on 30 sets.....		1,515.00
Overhead.....	500.00	
Loss ratio.....	30.00	530.00
Net profit for the month.....		<b>\$985.00</b>
Volume of sales.....		6,000.00
Capital required.....		3,000.00

**\$985 profit on \$3,000 capital, equals 32.83 per cent.**

From the foregoing, we get the following comparative figures:

	Store No. 1	Store No. 2	Store No. 3
Volume of sales.....	\$12,000.00	\$8,000.00	\$6,000.00
Net profit.....	790.00	860.00	985.00
Capital required.....	6,000.00	4,000.00	3,000.00
Profit percentage.....	13.13	21.50	32.83

**C**OMPARING Store No. 1 with Store No. 3, we find that we did twice the business in the first case—but needed *twice* the capital, probably *twice* the sales force, and certainly suffered *twice* the grief. And at the end of the month made \$195 *less* net profit than Store No. 3.

Again, on the basis of capital invested, Store No. 3, with half the sales, yielded a 32.83 per cent profit return (on active capital invested) as against the 13.13 per cent earned by Store No. 1. The former, therefore, on the basis of capital employed, was a 280 per cent better investment than the latter.

The preceding illustrations should not be misconstrued.

*(Please turn to page 63)*



# Front Page

ELVA MAE RICHARDS

*For 152 hours, without a wink of sleep, Miss Richards, of Dayton, listened continuously to a radio set in full blast, making her the world's champion endurance listener.*

*This is a challenge. See if your town hides a potential champion. Run a Listeners' Marathon—and let folks know about your store!*

*Here's an inexpensive making the headlines*

day as long as any of them could move a jaw. In this elimination, two radios, a Temple and a Philco, were awarded after the last heavy-eyed listener gently collapsed and ended his 74-hour vigil.

At some contests a nurse was in attendance and at some even barbers stood ready to ply their trade with any of the listeners who would risk being talked to sleep.

Public interest was of the kind that calls for special police to hold back the crowds. The Dayton, Ohio, contest was held in a large public auditorium. The cheering crowd which filled every seat in the house saw the next-to-last sleep-evader disqualified by a snore, making Miss Elva Mae Richards the world's champion radio listener, holding what is to date the record of 152 hours of continuous listening. This is the current mark announced by the original sponsor of the contest, who is comparing returns.

The spectacle of disheveled men and women frantically chewing gum, playing checkers or cards, or roaming the narrow confines of a show window in a desperate attempt to keep awake, inevitably drew large crowds. Every list of entries included some self-appointed clown,

**R**ADIO publicized! Radio on every tongue, radio on the front pages of the newspapers, radio stamping itself indelibly on the public mind—all through the simple agency of a *Marathon Listeners' Contest*.

Dealers all over the country have been advertising their stores by giving the public an opportunity to prove its sleep-resisting powers. Aspirants for the long distance waking title were required to listen continuously to a radio set in full view of the passer-by. The entrant who stayed awake longest won, and was presented with the radio set to which he had listened so long—if he still wanted it.

This novel bit of drama took on a national aspect under the sponsorship of the Sylvania Products Company. Local jobbers co-operated, and usually arranged to have one of the lines they handled represented in the awarding of the prizes. The dealer in each instance, provided the set, the store space, and formulated rules to govern his particular competition.

In the ear-bending marathon held in the windows of the Wurlitzer Music Store, Louisville, Ky., under the auspices of Lampton, Crane and Ramey, jobbers for Sylvania and Crosley, contestants were not allowed to leave the building; five-minute rest periods were allowed eight times a day; smoking was allowed only during rest periods, and no artificial stimulants of any kind were permitted. The "endurers" took turns adjusting the dials of the Crosley set which brought dance tunes from the air to keep them awake. Sixty-nine persons entered this contest, and the winner, a young mother of two children, had to stay awake 106 hours, almost four days and a half.

The listeners, of course, had to eat. In Buffalo the problem was solved by a local sandwich shop which took advantage of the opportunity to tie-in with the contest staged there by the Medo Electric Corporation. It announced that it would feed the contestants three meals a



*How long can they listen? Thousands of people wanted to know, followed the newspaper accounts,*

# Stuff!

*publicity stunt that's  
and selling sets as well*

*By N. F. Doyle*



*The contestants in this contest were fed, shaved and coiffured right inside the show window.*



*Every contest unearthed some unsuspected comedy genius who kept the onlookers entertained by his efforts to get comfortable without putting himself to sleep.*

whose antics drew more people to the sidewalk in front of the dealer's store and furnished more copy for the newspapers.

This last effect was probably the most striking and the most valuable result of these contests. This was more than mere publicity; it was news of the snappiest and most attractive type.

Newspapers grabbed at it, clamored for photographs, gave it prominent space. The stores in which the contests were held were swamped with phone calls inquiring about the progress of the grind.

The Listeners' Contest idea put radio before the public with force. Any dealer can duplicate this interest-getting stunt at an expense no greater than the cost to him of a set as a prize and of a few signs and show cards. It has been found that the dealers who have already worked this plan have obtained, in editorial publicity in the newspapers alone, free space worth many times the expense of the contest.

More important still, it is to a public made highly radio-conscious by means like this that the trade will sell merchandise quicker and easier.



*To find out they crowded about the contestants in the window, and telephoned for the latest results.*

# Carload Buying

## *Through Concerted Effort*

*Editors Note: Seven months ago we published the story of how a score of radio dealers in Chicago merged their assets and executive control for the purpose of increasing buying and selling efficiency, and hence net profits. This scheme proved somewhat top-heavy and, in actual practice, difficult to operate harmoniously because of its elaborate structure.*

*In the following article, related by a participant, the same objectives are sought, and the method of arriving at them also is through co-operative action; but, because each of the six St. Louis radio dealers in this agreement retains his own capital structure, local operative control and executive policies, this plan is much simpler to execute.*

By

M. F. Kaemmerer

*President, Kaemmerer Music Shops, Inc.,  
St. Louis, Mo.*

FIRST may I state that the "St. Louis Plan" is not a cure-all. So far, however, it has functioned beautifully in the accomplishment of its purpose: carload buys, mass publicity and increasing efficiencies in selling.

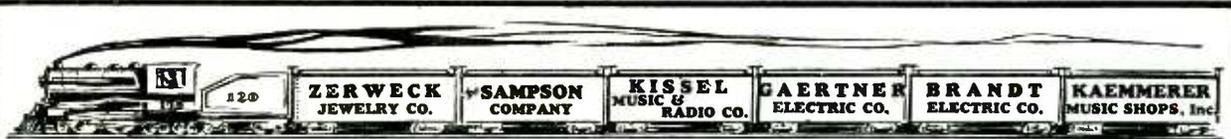
There are six of us in this proposition (more would like to get in under the tent but we think six live outlets sufficient): The Gaertner Electric Company, the Sampson Company, Kissell Music and Radio Company, Kaemmerer Music Shops, Inc., Brandt Electric Company and the Zerweck Jewelry Company. Those who know their St. Louis will tell you that these firms are substantial concerns and well regarded.

But, for many months, prior to the inception of this working agreement, we had been fighting one another in a costly manner; competing for special positions in the St. Louis papers, for example. Then the idea of co-operative buying, advertising and selling was conceived. Julian Sampson quickly became enthusiastic, so did Zerweck of East St. Louis and many other well known radio retailers.

The next step was to see what we could do. I went to New York and made a contract with a set manufacturer—on a carload shipment basis. Soon we had favorable contracts with other manufacturers and jobbers and things were running along very smoothly.

The co-operative newspaper advertising campaign





# Just Received...A Tremendous Shipment Nationally Known Radio

(The Manufacturer Request That We Do Not Mention Name)

Gives You Everything You Desire in Radio

### Nine Reasons Why You Should Buy This Radio

- 1 All-electric—AC Operation.
- 2 800 Features in this set at \$79
- 3 Completely shielded—insures sharp tuning, protection against dust and interference of other sets.
- 4 Velvet tone—Selectivity—Distance!
- 5 Beautiful console cabinet of matched walnut with acrylic overlays. Sliding doors of selected half-log hard walnut panel stock. No warping. A beautiful piece of furniture.
- 6 Humless dynamic speaker.
- 7 One-dial control. A child can tune it.
- 8 Produced complete by nationally known manufacturer.
- 9 Economical production and tremendous volume produces this supreme value.

Powerful 9-Tube Set...Humless Dynamic Speaker  
Beautiful Cabinet...Marvelous Tone

You'll readily admit that it is the most beautiful, best finished Radio you have ever seen, at anywhere near the price. You'll like the smooth, humless, haunting sweetness of tone. You'll be amazed to hear the powerful Dynamic Speaker. You certainly owe it to yourself to see and hear the incomparable new receiver before you buy any radio.

\$200 Features in a Set at Only

**LIMITED QUANTITY** \$ **79**.00 Less Tubes

Only at This Special Price of

ORDER YOURS TODAY

Can Be Purchased on Deferred Payment Plan, Small Carrying Charge Added

**\$5.00 DOWN \$2.50 PER WEEK**

This Special Available Only at the Merchants Listed Below



Remember... This Special Carries Our Usual Well-Known Guarantee With Service

**GAERTNER ELECTRIC CO.**  
3521 N. Grand COlfax 2600

**ZERWECK JEWELRY CO.**  
350 Collinsville Av. East 1117  
East St. Louis, Ill.

**THE SAMPSON COMPANY**  
3624 Olive St. SEff. 6057  
4809 Delmar Forest 7121

**KISSEL MUSIC & RADIO CO.**  
38th St. at Lafayette GR. 6390

**KAEMMERER MUSIC SHOPS, Inc.**  
8317 Delmar 3199 S. Grand  
CAbany 9100 LAcledo 9920

**BRANDT ELECTRIC CO.**  
904 Pine St. CHestnut 9220

OPEN EVENINGS UNTIL 9 O'CLOCK

Concerted buying, through jobber channels as well as direct, and co-operative advertising has made possible "punch" publicity similar to the above display. The members of this plan are well regarded, established, dealers located in the St. Louis territory.

started with almost full page space. Each adv. emphasized some *one* feature of the product we were pushing. The names of our six signing members were rotated in their position at the bottom of the copy so that each received equal prominence.

ONE of the most interesting—and important—elements in this plan is the weekly round-table discussion. It is an ironclad rule that every member must attend. With a tabulation of his needs before him, each asks the others, "What do you need?" Thus the "shorts" replenish their stock from those having a surplus. Then we discuss next week's advertising plans and exchange ideas on merchandising policies. A rule of strict silence has been adopted so that competitors will not obtain advance information as to what is to be featured during the coming week.

The individual service departments, too, have found it a great help to be able to phone a member service shop to talk over a puzzling problem. Jobs that to the independent would have been posers are relatively simple when solved by the huddle system.

The free service problem has been overcome by giving three free service calls but with no limit on time. Under the time guarantee system, it was found that on the expiration date the customer would ask that a service man be sent out on the pretext of trouble just to make use of that last free call. Also, many cards expired in March, April and May, necessitating putting on extra service men just when business was slacking up a bit. This has now been remedied by the use of a standard service pol-

icy giving three free calls over an unlimited time. The psychological effect has been to the advantage of this dealer-team; where they formerly had from 10 to 20 calls a day they now have but two or three.

Trade-ins, the thorn in the side of every dealer, have been effectively handled by establishing and suggesting the use of definite trade-in values for each type of used set.

Aside from the financial advantages of buying in large lots and of advertising co-operatively, the plan has proved invaluable in many other ways. When a member has to be out of town he calls a fellow member to watch his business and help his employees over difficult spots. For example: Mr. Brandt, of the Brandt Electric Company, asked me to keep an eye on his store affairs while he went on his vacation. Each morning, therefore, his "head man" reported to me over the phone. One day a customer asked for a \$750 combination, a model temporarily out of stock. The clerk phoned me and one was delivered to the showroom before the customer left. The sale was made and the instrument delivered that same evening.

The success of this organization has brought many requests for membership but it has been decided to continue with the six original ones.

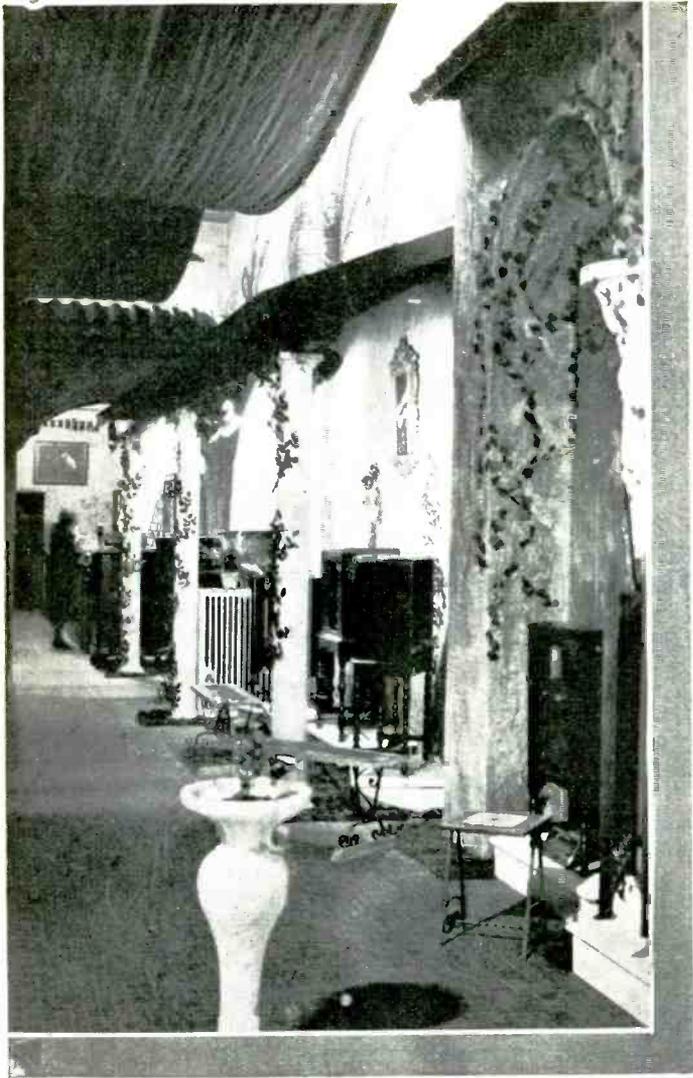
We have found that our monthly advertising bill runs less than half the former cost per member, and we are doing more business than under the old ways. Aside from the pecuniary benefits of the plan it has fostered good-fellowship. We are working and co-operating for one thing—more radio business at less expense—and our combined efforts are producing this result.

# Setting

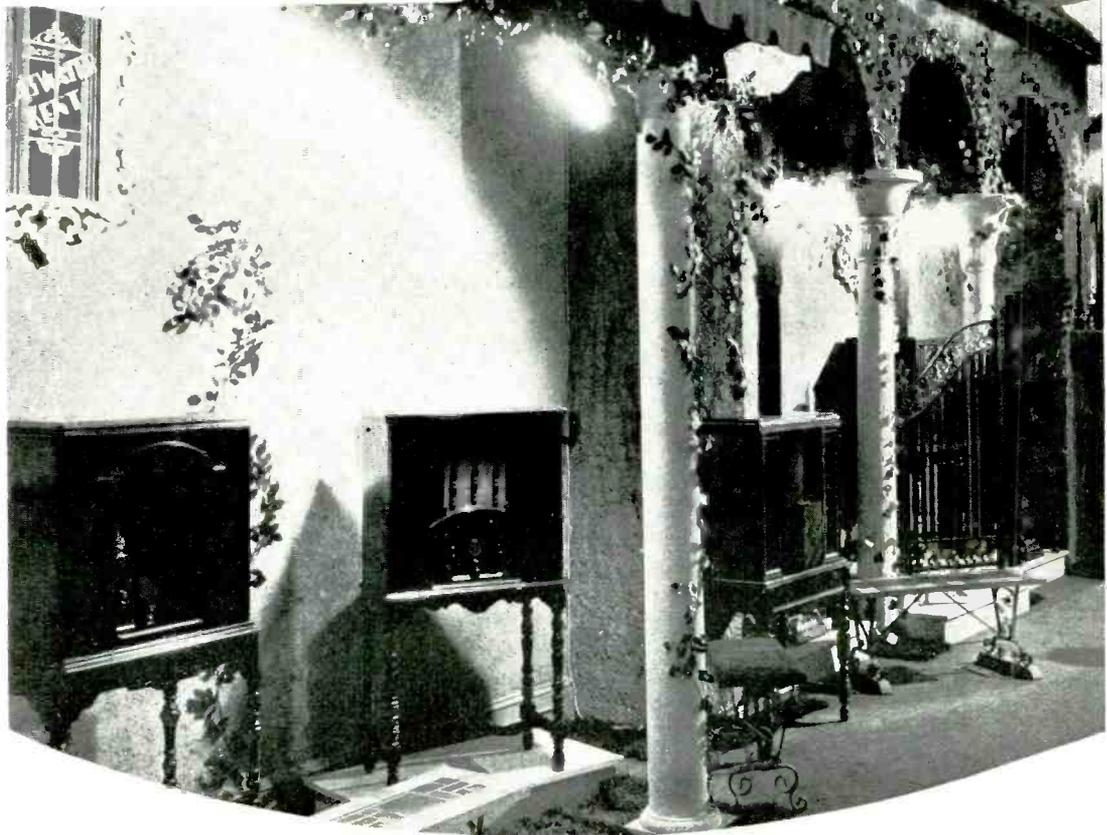
**F**EW things help the radio dealer to stage successfully his selling act more than a perfect setting. The little drama enacted by salesman and prospect moves more smoothly and surely toward the right ending when the store background is harmonious, individual, and *professional looking*.

On these pages are photographs of the interior of the radio-music store of R. A. Montalvo, of New Brunswick, N. J. Mr. Montalvo has arranged his store to reproduce consistently the atmosphere of a Spanish garden, and has used a method of displaying his radio merchandise in wall booths, with a different booth for each line.

These pictures illustrate the effectiveness of careful store planning carried out with the idea in mind that a conveniently arranged, well decorated store is a first-rate advertisement, and a very valuable sales asset.



(Above) Each department — radio, clerical, musical — is separate and spacious, and yet a part of the general design. At the extreme rear of the store is the record and sheet music counter. Three booths equipped for trying out selections are beside it.



(Right) No two of these wall booths are alike; one is a gateway, one a pergola, another a stately porch. Each one displays a different radio manufacturer's line; customers are not confused by a jumble of makes and models.

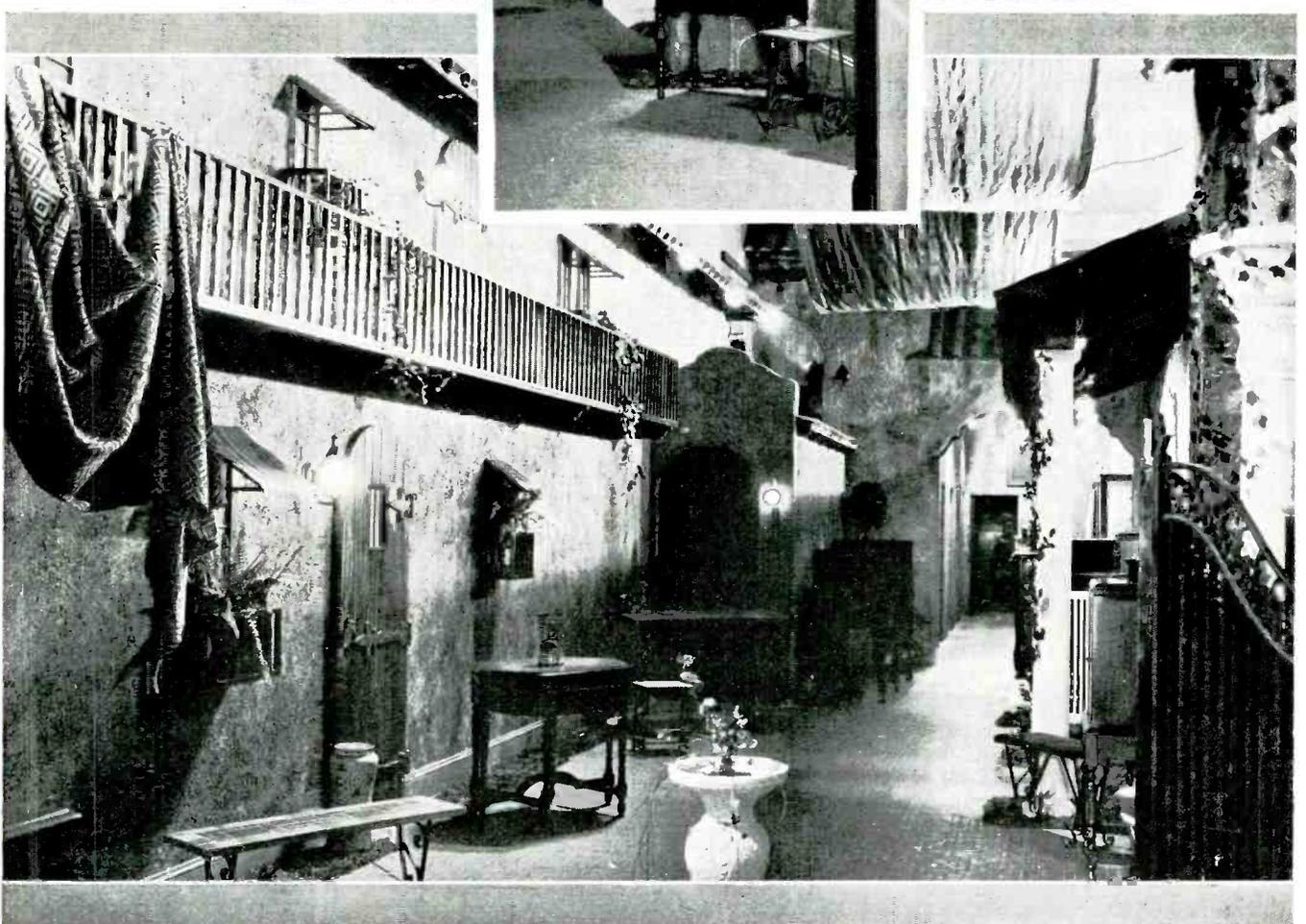
# *the* Stage

*Originality and careful planning make this dealer's store arrangement his best ad and his greatest sales aid*



*(Below) The left side of the store appears as the exterior of a Spanish hacienda. Gay a-zonings shade grilled windows, and a blue tropic sky is visible above the red roof.*

*(Above) A general view of the store shows its consistency of design and its practical convenience.*



# Service

## Systematized

*Complete set of written records heighten efficiency and permit a majority of repairs to be made in the home.*

WHEN a radio concern grows so big that it takes 22 men and a fleet of 12 trucks to handle its service work, system becomes absolutely essential. Sherman, Clay and Co., San Francisco, not only has attained these heights and systematized service but, because of its complete records, finds that it is possible to complete 90 per cent of all repair jobs in the home. On-the-spot servicing is desirable because, no matter how carefully a set is handled in transit, extra adjustments, at the expense of the dealer, frequently must be made on sets that are removed from the owner's premises. Time, shop and clerical overhead also are greater on store repair jobs. Only those sets, therefore, requiring major attention or replacements are loaded on the service trucks.

all the salient features of a complete service record system. Their careful examination, from the viewpoint of an aid in reshaping one's servicing policies, as well as that of cutting costs, is recommended.

The illustrations and explanations on these pages cover

### 1 The CALL Comes In

This form is filled in by a man assigned to that special duty. The original is for the customer; the cardboard duplicate ends up in the company's files, indexed according to the name of the customer.

On the back of the original is a concise statement of Sherman Clay's servicing policy. On the front is this rubber stamped notice: "If service is unsatisfactory, notify service department within 24 hours. No adjustments made after 5 days."

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31																									
<b>Telephone SUtter 6000</b> <b>SHERMAN, CLAY &amp; CO.</b> <small>Kearny and Sutter Streets San Francisco</small>																																																							
<b>SALES and SERVICE REPORT</b> Salesman <u>M. Harney</u> Name <u>C. V. Harpner</u> Address <u>211 Honeywell Ave.</u> City <u>Burlingame</u> Phone <u>4489</u>																																																							
Work Required <u>Replace det. socket and det. tube.</u> <u>Repair speaker leads</u>																																																							
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CREDIT R'D BY <u>M. J.</u> RECEIVED BY <u>[Signature]</u> <b>Notify this office within 24 hours if work is not satisfactory.</b> INPAID AND EXPECTED BY <u>[Signature]</u>																																																							

Please DO NOT Remove This Card From Receipt

**Radio Service**  
**Sherman, Clay & Co.**  
KEARNEY AND SUTTER STREETS  
SUTTER 6000

Date 1/17/30      Hour 8:30      Work Done new lead on 2nd and 1st RM tubes tested - rep. w/ 1st RM socket terminals re-imp. tested

### 2 The CALL Is Made

When he makes the initial service call, each Sherman Clay & Co. man leaves this card in the set. He enters the date, his initials and the work done. Each subsequent call is listed, so that any service man who does any work on the set knows just what to expect.

If the person called upon is not at home, the smaller card is left in the mail box. It informs the customer of the call, and stipulates that the company will make no further attempt to service the set until instructed to do so.

**Sherman, Clay & Co.**  
Kearny and Sutter Streets  
San Francisco, California

NAME M. W. Bailey  
 ADDRESS 24 E. Kings Rd.  
 Our Service Man called here today at 11 A.M. o'clock to service your Claron radio but found no one at home. Will you kindly call at our store or phone SUtter 6000 for another appointment. No further call will be made until we hear from you

Date 1/17/30

SHERMAN, CLAY & CO.  
 By JSK

# 3 When the SET Is New

On the reverse side of the company's copy of the original service form is space for entries describing the transactions which took place upon the sale of the set.

A demonstration report lists the call, location and dial settings of each station received by the representative demonstrating the set.

The salesman who gives the demonstration also fills out a report on the same card on the results of the work of the service man who installed the set.

Demonstration Report														
CALL		STATION LOCATION		DIAL SETTINGS			CALL		STATION LOCATION			DIAL SETTINGS		
		1	2	3					1	2	3			
KFRC	San Francisco	83			WRCO	Minneapolis	57							
KHJ	Los Angeles	47			KLZ	Danvers	41							
KVI	Seattle	60			KGO	Oakland	31							

New Prospects  
Name: Mr. F. H. Oestrecker Address: 2884 Heath Ave.

Clarifier to eliminate oil burner interference  
Can you suggest anything that customer should have to improve results?

**Service Report**

Is Job Completed? Yes  No  Is Set Operating to Your Entire Satisfaction? Yes  No

Antenna Length: 70' Height Clear Road: 35' Permission: OK

Was instruction sheet, log card or program delivered? Yes

Was anyone present during installation? Yes Were they instructed in operation? Yes

QUANTITY	MATERIAL PICKED UP AT JOB	DISPOSITION	AMOUNT
1	extra Rubeone magn. spkr.	ret. to job	

SET Altone MODEL 55

SERIAL No. B0866 DATE 1/9/30

	O.K.	HIGH	LOW
A VOLTAGES	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B "	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
C "	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
TUBES	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
tone	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
HUM	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SENSITIVITY	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SELECTIVITY	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

TESTED BY Murchison

CABINET  O.K.  FAIR

POLISHED BY G. Wain

SHIPPED TO Budinger

NAME Fischer

Form 27 Radio

# 4 A Route TAG for Shop Job

Of course, it is sometimes inadvisable to attempt the necessary repairs on a set in the home. Perhaps the job is too large or too complicated; perhaps the customer objects to having a man working about his living room, or wants the work done while he is away.

Cases like these are frequent enough to have warranted Sherman, Clay and Co.'s developing an inside system as rigid and smooth working as their method of handling home calls.

When such a set is brought into the shop, a repair and route tag is affixed. It carries the report of an inspector, with notations on the work to be done. After the final repair operation, a technician in the shipping department makes a thorough test and attaches the red "O. K." card. The route card, bearing a record of all work done, is filed, and the bill and shipping order are made out.



# 5 The Service Man's Day

At the end of the day, each service man turns in this daily report, which furnishes an itemized account of his operations. Each call made and the time consumed by it is listed, as well as delays of any kind. Filed in chronological order, this form serves as a further check on service rendered, as the employee's time card, and as an indication of his efficiency.

The information it bears is used in figuring costs, and in estimating the amount of work one man can do in a day, on a basis of what he has done before. This keeps jobs from being left over from day to day.

DAILY JOB REPORT							
DATE	SERVICE MAN						
1/17/30	A. Abrams						
1	NAME	ADDRESS	TIME	TOTAL	DO NOT WRITE BELOW		
2	<u>R. B. Murchison</u>	<u>401 Dunya Ave</u>	<u>9 TO 11:30</u>	<u>2 1/2</u>			
3	<u>L. S. Gordon</u>	<u>12 Stratford Pl.</u>	<u>11:45 TO 1:00</u>	<u>1 1/4</u>			
4	<u>Miss Price</u>	<u>Macombs Rd</u>	<u>2 TO 3:15</u>	<u>1 1/4</u>			
5	<u>Elmer Short</u>	<u>27 Clinton St.</u>	<u>3:30 TO 4:00</u>	<u>1/2</u>			
6	<u>Waller</u>	<u>State Hwy at Union</u>	<u>4:15 TO 5:00</u>	<u>3/4</u>			
7	<u>T. C. Barrett</u>	<u>State Hwy</u>	<u>5:30 TO 6:00</u>	<u>1/2</u>			
8			TO				
9			TO				
10			TO				
11			TO				
12			TO				
13			TO				
14			TO				
15			TO				
16			TO				
SERVICE MAN SIGN HERE				<u>6 1/4</u>			

FORM 28 RADIO-16-10-28

# Feature these *Programs* for **Women**

*A remarkable series of broadcasting events for these influential classes of listeners is in the making*



*The children pictured here earned this radio outfit for the*



## A Message from Secretary Wilbur

To the readers of *Radio Retailing*:

*"It is inevitable that great use will be found for radio in our public educational system. The responsibility for the adaptation of this wonderful instrument to the field of training rests mutually on the shoulders of municipal, state and national governments, educational institutions and the radio industry.*

*The development of means for making proper use of radio calls for a new viewpoint in education. A searching study should be made as to how this can best be accomplished. As beginners in this field we must think in modest terms and try many experiments if we are to have steady and safe progress. It is a multiplication of human power that is staggering in its possibilities.*

*It is fortunate that we have great broadcasting companies, radio manufacturers and radio merchants interested in bringing radio into the schoolroom."*

RAY LYMAN WILBUR,  
Secretary of the Interior,  
U. S. Government.

**A**LERT dealers everywhere realize the buying influence of the female and of the younger members of the American home. More and more program sponsors, realizing this situation, are appealing to these two types of listeners.

Beginning this month, and running into late spring, the air will be full of special broadcasts for women and children. To help radio merchants cash in on these opportunities there is listed, with this article, a summary of the outstanding programs appealing to the fair sex.

Because of the elaborate character of the plans for reaching the youth of our country, a more detailed explanation is required. Radio, as a medium of education, now is fully organized. It has passed the period of theory and has arrived at the stage of practical application. Forty state governments, for example, now are broadcasting educational lectures or courses on regular schedules. And 60 stations are devoting their entire time to this subject. Witness, also, the following recent and specific examples:

The Ohio School of the Air, under the auspices of the Ohio State Department of Education, broadcasts carefully prepared courses for school children every day from two to three p.m. over station WLW, Cincinnati. Supplementary text sheets, for teacher use, are distributed throughout the schools of the state.

Three Alabama colleges, who co-operatively own radio station WAPI in Birmingham, shortly will establish a "School of the Air" for high schools. Governor Bibb Graves has offered the financial support of the state.

And the radio manufacturers are doing their full share to help the cause of modern education. Grigsby-Grumow and the Radio Corporation of America are

# and Children



R. G. Hewitt High School, Trussville, Ala.

unusually active along these lines.

Under the title, "The American School of the Air," Majestic is sponsoring a series of educational broadcasts for schoolroom reception. These started Feb. 4, over a Columbia chain hook-up comprising the following comprehensive coverage: Akron, WADC; Baltimore, WCAO; Buffalo, WKBW; Chicago, WMAQ; Cincinnati, WKRC; Cleveland, WHK; Detroit, WGHP; Fort Wayne, WOWO; Kansas City, KMBC; New York, WABC; Oil City, Pa., WLBW; Omaha, KOIL; Philadelphia, WFAN; Pittsburgh, WJAS; St. Louis, KMOX; Syracuse, WFBL; Toledo, WSPD; Washington, WMAL; Harrisburg, WHP; Indianapolis, WFBM; Youngstown, WKBN; Waterloo, WMT; Milwaukee, WISN; Asheville, WWNC; Roanoke, WDBJ; Chattanooga, WDOD; Memphis, WREC; Wichita, KFH; Denver, KEZ; Salt Lake City, KDYL; Seattle, KVI; Spokane, KFPY and San Francisco, KFRC.

Tuesdays and Thursdays, until May 15, from 2:30 to 3, Eastern Standard time—1:30 to 2 Central and 11:30 to 12 Pacific time—are the days and hours chosen. Special opportunities will be arranged so that radio dealers can help their local schools secure receiver equipment.

Here, then, is a very definite gesture not only to make available for children in the remoter communi-



Attention! Little hands are folded and little minds alert, when the lesson comes through the air and down the wire. And later in the day little tongues tell mother and father what fun radio is.

ties lectures by the leading minds in the country on history, literature, civics, health, etc., but to implant in their young and impressionistic minds the indispensability of radio.

A 24-page booklet entitled, "Twentieth Century Education," recently has been published by the Radio Corporation of America. It describes and illustrates some nationally broadcast programs which have been specially featured in the schools. Another section lists a series of educational programs which have been broadcast by stations in every state in the Union. A copy of this booklet is being mailed to every grade school, high school and college in the country.

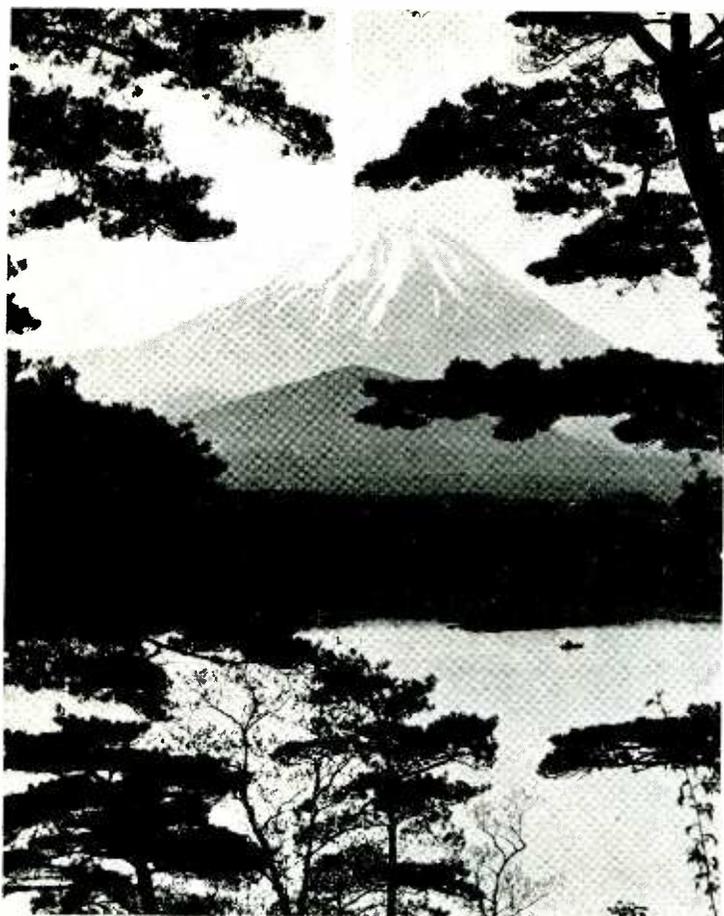
## Programs of Special Appeal to Women

**The National Radio Homemakers Club**  
Over the Columbia coast-to-coast network, two morning hours daily devoted to experts on cooking, fashions, beauty, interior decorating, etc.

**The Women's Magazine of the Air**  
Over the NBC nation-wide hook-up, one hour daily of feature talks on subjects of interest to women.

**The National Farm and Home Hour**  
On the NBC stations, two hours a week of special value to the farm housewife.

**Miscellaneous Programs**  
An average of three daylight hours a day of interesting entertainment, valuable features, and musical offerings, to take away the monotony of housework.



最近のラヂオ認定機器摘録

*Which*  
*is to say:*  
**Selling**  
**Radio**

*By*

**Clotilde Grunsky**

*Radio Retailing's special representative, now touring the Orient*

**C**LOSE on the heels of the Japanese household's demand for electricity comes radio. Its popularity is attested by the fact that there are 685,000 sets now in use, with approximately 5,500 dealers located in the eight largest cities of the "Island Empire."

Japan is still in the stage of too many irresponsible manufacturers and dealers. The patent situation, also, is notably loose—with the result that 20 per cent of the retailers are making sets. Inquiry at the largest department store in Tokyo revealed that a receiver of any type would be assembled on request. The sets displayed indicated no attempt to feature standard makes.

The itinerant dealer and manufacturer operates on so low a margin that no large concern can compete. There is, therefore, practically no concentration of capital in this field. The leadership which such a concern would provide is entirely missing. Sixty per cent of the sets are manufactured in comparatively nameless shops; 40 per cent by the dealers themselves.

The tube situation is quite different, as 90 per cent are manufactured in one large factory in Japan; the affiliated representative of an American manufacturer.

The importation of foreign made sets is almost unknown. Parts, on the other hand, are generally of American or German make, but, as in America, no longer enjoy a wide sale.

Battery sets are quite in evidence, although the tendency is toward a.c. To date, however, not more than 12 per cent of the entire number of sets in use are lamp socket actuated; this, in spite of the fact that electric service in the home is almost universal.

Sets are cheap. From \$50 to \$60 is asked for a 7-tube outfit, while smaller sets can be obtained from \$1.25 up. The most popular set sells for \$30. It is stated that

300,000 of the total sets owned are crystals, another 300,000 of the battery type and not more than 85,000 are a.c. Most of these are located in Tokyo where the proportion of modern type sets is about one-third. To appreciate the situation, one must realize the extreme poverty of 85 per cent of the population, who have no leeway for purchases beyond necessities.

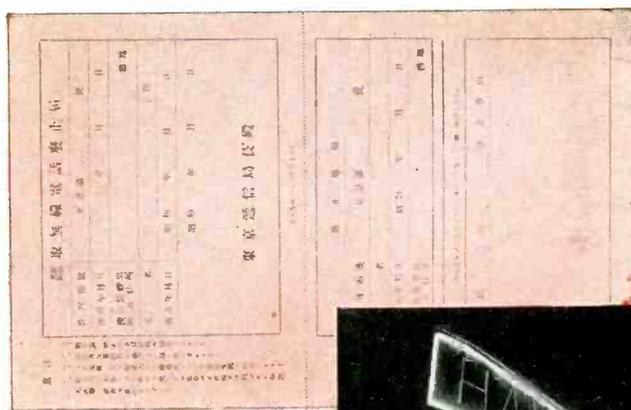
**T**HE country districts are as yet practically untouched. There is great need here for entertainment facilities, but the conservatism of the ruralist, and the lack of any enterprise large enough to conduct an educational campaign, has left the field untouched.

With small shops and custom-made sets, almost every transaction is an individual one. Prices and terms are largely a matter of bargaining. Servicing is usually paid for. Time payments are coming into vogue, but disastrous experiences during a period of hard times have taught caution. Credit accounts are by no means widely accepted. Home demonstrations are infrequent and field selling is practically unheard of.

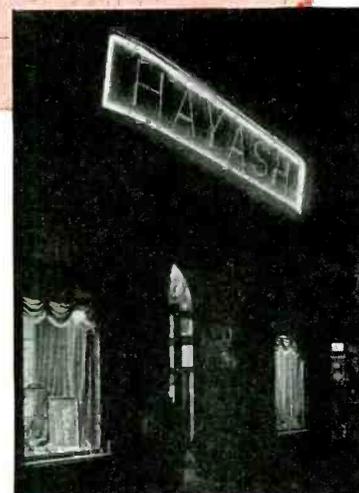
In general, "merchandising" on the part of the small merchant is a more or less unknown art. The customer buys, rather than is sold, and sometimes takes his chances on results.

Bookkeeping is an elaborate and individualistic art, greatly facilitated by the ingenious hand calculating machine or "abacus" which is universal throughout the Orient. Collections must wait on Oriental courtesy and are sometimes difficult. With shops not infrequently located in the homes and with service largely in the hands of the proprietor and his family, overhead is low. In spite of these things, profits are often elusive. Mortality among small shops is reported as high.

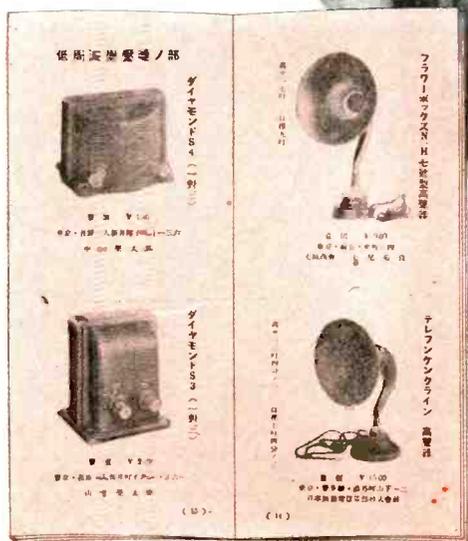
1925 atmosphere still prevails—but outlook for modernization of products and merchandising methods is encouraging



# in Old Japan



Interior and exterior view of one of the better radio stores in Japan. (Upper right) Set owner's license blank. (Lower left) The latest in radio equipment as shown in a recent catalogue.



Broadcasting in Japan is notably weak. There are nine stations, but many of them repeat the Tokyo program. The set owner, therefore, usually has very little choice in the matter. This service is in the hands of a licensed company and is paid for by the consumer at the rate of about 50 cents a month, collections being made by the post office department. There is a movement on foot to better programs.

Booklets, which sell for a few cents and which give instructions in the building of sets and the erection of antennas, are published by the broadcasting company to further public interest in radio and to increase its number of subscribers.

But despite this picture of "1925" conditions, the future for radio is bright. Everyone wants a radio. Young couples of *new* Japan, who are following western ways, demand radio. The industry is bound to grow and to develop its own structure as it grows.

At present there is little opportunity for the foreign manufacturer. Such an opening may come, however, through the market for phonograph and phonograph-radio combinations. One American manufacturer has paved the way by opening a branch plant.

The sale of radio is at present combined generally with the sale of electrical appliances, but there is a tendency for the music store to take it up. It must not be overlooked that there exist department stores and certain large dealers whose methods are standardized and prices fixed and that these are probably the largest retail outlets.

# Sales Ideas

*Workable methods that wide-awake dealers have used to accelerate the business tempo*

## *Clears Trade-ins on Bonuses*

**I**N SPITE of the attractive prices posted on them, a mid-western dealer found that his stock of used radios was constantly growing. The fault, investigation proved, lay not in the merchandise, but in the fact that his commission salesmen did not put any particular effort into their selling due to the small amounts involved.

To get around this difficulty the dealer told his men that in selling the used outfits they could add from \$3 to \$5 to the regular price, which extra sum they could retain as a bonus.

With this added stimulus, the salesmen soon cleared the dealer's shelves of trade-ins and enabled him to put the money into new, live merchandise.

## *"Homelike" Booths, Inside and Out*

**I**N ONE CORNER of the store of the Uptown Electric and Construction Company, Chicago, is a little "house," lighted and curtained like the homes of most of the prospects who enter the showroom. Inside each of the inviting doors of the cottage is a demonstration booth, where customers may hear the sets offered for sale in surroundings similar to those in which they will be used. It is the original touch like this, novel but practical, which makes a dealer's store stand out.



**\$36.50 for**

**A**ND a good stroke of business it was, too, states A. F. Wilkens, owner of six radio stores in Los Angeles, California.

Wilkens pays his store managers a straight 20 per cent commission. These managers must stand the cost of any trade-in

## *"Moneyless Charity Drive" Lowers Trade-in Allowances*

**M**ANY inmates of hospitals and public homes in and about White Plains, N. Y., are grateful to Arnold Beebe, proprietor of Beebe's Radio Shoppe, 30 West Post Road, for his part in providing radio entertainment.

That gratitude is one of the valuable by-products of Beebe's original method of disposing of trade-ins. By means of a newspaper advertisement, a "moneyless charity drive" was announced. Any buyer who turned in an old set would be allowed the "usual trade-in discount" toward a new model, and his old set would be donated to any charitable institution he might name.

The unexpectedly large response to this offer seemed to show that the radio buying public was willing to sacrifice the difference between bid and asked as a charity offering.

## *Insures Against Installment Lapses*

**B**Y presenting the six per cent finance charge on time payments as "insurance" against the customer's losing his set, the H. B. Koenig Company, of Tonawanda, N. Y., takes much of the sting out of collecting interest on unpaid balances.

Suppose a customer owes \$100 on a set, which he will pay in monthly installments over a period of ten months. The interest on the diminishing unpaid balance will amount to about \$5. The customer is told that this amount insures him against losing his set through his temporary inability to meet the payments.

If circumstances prevent his fulfilling the obligation, the customer must report the fact at the store. But he is not dunned; the point is stressed that his "insurance" will carry him over until the next month, when he can catch up. A three-month delinquency, however, is the limit.

Ray Koenig, manager of the radio department, says of the plan: "We want all our customers to feel that it is our desire to help them all we can. About 75 per cent pay installments promptly. The other 25 per cent, for one good reason or another, need additional time. The retailer must give his customers, within limits, this added time to meet the obligation. Why not do it graciously?"

"This insurance feature is an aid to greater selling. While we don't use it as a main selling point, we do mention it to show how we co-operate with them from start to finish."



## Would You Take \$5 for an IDEA?

RADIO RETAILING will pay \$5 for every sales idea accepted for publication in this department.

All you have to do is to write us a letter telling us about that successful display, that sales-getting campaign, or any other experiences which helped to increase your business. If possible, send us a photo or diagram.

Address:

SALES IDEA EDITOR,  
Radio Retailing, 36th Street and Tenth Ave.,  
New York City.

### the Lot

allowances they grant—hence this sale which was accomplished at no loss to the boss.

Many of the sets here shown will be reconditioned by their new owner and sold to the less well-to-do who live in our export markets bordering the Pacific.

### Advertising Radio by Radio

AFTER experimenting with various media of advertising, Schwegler Brothers, Buffalo, N. Y., has found that nothing does more to popularize the organization with the radio buying public than the sponsored broadcast.

Since 1927, Schwegler's "Happy Hour," broadcast evenings from 6:30 to 7:30 has been one of the best known programs on the air in the vicinity of Buffalo and throughout western New York. From station WEBR is broadcast a balanced musical program designed to appeal to the majority of listeners. At 15-minute intervals the Schwegler name is mentioned. The appropriateness of advertising radio by radio in the opinion of this up-state dealer, is largely responsible for the splendid results experienced.



during the period of the guarantee. Consequently, his service men made needless trips and costly adjustments. And, even than in many instances, the customer wasn't satisfied.

To remedy this, a policy was inaugurated of giving five service calls free, regardless of the time elapsed since the purchase. Any calls made after the fifth were to be charged for at a fixed rate.

A "Service Record" is placed inside each set at its delivery. It states clearly the policy of the company in regard to service and provides space for the service man's entry of five calls marked "no charge." The next spaces are headed by the statement, "Your service charge in the future will be — per call." Mr. McFarland finds that customers conserve these calls jealously and make few for which they must pay.

### A Huge Success

A VISITING circus gave Gardner Radio Sales the cue for an advertising stunt which created somewhat of a furor in Kendalville, Ind. A lumbering elephant, borrowed for the day and answering, if the spectators but knew, to the name of "Mom," was escorted through the streets with her barn-like sides emblazoned with the Gardner company's name and address and the slogan of their feature line of radio sets.

The extreme novelty of this publicity idea made it valuable from the point of view of coverage; every person on the streets of Kendalville, teeming with circus day crowds, turned to stare at the sight, and, judging from sales results, remembered the radio dealer's message.



### Dept. Store Holds Private Show

THE well-known Canadian company, T. Eaton, Ltd., recently co-operated with a dozen leading radio manufacturers in staging a private radio show. The receivers were displayed in separate sections, each one decorated and illuminated according to the ideas of the manufacturer occupying it. The result was some excellent free advertising for the sets displayed and a list of live prospects for the department store, in addition to a satisfactory number of sales.

### "Service Record" Saves Money

THE practice of pledging free service over a period of several weeks to buyers of sets proved unnecessarily expensive to D. D. McFarland of the Newbery Electric Corporation, Los Angeles, Calif.

A buyer, he found, was afraid he wouldn't get his money's worth unless he had frequent recourse to the service department

# Make These *Your* Red

## FEBRUARY

<i>S</i>	<i>M</i>	<i>T</i>	<i>W</i>	<i>T</i>	<i>F</i>	<i>S</i>
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	

**14** **ST. VALENTINE'S DAY**  
*Install an appropriate window trim. "Radio! the ideal Valentine"*

**17** **CALL A "BREAKFAST TABLE SALES CONFERENCE"**  
*Meet your men right after the morning tub. Ideas and friendliness are at their best over the ham an'.*

**25** **BRUSH UP THE TRADE-INS**  
*Preparatory to holding that clearance sale. Don't neglect the appearance of these sets just because they're second-hand.*

**27** **CLEAN UP COLLECTIONS**  
*Start now to get in those delinquent accounts, or replevin the set.*

The road to oblivion is paved with good intentions. Most radio dealers "intend" to do the things pictured above, but, somehow, never quite get around to them.

Keep these calendars before you during February and March. Translate into *action* these Red Letter Day suggestions.

# Letter Days

## MARCH

S M T W T F S

2	3	4		6	7	8
9	10	11	12	13	14	15
16		18	19		21	22
23	24	25	26	27	28	29
30	31					

### 1 ANALYZE THE FIGURES

*Did you make money or lose it during February? How about relative expenses? Your books should give you this information.*

### 5 HOLD "SECOND SET SALE"

*Clear the decks for action and liquidate those liabilities.*

### 10 BEAR DOWN ON DEMONSTRATIONS

*Make this your "close the sale or pull the set" week.*

### 17 ST. PATRICK'S DAY

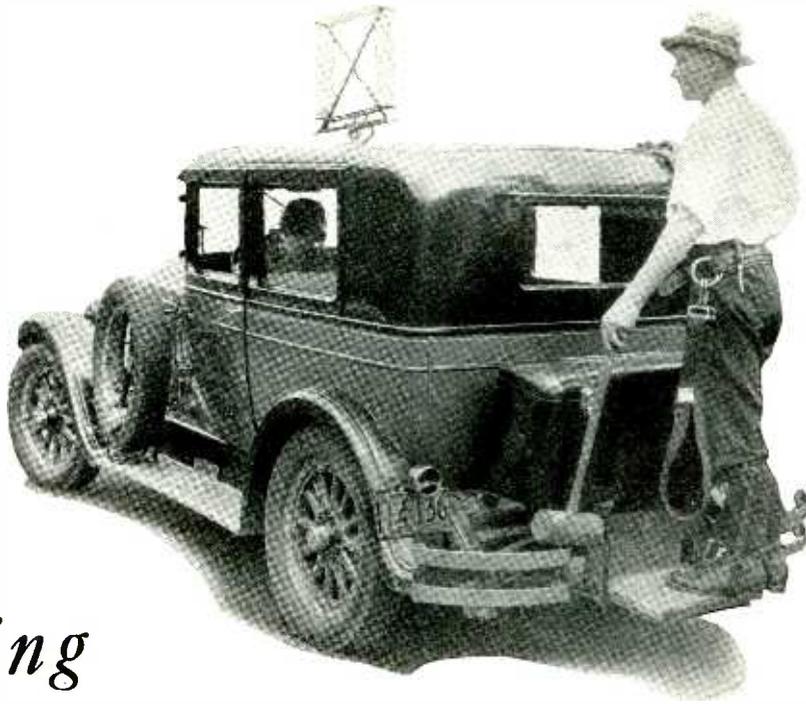
*One of the easiest holiday motifs to carry out in store and window display.*

### 20 TRY THE TELEPHONE

*From six to nine p.m. is the best time for working that telephone canvass idea. Hard on the salesman but a lead-getter.*

### 31 QUARTERLY AUDIT

*Retailers should analyze their running expenses and stocks frequently; once every three months if possible.*



The operator of the car drives towards the source while the observer rides on the back where he has full view of possible causes.

# Curing RADIO INTERFERENCE

*Summary of Sources of Interferences, Investigated During Fiscal Year, 1928-29 by Canadian*

*Inspectors*

Domestic and Commercial	Power Lines	Radio Apparatus	Total
1,650	4,271	356	6,277

**Cases Due to Distribution Systems of Power Lines**

Cut-outs	3,186
Lightning Arrestors	194
Series Connections	182
Contacts with Ungrounded Metals	441
Contacts with Grounded Materials	126
Defective Insulators or Bushings	24
Sources Unknown	8
Faults on Lines Over 8,000 Volts	110
<b>Total</b>	<b>4,271</b>

*in Canada*

*Listeners and dealers benefit from dominion-wide system of policing broadcasting wavelengths*

*By Henry Baukat*

**T**HE federal government of the Dominion of Canada takes an active hand in eliminating radio interference within the provinces, and through an efficient field organization of experts polices the ether channels in the interest of broadcast listeners. Marked improvement in reception conditions is reported as the result of the service and both listeners and dealers have benefited.

This important work is in the hands of the Inductive Interference Section of the radio branch of the Department of Marine and Fisheries, under which Canadian radio supervision falls. The Inductive Interference Section was organized in February, 1925, to deal with radio interference caused by power distribution systems and electrical apparatus used throughout the Dominion.

Beginning with one engineer, three electricians, and one specially fitted car, this service has grown rapidly, until at the present time there are 24 radio interference-testing cars in operation throughout the Dominion.

Inspection establishments are maintained in 18 of the principal cities and part-time men are employed in 30 of the smaller towns. The air is monitored every night and interference of any nature on the broadcast band is noted. If of local origin, it is attended to locally; if it comes from another division, that inspector is advised; and if international, it is referred to headquarters.

**P**RACTICALLY all Canadian towns and cities have overhead distribution

systems for electric light and power supply, as are common in the United States, and such systems are frequently found to be sources of interference. The slightest spark occurring on such a system produces oscillations that are radiated from the long lines as antenna and are hence carried long distances and may affect as many as several thousand listeners.

The Canadian government has developed close contact with local power supply authorities in order that no time be lost in remedying bad cases of such trouble. As a result, the listener is kept comparatively free of this source of interference but when there is cause for complaint he has assurance that it will be remedied as soon as practicable. The listener may report his trouble either to the government or to his

local radio dealer who, in turn, takes it up with the nearest government man.

If the local radio dealer or distributor finds that in a certain locality there is serious source of interference which affects his sales, he may request the aid of the government to clear up the interference so that he may go into that territory and successfully sell radio receivers. The government department also acts as a mediary between the utility company and the listener. While no statutory authority to compel utilities to remedy defects has ever been asked, the whole arrangement is working out very well on a basis of co-operation.

This, of course, ties up the radio dealers very closely with the government and as a result they sell most of the set licenses, which are required of all listeners, at \$1 per year for each set in use. For this service the seller receives a 10 per cent commission on the cost of the license fee.

The amount authorized for the trouble-clearing service during the past year was \$237,160. The average cost of running an inspection unit is around \$6,000 per year.

**I**N ADDITION to the regular tours of the interference cars, special trips are made by investigators either with the interference car, or by train, when the interference reported is affecting many broadcast listeners, and the town would not be visited, on the regular tour, for some time.

The radio interference cars are manned by two radio electricians who are familiar with electrical distribution principles and electrical equipment generally. Each car is equipped with sensitive portable radio receivers operating in conjunction with a loop antenna, mounted on the car roof for directional reception, and other special instruments and meters required in investigations. Duplicate equipment is also held at each inspector's office for replacements and for trips by train when urgent cases call for immediate attention.

The automobiles also carry small portable receivers fitted with exploring coils for investigations in power houses. In case the interference reported is not heard when the investigator visits the town, he endeavors to produce, artificially, such conditions as will cause the interference to start. With the permission of the public utilities, he strikes the poles carrying transformers and other electrical apparatus with a big mallet and shakes the guy wires causing the power lines to swing and vibrate as they would in windy weather, or when heavy traffic causes the poles to shake. If the interference is apparently caused by the distribution system or apparatus belonging to the public utility, the investigator



*This loose street light socket caused interference for many blocks.*

obtains the assistance of a lineman to help locate the exact source. When the source of interference is located, the public utilities invariably take steps to correct it. They are very willing to do this in most cases because it means a saving of power to them.

**I**N CASE the interference has originated in some privately owned electrical apparatus, the owner is requested to take the necessary steps to eliminate it. The government investigator may assist him in testing this apparatus to determine where the fault is. Where the interference is caused by the normal operation of electrical apparatus, the investigator tries the effect of surge traps and preventive devices, which are carried in the car. Where it is possible to prevent the interference by such means, the owner of the electrical apparatus may purchase the necessary equipment from the department at cost. In some cases the local listeners affected subscribe the cost of the device which usually is only a few dollars and easily installed by an electrician.

This work has even gone so far that several manufacturers of electrical apparatus have been approached regarding certain features of their products which cause radio interference, and, by co-operation with the radio branch, the designs have been revised to eliminate the objectionable features. Some dealers guarantee their products not to cause radio interference. This is a great aid to him in his radio sales and is creating much good will.

Members of local radio clubs are taught how to deal with simple sources of interference and they are provided with circulars describing tests to assist them in locating and eliminating the same. This is a very excellent idea which might well be carried on in this country.

Some Americans who have studied Canadian radio conditions, express the hope that time will see more of this type of work being done in the United States which, with its more closely settled communities and network of power lines is a prolific source of radio interference. Similar work has already been started by the Department of Commerce with its modern instrument cars and these will be increased in number as rapidly as the funds are available. Meanwhile, the way in which this interference-correction work is done by our next door neighbor and the types of cars and apparatus used, are certainly worthy of close study by all persons involved in the interference problem.

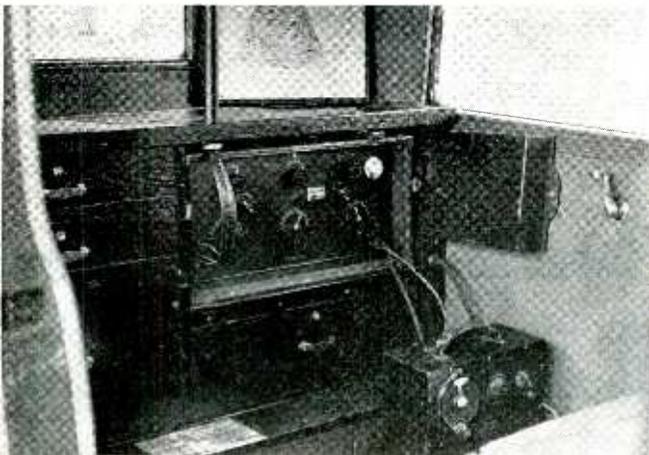
## How to Measure Plate Voltage of 240 Tube

In taking plate voltage readings when using the 240 tubes in resistance coupled amplifiers, the voltmeter should be connected between the filament of the tube and the B battery tap or B eliminator tap which connects to the B plus end of the plate resistor, rather than to the plate terminal of the tube.

This method, of course, is not the one usually used in obtaining the actual plate voltage being applied to the plate of the tube. The difference in the manner of taking the plate voltage reading in the case of 240 tubes is due to the fact that recommended plate voltages are given for this type of reading when using a 250,000 ohm resistor in the plate circuit, taking into account the voltage drop that will take place through the resistor.

With 180 volts applied to the B plus end of the plate resistor and using a plate coup-

*(Please turn to page 63)*



*The receiver, maps and drawers for records are compactly placed in the rear.*



*A convenient arrangement which gives the operator control of the car, set and loop at the same time.*

# Year by Year the Radiola Franchise increases in value

A tie-up with a Radiola Franchise is a tie-up with the leader in the industry...a tie-up with the greatest and most complete line of radio instruments! Dynamic and continuous advertising in

MAGAZINES  
NEWSPAPERS  
BROADCASTING  
BILLBOARDS  
WINDOW DISPLAYS

and other forms of publicity have won for the Radiola line the greatest measure of consumer acceptance. The Radiola is riding on the crest of the wave of popularity...AND 1930 WILL SEE RADIOLAS MORE FIRMLY ENTRENCHED IN PUBLIC PREFERENCE THAN EVER BEFORE. That means greater sales and greater profits for Authorized Radiola Dealers.

RADIOLA DIVISION RCA VICTOR COMPANY, INC.

Look for and insist upon



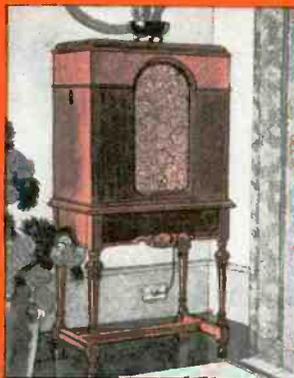
the famous RCA trade-mark

# RCA RADIOLA



**RCA Radiola 67**

The new Super-Heterodyne combination with RCA Electro-Dynamic loudspeaker giving electrical reproduction of records. The complete home instrument brings to you at will music from the air or record.  
\$690 (less Radiotrons)



**RCA Radiola 46**

Cabinet Radiola with the new Screen-Grid Radiotrons. Built-in RCA Electro-Dynamic reproducer. A powerful, efficient receiver of most modern design. \$110 (less Radiotrons)



**RCA Radiola 66**

A new, improved RCA Super-Heterodyne with RCA Electro-Dynamic reproducer. Built with master craftsmanship throughout. The finest Super-Heterodyne ever offered at this price.  
\$175 (less Radiotrons)



**RCA Radiola 47**

The newest RCA "all-electric" development in Screen-Grid radio combined with the phonograph. Radio and phonograph utilize the same improved built-in Electro-Dynamic reproducer. "Music from the air or record."  
\$195 (less Radiotrons)



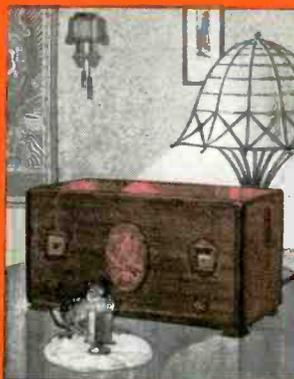
**RCA Radiola 60**

Beautifully designed table model of the Radiola Super-Heterodyne, the most selective circuit known in the radio art.  
\$98 (less Radiotrons)



**RCA Radiola 33**

The nationally famous all-electric console type Radiola. Realistic reproduction of music and the voice from near-by or distant stations. A quality instrument at a low price.  
\$54 (less Radiotrons)



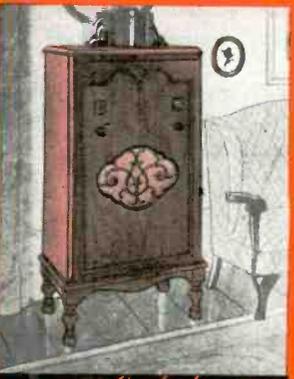
**RCA Radiola 21**

For battery operation. Specially designed Radiola employing the high-powered Screen-Grid Radiotrons. \$69.50 (less Radiotrons)



**RCA Radiola 41**

Utilizing the sensational new Screen-Grid Radiotrons, circuit incorporates latest engineering refinements. High amplification, great selectivity and sensitivity.  
\$75 (less Radiotrons)



**RCA Radiola 22**

RCA screen-Grid Radiola for battery operation, with RCA loudspeaker enclosed. Reproduces voice of instrument with great fidelity.  
\$135 (less Radiotrons)



**RCA Loudspeaker 106**

Electro-Dynamic speaker of amazing range, capacity and tone fidelity. Operates from A.C. house current. \$35



**RCA Loudspeaker 103**

The leading magnetic-type radio reproducer. Designed to harmonize with home furnishings. \$18



**RCA Loudspeaker 100B**

With the rich, mellow tone characteristic of the popular "100" type of reproducer. The design matches Radiola 33. \$17.50

# RCA RADIOLA

# Radio Retailing

A McGraw-Hill Publication

FEBRUARY

1930

# Plain Business

## *Corrective Measures Necessary*

THE leading article in this issue deals with a very disturbing problem now confronting radio merchants. Finance companies, for their own protection, as well as for the protection of the radio industry which they serve, must, and are, refusing questionable time paper. Part of this policy results from general business conditions and part from the fact that a large number of radio merchants are not careful enough in their business methods.

But there is no need to be unduly pessimistic. The nation as a whole is going to continue to buy radio equipment and finance companies are going to continue to accept trade paper. However, it is time for radio merchants to brush the cobwebs from their thinking and inject into their business certain common rules. Instead of pushing sales for the sole sake of unit volume the time has come carefully to watch net profit.

The radio manufacturers, it will be noted, also come in for a good share of the blame for this credit situation. The pressure they put upon dealers to sell more radio sets than the market could readily absorb and their part in the unstabilized price situation, are the reasons advanced by the bankers for their indictment. Read the first article in this issue thoroughly—then read it again. It goes to the bottom of one of the industry's most serious problems. Take the medicine prescribed and when conditions turn for the better, you will still be in business.

## *A Year 'Round Use for Portables*

THE portable radio set will always be a seasonable item unless it can be sold as an indoor as well as an outdoor device. In other words it must compete directly with the standard size set.

The latest developments in portable design make it possible to interchange batteries and an a.c. or d.c. power pack with a minimum of trouble. Thus equipped, the portable becomes "a radio for every room in the house"—the power pack enables a user to carry the set about and plug it in on any house current outlet. For camping trips, picnics, etc., the batteries are quickly installed, and the lure of radio on the road presents itself as before.

Opportunities like this, for evening up the annual sales curve, are precious to manufacturer and dealer alike.

## *Are You a Buyer or a Seller?*

VERY important thing for the radio dealer to remember is that when a sale involves a trade-in he should never let the discussion rest too long on the old set. If he does the customer will warm up to his subject with enthusiasm and soon the dealer may be

placed in the position of being a buyer of an old set instead of his correct place as a merchandiser of new equipment. True the trade-in should be mentioned, but for no longer time than it takes to refer, perhaps, to a trade-in "Blue Book" and to mention the fact that it is worth so much if the customer buys a such-and-such set. Then force the conversation to stay on the merits of the merchandise being demonstrated and prove the superiority of the new set to the oblivion of the old one.

## *That Extra Ounce of Precaution*

THE radio dealer can make one extremely productive application of the old maxim which says that "It's the little things that count."

The other evening one of our editors was called in by a neighbor to help make a choice between two popular makes of receiver which he had on demonstration. The manufacturer's reputation, the price, quality and appearance of the sets were about equal.

After listening to each set for a few moments, however, it was noticed that one gave a little better performance than the other. A check-up at once revealed the cause. One dealer had taken the trouble to erect an outside aerial and make the proper lead-in connections—so that his set might operate under the most favorable conditions possible. The other dealer, in a slipshod manner, simply connected the set to the electric light line by means of a socket antenna, which, in that location, did not give particularly good reception.

Naturally, the balance swung in favor of the dealer who had done just a little more to insure a perfect demonstration. It was just the additional effort that won him this sale, and, in all probability, many more sales. "It's the little things that count."

## *The Silver Lining*

*Now the dumping days are come,  
The saddest of all the year.*

*Apologies to William Cullen Bryant.*

AGAIN have the hopes of the optimistic been dashed to earth. Again have the lessons of past years fallen on deaf ears. For "dumping," with all its attendant evils, is abroad in the market places.

But the darkest of clouds have a silver lining, 'tis said. And the other side of this cloud, in our opinion, is no exception to this saying.

What, therefore, will be the ultimate results of these "below value" offerings?

Based on *Radio Retailing's* preliminary survey of 1929 retail sales, there will be sold not less than 4,300,000 sets this year. Assuming that 400,000 of these will represent distress merchandise, we find that the

# Sense *the* ANSWER

large majority of 93 out of every 100 purchasers will buy standard goods at a fair market price.

Furthermore, for every set that is jettisoned, replacement tubes ultimately will be purchased. Again, these sales are creating additional radio lovers, many of whom will buy new outfits through the regular channels of trade within a period of one to three years.

Apart from the tendency to destroy the public's standard of radio values, a serious factor in this situation and one greatly to be deplored, dumping, after all, is but a surface convulsion whose effect quickly wears off. We should, therefore, take our medicine with as good grace as possible. Let us remember that this purging process will, in the long run, benefit the patient.

## *The Voice in the Parlor*

**R**ADIO as a companion for the housewife during her solitary daylight hours of work about the home! How many dealers realize the part that this "voice in the parlor" has come to play in the domestic life of the stay-at-homes? Since the perfection of the a.c. tube, thousands of women tune in their favorite station, after hubby's hasty departure for the 7:46, and leave it on for hours at a time.

Here, then, is a powerful sales point—and one that has not been stressed sufficiently in the past. Sell radio for its cheery comradeship in the morning stretch, as well as for the more spectacular aspects of its evening performances.

## *New "Body" Lines*

**P**RIOR to 1921, the automobile manufacturer was chiefly concerned with perfecting the mechanism of his car—external design was secondary and pretty much standardized. Then some bright person sold his directors on the need for changing outside appearances; and the distinctive radiator, the streamline, and the low-hung bodies made their debut.

Is the time ripe for a similar movement in radio furniture? Does the present console adequately distinguish the marvelous instrument it houses? Would more radical designs or individualistic treatments—rather than the adaptation of existing, age old styles in cabinetry—be better?

According to a former president of the Radio Manufacturers Association, the outstanding achievement in radio during 1930, from the public viewpoint, will come from the designers of radio furniture.

This much is known: that changes in styles, properly timed, have stimulated business in the large majority of industries where style is a factor. Will not this rule apply also to this business of ours?

## *The World for an Audience*

**O**N TUESDAY, January 21, the royal gallery of the House of Lords, England, was the stage of a dramatic action heard by the peoples of the entire continent.

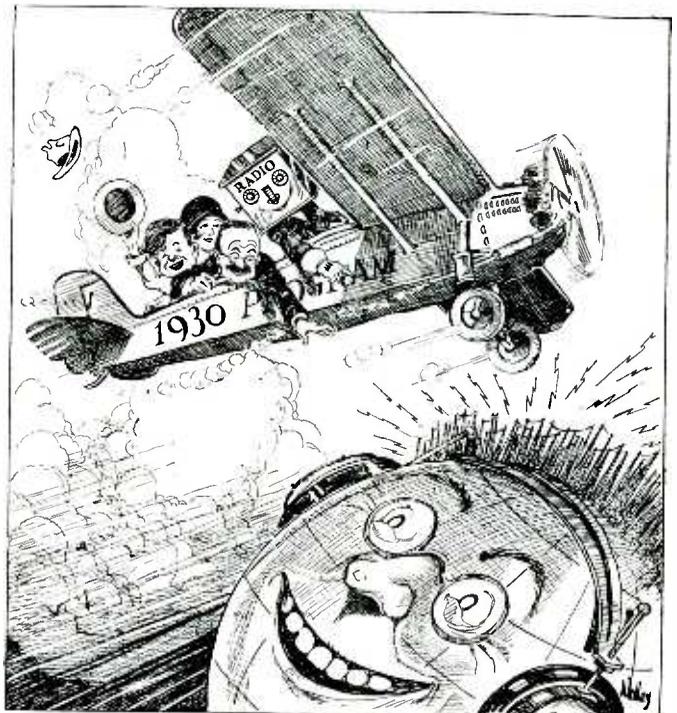
This clear transmission of the opening address to the members of the five-power naval conference, by King George, over a globe-girdling network of air waves and wires, is, to date, radio's crowning achievement. Majestic in its conception and scope, democratic in purpose, it will not be easy to exceed in spectacular quality this first emotional impact on the whole world of listening to history in the making.

The successive addresses from the representatives of the great maritime powers quickened the imagination of listeners not only in London, New York, Paris, Berlin, Rome, Montreal, Cape Town, Calcutta and Tokio but—because Schenectady rebroadcasted this rebroadcast on two short wave lengths—these speeches thrilled the lonely trapper beyond the Arctic rim and the sailor on the deep.

And ours is the industry that has made possible this miracle.

In the light, therefore, of this epochal event, and in the surety that it marks but the beginning of radio's broader usages, let us resume courageously the battle in the market place for better business.

## *Looking Up to New Program Heights*



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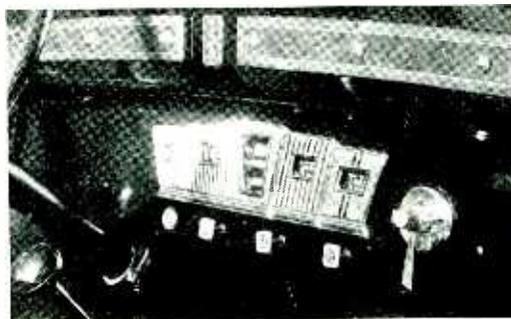
# New Products for

This editorial section is prepared purely as a news service, to keep readers of "Radio Retailing" informed of new products.

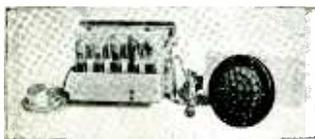
## Two Auto-Radios Seen At New York Automobile Show



The American Bosch motor-radio installed



The Transitone on a Chrysler dashboard



American Bosch chassis

### Bosch Auto-Radio

A NEAT and compact screen-grid radio set for installation on the dash-board of the automobile was displayed for the first time at the New York Automobile Show in January by the American Bosch Magneto Corporation, Springfield, Mass. This receiver is carefully engineered for auto installation, either at time of manufacture of the vehicle or later. It utilizes four screen-grid tubes and a 112 power output amplifier, thoroughly shielded from outside interference and from the electrical system of the car.

The set and the cone type electro-magnetic speaker are

contained in one small unit mounted behind the instrument panel. The control unit, no larger than a man's hand, can be placed in any convenient place on the dash. A key switch is provided to prevent tampering. There are two knobs, one for tuning and one to control the volume. Tuning is made easier through the use of the Bosch "Line-O-Lite" dial. The station selector dial lights independently of other lights on the car.

The Bosch motor-radio operates from the storage battery of the car and from the dry cell batteries which are carried in a weatherproof steel container mounted beneath the car. A revolutionary type of antenna is employed, one that is fastened to the car chassis and not contained in the top as is usual. No mutilation of dash, upholstery or top is necessary to make the installation. The intended retail price, complete with tubes, batteries, shielded wiring, etc., but not including installation, is \$140.—*Radio Retailing*, February, 1930.

### New "Transitone"

THE new "Transitone" automobile radio is a six-tube, t.r.f., single control receiver, the product of the Automobile Radio Corporation, 37-7 Queens Blvd., Long Island City, N. Y. It consists of two units, one containing three stages of t.r.f., and the detector (normally installed at the right side of the car and controlled through a single dial and volume control knob) and the audio unit which consists of two transformer coupled stages together with the output filter and filament control apparatus. These two units are linked by a 5-wire cable. The batteries are carried in a metal compartment usually mounted under the front seat.

The tubes used are four 201A's and two 112A's. They are suspended in bayonet-base, spring-cushioned sockets to protect them from road shocks and vibration. The magnetic speaker is installed under the cowl. Patented features completely shield the set from the ignition system and suppress electrical

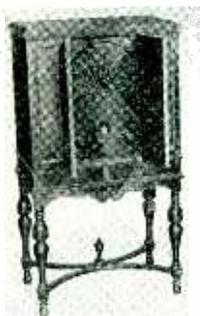


Transitone chassis

disturbances, the maker says. Among the cars equipped with aerials at the factory are Chryslers 70 and 77; De Soto; Dodge; Stutz; Franklin; Gardner; Hupmobile S's; Jordan Airway models; Moon; Packard; Peerless and Pierce Arrow.

Arrangements have been made with the Willard Storage Battery Co. whereby this nationwide system of service stations will sell, install and service these sets.

The intended retail price is \$120, less tubes and batteries. The price installed on antenna-equipped cars is \$165. If not equipped with antenna an additional charge of \$10 is made.—*Radio Retailing*, February, 1930.



### Fada D.C. Screen-Grid Console

THE newest addition to the line of F. A. D. Andrea, Inc., Long Island City, N. Y., a console for use on d.c., employs three 224's in three stages of t.r.f., two 227's, one in a power detector circuit and the other in the first stage of a.f., and two

245's in the final audio stage. The radio frequency circuits embody tuned impedance coupling which assures maximum uniform amplification. The chassis is equipped with a two-section radio frequency power line filter to suppress power line interference. It operates without loop, antenna or ground for local reception. The speaker is the model 7B electrodynamic and the cabinet is made of burl walnut with matched panels. The intended retail price is \$175. Chassis and speaker only, \$145.—*Radio Retailing*, February, 1930.

### The "Autovox"

AN electrical reproducing instrument with selective remote control is now on the market, the product of the Link Co., Inc., Binghamton, N. Y. These selective control boxes may be placed at any distance from the instrument. Any one of 10 selections can be played. A button is pushed until the number of the selection desired

is illuminated. Each record is on a separate turntable obviating breakage, warping, etc. From 1 to 20 coins may be deposited, a selection being played for each without touching. A selection may be repeated any number of times and all makes of records may be played. The dimensions are 58 in. high x 24½ in. deep x 40½ in. wide. The weight, boxed, is 465 lb.—*Radio Retailing*, February, 1930.



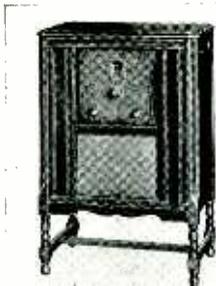
### Short-Wave Receiver for Television

MANY of the failures in the radiovision field may be traced to the use of the usual short-wave receiver. A special short-wave radio receiver employing a non-regenerative detector has been developed by the Jenkins Television Corporation, Jersey City, N. J. The receiver is a.c. operated and includes its own power pack with a 280 type rectifier. It makes use of one stage of tuned screen grid r.f. amplification, followed by a special band pass filter. This feeds a 227 type non-regenerative power detector, which in turn feeds a two-stage resistance coupled amplifier employing 224 screen grid tubes. The final or power stage is a 245 type power tube.

It has a single tuning control, volume control and coupling control. Its range is from 100 to 150 meters. Due to a special resistance network in the audio frequency amplifier, it amplifies uniformly over a range of from 15 to 30,000 cycles.—*Radio Retailing*, February, 1930.

*Radio Retailing*, February, 1930



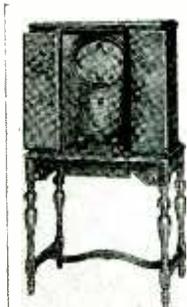


Model 90

## Majestic 1930 Line

FOUR sets and two radio-phonograph combinations, to be known as the 1930 "Prosperity Models," are now ready for dealers according to a statement from the Grigsby-Grunow Co., 5301 Dickens Ave., Chicago, Ill. Certain improvements and refinements have been incorporated but fundamentally the chassis is the same. A "Colortura" dynamic speaker, free of all fuzziness and barrel-effect at any volume according to the manufacturer, is used. In the combinations, a new electric pick-up is employed.

Model 90, in a Tudor design cabinet of American walnut with



Model 92

a brocade-covered speaker opening, has an intended retail price of \$116.50, complete.

Model 91 comes in an early English design cabinet of American walnut. The center panel is matched butt walnut overlaid at the top with imported Australian lacewood. Price, complete, \$137.50.

Model 92 is housed in a high-boy cabinet of Jacobean design in American walnut. The doors are matched butt walnut, front and back. Price, \$167.50, complete.

Model 93, housed in a lowboy of English design, has center and side panels of matched butt walnut. Price, \$167.50, complete.

Model 102, a combination, is similar in design to model 93. A compartment for two record albums is provided. Price, \$205.50, complete.

Model 103, also a combination, is \$225 complete.—*Radio Retailing*, February, 1930.



Model 102 Combination

## Stromberg Models 652 and 654

A LOW type console receiver and a radio-phonograph combination, each with essentially the same set chassis used in the previous model 642, are announced by the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y.

Model 652 receiver has a large diameter electro-dynamics speaker which employs a non-rattling, moisture-proof cone, suspended flexibly to give extra sensitivity. As in all Stromberg-Carlson sets, provision is made for using the audio system in con-



Model 654

junction with a pick-up for the electrical reproduction of phonograph records. The cabinet is ornamented and stands 24½ in. wide, 42 in. high and 15 in. deep. It is of the open type, exposing the grille panel. The intended retail price is \$239.

Model 654, the combination, has all the features of the 652. The turntable is rotated by a silent electric motor. The automatic stop operates on either spiral or eccentric stopping grooves. It is compact, being only 46½ in. high and 27½ in. wide. Full length doors are used on this model. The intended retail price of which is \$369.—*Radio Retailing*, February, 1930.



Model 652

## A Volume Control With Power Switch

A COMBINATION volume control and power switch is now offered by the Clarostat Mfg. Co., Inc., 285 N. Sixth St., Brooklyn, N. Y. One knob serves the double function of turning the radio set on and off, and adjusting the volume to any desired degree.—*Radio Retailing*, February, 1930.

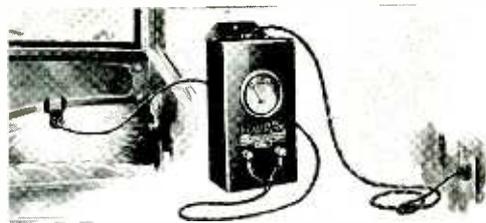
## Aerial Kits

THE North East Ignition Company, 5620 Woodland Ave., Cleveland, Ohio, is now making aerial kits and electric iron cords.—*Radio Retailing*, February, 1930.

## B-L Battery Booster

SO arranged as to be easily connected to the battery terminals without lifting the floor boards, the battery booster made by the B-L Electric Co., St. Louis, Mo., should find a ready market with car owners. This booster is doubly suited for sale by radio dealers as it may also be used with radio batteries.

Alternating current is taken direct from the light socket and fed to the automobile battery to take care of the excessive drain so common in cold weather. A socket, which connects directly to the ammeter, is clamped to the instrument board. The booster comes in a metal case, with input and output leads, a B-L full-wave dry rectifier unit,



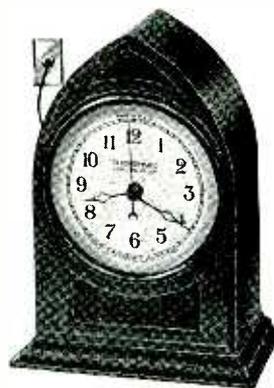
step-down transformer and visible dial to show that it is charging. There is no danger of overcharging, it is said, as the current tapers off automatically. The size is 6½ in. by 3½ in. by 2¼ in. and it can be hung on the wall, the 12 ft. cord being sufficiently long to reach the car. The intended retail price is \$12.50.—*Radio Retailing*, February, 1930.

## Loud Speaker for Automobile Sets

WHAT is said to be the first loud speaker to be developed especially for use in connection with automobile radio sets has just been placed on the market by the Amplion Corporation of America, 133 West 21st St., New York City. It is known as the Model GW automobile chassis speaker. It utilizes a small but high powered magnetic unit of the balanced armature type. Due to the special steel used, an intense magnetic field is maintained. The unit is mounted on an aluminum foundation in such a position that the drive pin actuates the cone from the inside. The cone is approximately 7 in. in diameter and the depth of the entire speaker chassis is only 4½ in. A special aluminized cloth is used for the cone material.

The entire chassis, with the unit, weighs only 15 ounces. While the speaker may be mounted in any desired position it is generally placed behind the automobile instrument board, so that the latter acts as a baffle.—*Radio Retailing*, February, 1930.

receive the standard 48-line, 15-pictures-per-second signals. It has pin jacks to receive the usual speaker cord terminals.—*Radio Retailing*, February, 1930.



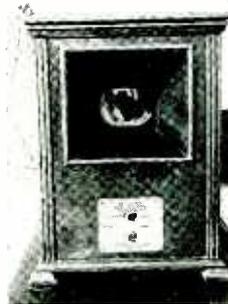
## Synchro-Matic Electric Clock

SEVERAL models are offered in the line of "Synchro-Matic" electric clocks brought out by the Electric Clock Corporation of America, 536 Lake Shore Drive, Chicago, Ill. These new clocks are of the synchronous type, operating from the lighting circuit. Being of the synchronous type, they are, of course, available for a.c. use only.

The clock illustrated is the "Churchill" model, listed at \$7.95. It has a bakelite case, 7 in. high, resting on a base 5½ in. x 4 in. The case may be had in a choice of colors—mahogany, walnut, Chinese red, jade green and variegated autumn tones. The price range of the new clocks is from \$7.95 for the model described above to \$125 for the Chippendale grandmother clock.—*Radio Retailing*, February, 1930.

## "Bud" Removable Partition

A REMOVABLE partition is now being supplied with the convenience outlets made by Bud Radio, Inc., 2744 Cedar Ave., Cleveland, Ohio. This partition can be inserted in a gang electrical switch or receptacle box so that wires of different voltages as well as live and dead wires can be put into the same box and under the same plate. It is made of 14 gauge steel, cadmium plated.—*Radio Retailing*, February, 1930.



## Jenkins Radiovisor

THE latest model of the "Radiovisor" made by the Jenkins Television Corp., Jersey City, N. J., is intended for home use, operating on 110 volts, a.c. for automatic synchronization by means of a synchronous motor.

It operates in conjunction with a short wave receiver, and a resistance coupled amplifier which includes a 245 type power tube. The radiovisor consists of

a large synchronous motor, vertically mounted, which drives the scanning drum and selector disks; a neon or television lamp of the single-plated type, and a magnifying lens and shadow-box for the control panel, all mounted in a walnut cabinet.

The radiovisor is intended to

(Continued from page 49)

ling resistor of 250,000 ohms, with the plate current drain at .2 milliampere, the voltage drop through the resistor will be equal to 50 volts so that the plate voltage applied to the plate will be 130 volts.

When a voltage of 135 volts is applied, the plate current will also be .2 milliampere at the correct grid bias of three volts and the drop through the resistor will be equal to 50 volts, giving a net voltage of 85 volts on the plate of the tube.

It is easy to see, therefore, the importance of applying a higher voltage than 90 volts in the plate circuits of such circuits to compensate for the drop in voltage through the resistor. The same holds true when 222 tubes are used in resistance-coupled amplifiers.

### Don't Use Neutral Wire for Radio Ground

Several electrical inspectors in Chicago have recently found wiremen connecting the ground wire of radio receiving sets to the neutral wire of the lighting circuit in the nearest receptacle outlet. This type of construction is dangerous, as a reversal of polarity may result in serious consequences to the receiver and also create a life and fire hazard where inside aerials are stapled and run between joists with ordinary bell wire.

### Sound System Data in Handy Form

For the purpose of guiding anyone, whether technician or layman, in the proper planning, selection and installation of a power amplifying and sound distributing system, the Radio Receptor Company, Inc., 106 Seventh Avenue, New York City, has just issued its new catalog. Instead of plunging directly into a listing of the organization's products, the catalog opens with an analysis of audio amplification and sound distribution, how to plan an installation, and the engineering features essential to satisfactory results. There follows the listing of units which may be assembled into steel racks and switchboards for meeting any requirements, with the same flexibility as that which made the sectional bookcase famous. The "Powerizer" sound systems include not only the centralized switchboard, with radio set, microphone panel and phonograph pick-up, but also the speakers, faders, outlets, and controls.

A copy of the Powerizer catalog may be obtained for the asking.

### Careful Circuit Design Needed for 224 Tube

According to recent tests conducted by Cunningham research engineers concerning utilization of the new a.c. shield grid tube, they point out that the prospective experimenter should exercise care in seeing that each radio stage (as well as the tube itself, in some instances) be completely shielded; that by-pass condensers and choke coils be used in each plate "B" and screen-grid leads; that high potential leads between stages have a metal covering over the insulation for the necessary complete shielding; and last, that all R.F. coils be designed so as to give proper primary impedance, otherwise the tube will not amplify

For SERVICE on this Receiver	
CALL	
Exchange.....	No.....
Dealers Name.....	
Address .....	

The above is suggested as a small card that radio dealers may have printed. These should be placed securely inside the receiver at the time it is sold. Each one should be placed where it can readily be seen.

the incoming signals to proper rating.

Because of these requirements it is pointed out that it is not advisable to attempt to rebuild present sets designed for 226 or 227 type tubes, used as radio frequency amplifiers.

### Tube Service Manual

The number of large manufacturers of radio receivers and the number of models which each manufacturer has placed on the market have increased to such an extent that even the best posted dealer and serviceman finds it impossible to remember the types of tubes required for each model, much less the actual relative positions of the tubes in the receiver.

E. T. Cunningham, Inc., has recently published a very complete data book of standard commercial receivers, which gives complete details regarding the tubes necessary for operating the various models of thirty-six of the leading manufacturers of radio receivers.

Each data sheet gives the name of the manufacturer, the various models which use the same chassis, a list of the tubes required, a sketch of the location of the tubes on each chassis and a brief, general description of the circuit employed.

The socket booklet is for distribution exclusively to the trade and may be obtained free of charge upon application on the

business stationery of dealers, jobbers and servicemen, to the New York, Chicago or San Francisco offices of E. T. Cunningham, Inc.

### HINTS from HANK

Remember antennas and power lines do not mix very well. If you don't believe it, try mixing 'em—and get hurt.

\* \* \*

Don't take things apart before you make sure that's what you really want to do.

\* \* \*

Get that insulated screw driver today—before you cause any more short circuits.

\* \* \*

When the pilot light doesn't work it's usually because it's loose in the socket, caused by the continual jar of turning the set on and off.

\* \* \*

It doesn't cost any more to take your hat off when you enter the customer's house. And, it certainly makes a better impression.

### Radiotron Data

The Radiotron division of the Radio-Victor Corporation, 233 Broadway, New York City, has just brought out a ready reference book called the "Radiotron Data Book." It has 106 pages of carefully prepared information which tells at a glance the proper tube to be used in each socket of radio sets produced by practically all the leading manufacturers. It is being distributed free to all Radiotron dealers and distributors.

The receivers are indexed twice, by the manufacturer's name and by trade name. A simple rectangle represents each receiver, with small circles indicating the actual position of the tube sockets. The type number of the correct tube appears next to each socket together with elementary circuit information as a further guide. As an additional convenience, there is included a simplified reference chart giving the characteristics of all receiving Radiotrons.

### Uniformed Service Men Prevent Fraud



One of the largest service departments and one of the best trained is that shown above, maintained by the Sun Radio Company, Bosch radio enthusiast which operates seven stores in Akron, Ohio. Each man is trained in the Sun radio school. This efficient service corps handles that phase of the work for all seven stores. Before the days of uniformed gas meter readers, it was not an unusual occurrence to read of robbery or other crimes being committed by men (not in uniform) representing themselves to be "from the Gas Company, etc." Sun Radio Company's unique system safeguards the woman of the house, left alone all day.

# The Scene Shifts

## Pithy Paragraphs

FEBRUARY, 1930

**More Latitude Asked for Program Makers—The Cleveland Convention—New Tube Makes Its Bow—Rypinski, Haugh, Klein Back in the Fold—Other Appointments—Baldwin-Symphonic Deal**

By Detector



**N**OW that radio activities are, more than ever, the subjects of debate and investigation by the lawmakers, and sources of income for the lawyers, Washington is becoming the scene of many news happenings.

One of the most constructive of these hearings took place Jan. 15, when, in a carefully prepared statement, M. H. Aylesworth, president of the National Broadcasting Company, asked the Senate Committee on Interstate Commerce for greater latitude for the development of the broadcasting art.

"I have no objection," said Mr. Aylesworth, "to governmental regulation designed to protect the public interest in broadcasting. But, since the technical engineering phases of the radio science change almost over night, it is my earnest hope that the regulatory measures may have a flexibility adequately adapted to the special situations at hand."

### Other Washington Whispers

Synchronization of stations, permitting two or more to operate on the same frequency without causing interference, was also held up to the committee as the probable solution of the present aerial traffic complexities. No prediction as to just when this could be accomplished, however, could be made at this time but, it was stated, radio engineers have hopes of success.

Dr. Frank Conrad of the Westinghouse Electric and Manufacturing Company, suggested this same solution. He also advocated the use of a new antenna system to increase the strength of local signals and minimize those of distant ones when desired by the listener.

On Jan. 20, the Supreme Court indicated it would dismiss the Radio Commission's appeal in the WGY case. This case involved the legality of the commission's action in ordering this powerful Schenectady station to surrender full-time use of its 890-kilocycle wave length. Such action would imply that WGY, owned by the General Electric Company, was entitled to the use of its present channel on a full-time basis.

Much interesting testimony for and

against the extension of claimed patent rights into the field of related manufacturing and merchandising policies has been spread upon the records of the Senate Interstate Commerce Committee these past five weeks. Among those whose opinions could be construed as against too broad an interpretation of "patent rights" were the following executives: Newcomb Carlton, president of the Western Union Telegraph Company; B. J. Grigsby, president of the Grigsby-Grunow Company; Oswald F. Schuette, secretary of the Radio Protective Association; E. W. Stone, presi-

### Young Russia Also Listens



Political news, instead of jazz, is the principal radio fare of the youthful Communists of the Soviet Republic. Groups like this gather daily before the reproducer for political instruction.

dent of the Federal Telegraph Company and LeRoi J. Williams, chairman of the Patents Committee of the Radio Manufacturers Association.

### The Cleveland Convention

As this issue of *Radio Retailing* reaches the hands of its readers, the Fourth Annual Convention of the National Federation of Radio Associations and the Second Annual Convention of the Radio Wholesalers Association will be in full swing at the Hotel Statler, Cleveland, Ohio. Detector will be there, hand to his ear and note book on tap. Look for a comprehensive and sympathetic report in our March issue, written by one who has grown up in radio with these most worthy organizations; who sat in at their first feeble meetings, and who has seen "Federated" grow to lusty manhood.

Here is an outfit that merits the active support of every dealer and jobber in the industry.

### We Welcome Messrs. Rypinski, Haugh and Klein

"It's a hectic game, but Lord how we love it!" Neither golf nor Florida can keep the old timers from our midst. To wit:

M. C. Rypinski has been persuaded to join the Westinghouse organization as general manager in charge of radio sales. His duties will include the perfecting of the distributional machinery of the Westinghouse Electric Supply Company to market the Westinghouse branded set. It will be remembered that Mr. Rypinski formerly was a top executive with the Brandes Products Company, and later with the Kolster-Brandes Company, Inc.

Arthur T. Haugh—"Art" the inimitable—recently was elected vice-president in charge of merchandising for the Valley Appliances, Inc., Rochester, N. Y. This concern manufactures the Symington reproducer. Mr. Haugh is a past-president of the Radio Manufacturers Association. He formerly owned the Rochester Auto Supply Company, also of Rochester.

R. M. Klein, after a year's vacation in the sunny Southland, returns to his old love, F. A. D. Andrea, Inc., Long Island City, N. Y. His title will be that of general manager. Mr. Klein states that Fada has increased its force and will announce in the near future several new sets to complete its present line of a.c. receivers. Coincident with this appointment is the advancement of L. J. Chatten to the post of vice-president in charge of merchandising.

*Radio Retailing, February, 1930*

# to Washington

## on Recent Happenings

NEW YORK, N. Y.

### Sarnoff Reaches the Top

Following the resignation of Owen D. Young, as chairman of the board of the Radio Corporation of America and the appointment of General James G. Harbord to that position, David Sarnoff was elected president of this organization.

Although Mr. Sarnoff is not yet forty he has crowded into his business life the experiences of a dozen average executives. He began his radio career as messenger boy with the Commercial Cable Company twenty-five years ago. When the "Titanic" sank, this boy from foreign shores stuck to his post with the Wanamaker station for seventy-two hours. In 1917 he became commercial manager of the Marconi Company. From then on his rise has been both rapid and spectacular. In 1919, when the Radio Corporation of America was formed, Sarnoff was taken over, shortly thereafter to become its general manager.

### Other Appointments

Appointments to major executive positions have been numerous these past thirty days. Detector is pleased to record the following:

R. H. Woodford assumed his new duties as general sales manager of the Crosley Radio Corporation the fore part of January. He succeeds Neal E. Newman, resigned. For the past five years Mr. Woodford headed the sales department of the radio division for Stewart-Warner Company, Chicago. Prior to that time he accumulated a world of experience in the music instrument field with the Columbia Phonograph and American Piano companies.

Fred W. Piper is now at the sales helm of the good ship, "Howard Radio Corp.," whose home port is South Haven, Michigan. Fred's headquarters will be in the Kimball Hall Building, Chicago. Referring to this announcement, Austin A. Howard, captain of the craft, characterized Piper as one of the most widely known and best liked men in the industry.

The Perryman Electric Company, Inc., tube manufacturer, announces the appointment of R. B. Lacey as its general sales manager. For three years R. B. has been serving this same concern in the capacity of western sales manager. He is familiar, therefore, with the problems of the jobber from first hand knowledge.

Two major changes are announced by the Colin B. Kennedy Corporation, South Bend, Ind. William B. Nevin, formerly general sales manager, becomes

its vice-president and James De Pree assumes the task of sales manager. The latter gentleman is well known because of his success with the Bush and Lane Company, Chicago. Nevins' advance also is well merited as it is due largely to his untiring efforts and clear vision that Kennedy scored such marked progress during 1929.

Roy Staunton, formerly with the Gardner Advertising Agency, New York, will act as assistant sales manager to M. C. Rypinski in the latter's new duties with the Westinghouse interests.

L. T. Breck, until recently vice-president in charge of sales for Kolster, is now acting in an executive position with the Utah Radio Products Company.

### Nathaniel Baldwin, Inc., Active

Under the terms of an agreement recently consummated, an affiliation of the Symphonic Radio Corporation of America, with Nathaniel Baldwin, Inc., of Salt Lake City, Utah, has been effected, whereby the Symphonic company's plant at Bloomsburg, Pa., with a daily capacity for assembling 2,000 radio sets and speakers, will assemble Nathaniel Baldwin products exclusively, having the rights and use of Baldwin, Inc., patents, management and engineering research. Parts for the assembly of the products will be shipped from Salt Lake City, where the Baldwin company's general sales office is located.

With the consummation of this arrangement, the Baldwin interests have assembly plants in Salt Lake City, Los Angeles, Chicago and Bloomsburg, with a total capacity of 6,000 radio sets and speakers daily.

Officials of the Nathaniel Baldwin, Inc., state that this deal is in no way a merger of the two organizations, but simply an arrangement whereby provision is made for additional output of Baldwin products.

As we go to press negotiations are still pending for the sale of the assets of the Buckingham Radio Corporation, Chicago, Ill., to Nathaniel Baldwin, Inc., for approximately \$100,000.

### A K Has New Sales Manager

A. Atwater Kent, president of the Atwater Kent Manufacturing Company, announces the appointment of F. E. Basler as general sales manager of the company succeeding V. W. Collamore, who has resigned.

Mr. Basler was previously assistant sales manager of the company in charge of sales administration affairs and has been active in the general sales affairs of the company. He brings to his new position a wide experience in sales and financing, having served in sales executive capacities with nationally known companies in other fields.

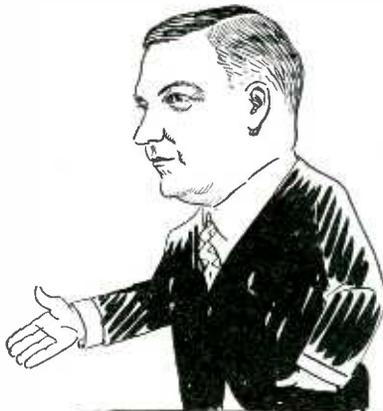
### RCA-Victor Policies

The following statement concerning the future policies of the RCA Victor Company was given Detector by Edward E. Schumaker, president of this concern:

"To correct an erroneous impression which was created recently, I would say that the RCA Victor Company, the stock of which is owned 50 per cent by the RCA, 30 per cent by the General

"Gentlemen!  
Gentlemen!!

The convention will please come to order."



Barring earthquakes or volcanic eruptions the lovable "boss" will be seen in action, as chief gavel wielder, at the Fourth Annual Convention of the National Federation of Radio Associations, meeting February 10 and 11 at Cleveland, Ohio.

Michael Ert, of Milwaukee, appropriately called "Mike," was one of the founders of this national dealer-jobber organization (originally called the Federated Radio Trades Association). This month rounds out his first year as its president.

Those of our readers who are not so fortunate as to be reading this item within the fellowship of the Statler will find the activities of this important convention fully reported in our March issue.

Electric Company, and 20 per cent by the Westinghouse Electric & Manufacturing Company, will manufacture at its Camden, N. J., plant all the radio broadcast receiving sets, loud speakers, accessories, etc., which were formerly manufactured by the General Electric and Westinghouse Companies. The RCA Victor Company, where all these activities have been concentrated, will distribute its products not only through the distributing channels of the Radio Corporation and the Victor Talking Machine Company, but also through the distributing channels of the General Electric and Westinghouse Companies. The arrangement effected with the General Electric and Westinghouse Companies whereby their vast facilities of national distribution will be at the service of the RCA Victor Company will, it is confidently expected, increase the volume of production of the Camden plant and make the products of the RCA Victor Company even more readily available to all parts of this country."

### Talking Picture Combination Demonstrated by Sonora

A new development in the radio combination line was recently demonstrated in New York and Chicago by the Sonora Products Corporation, to editors, technicians and merchants connected with the radio field.

The new device embodies a moving picture projector with synchronized sound reproducer, and a screen grid radio receiver, housed in one console cabinet. It is a "home talkie-movie-radio."

Production for retail distribution is planned for the near future. The combination will retail, it is said, within the popular price range.

Quantity production of a new power radio for automobile installation is also planned by Sonora for early in 1930.

### RCA Grants Tube License to Triad

A license to manufacture radio tubes under the patents of the Radio Corporation of America has been granted to the Triad Manufacturing Company, Inc., Pawtucket, R. I.

### George E. Palmer Joins Tobe

George E. Palmer, for years general sales manager of the Dubilier Condenser Corporation, has resigned his former connections to join the force of the Tobe Deuschmann Corporation, Canton, Mass., as vice-president in charge of the condenser division. He assumed his new duties about the first of February.

### Crosley Completes New Plant

A modern eight story factory has been constructed by the Crosley Radio Corporation in Cincinnati, Ohio. There are some 222,000 square feet of additional floor space made available by this new unit. Six floors are given over to set construction. The seventh contains the engineering department and general offices. On the eighth are located the executive offices and the new studios of WLW, the Crosley broadcasting station.

To properly handle the output of the augmented plant, a one-story assembly and shipping building, capable of loading 29 freight cars at one time, was also erected.



### Directs "American School of the Air"

Alice Keith, broadcasting director of the "American School of the Air," sponsored jointly by the Columbia Broadcasting System and the Grigsby-Grunow Company, Chicago.

### Stone Is Receiver for Kolster

On Tuesday, Jan. 21, the Newark Chancery Court appointed Ellery W. Stone, president of the Kolster Radio Corporation, as one of three receivers for this concern and for its affiliated companies, the Brandes Products Corporation and the Brandes Company.

Vice-Chancellor Church urged the receivers to work out a reorganization plan which would operate for the best interests of all concerned. The future of this well-known radio manufacturer is, at present, undeterminable. Assets, however, are claimed to be well in excess of liabilities.

ROBERT W. BENNET has joined the Traveler Manufacturing Corp., as vice-president in charge of sales and advertising. Mr. Bennet has been connected with the A. C. Dayton Co. as general sales manager, and is one of the organizers of the Federated Radio Trade Association and of the St. Louis Radio Trades Association.

STANLEY H. BEEBE is now advertising manager for F. A. D. Andrea, Inc.

THE SPRAGUE SPECIALTIES COMPANY, Quincy, Mass., has acquired a new production plant at North Adams which contains some 1,208,000 square feet of floor space. The offices and laboratories of the company, however, will remain at Quincy.

### New Tube Makes Its Bow

A new five-element vacuum tube, known as the "Pentode" was demonstrated Jan. 22, at the Park Central Hotel, New York City, by Ernest Kauer, president of the CeCo Manufacturing Company of Providence, R. I. This tube, a novelty to America in its present form but in use in England and the Continent for over two years, will be three times as powerful as the screen grid, it is claimed, and will tend further to simplify sets. See the New Products department of this issue (page 55) for the technical description of this tube. Its use requires a special circuit although existing ones can be adapted for it within certain limitations.

### Local Trade Associations Busy

Inspired by the coming national convention many local radio trade associations are doing real things these days. To mention a few:

ATLANTA, GA.—Alvin C. Foster, of the Cable Piano Company, has been re-elected president of the Atlanta Radio Dealers Association. Election of other officers followed an address by H. G. Erstrom, executive secretary of the National Federation.

PHILADELPHIA, PA.—"The Answer" is a publication of the Radio Retailers Association of Philadelphia. "Through our own co-operation we are finding the answer to many of our own problems," it says in the leading editorial of its first issue. Walter Stainthorpe, its editor and secretary of this organization, may be reached at 732 Bankers Trust Building.

BIRMINGHAM, ALA.—At the Jan. 23 meeting of the Birmingham Radio League it was decided that jobbers should continue as members. Roy Ingram was elected president and R. C. Wiggins, of the Knight Electric Company, first vice-president.

BOSTON, MASS.—Plans are being laid for the formation of a strong and representative radio association in the city of the sacred cod. It is expected that an "observer" will be sent to Cleveland to see how the other boys do it.

INDIANAPOLIS, IND.—Efforts of national radio associations to stabilize the radio industry were outlined in Indianapolis recently by H. G. Erstrom, executive secretary of the National Federation of Radio Associations. Ted C. Brown, executive secretary of the Electric League of Indianapolis, presided at a dinner which was sponsored by the radio trade division of the league.

### The Prisoners' Song

It comes to them by radio in the up-to-date jail. The Muskogee, Okla., dealer who sold this Crosley to the local hoosegow probably didn't realize how much he was encouraging crime. No doubt he was only interested in opening up a new market for radio—think of all the jails in the world!



# What the Wholesalers are Doing

## Smaller Dealer Meetings Increase Co-operation

To promote closer contacts with dealers, the Aitken Radio Company, Crosley distributor in the Cleveland, Toledo and Detroit territories, has inaugurated a new schedule of dealer meetings this year. Instead of holding a mass meeting for all Crosley dealers in these territories, the Aitken Company decided upon a series of smaller meetings, held at shorter intervals for the dealers of each separate town.

Each salesman's territory is divided into two sections. The salesman arranges a banquet for all dealers in each section. Officials of the Aitken Co. and Crosley representatives speak at each gathering.

These meetings have by their higher degree of concentration kept the company in close touch with the problems of dealers. Numerous meetings have been held, with between twenty and thirty dealers attending each gathering. Dealers convened at Bay City, Mich.; Port Huron, Mich.; Findlay, Ohio; Tiffin, Ohio; Byron, Ohio; and at Ann Arbor, Mich.

An especially successful meeting was held in the Tod House at Youngstown, Ohio. Nearly a hundred Crosley dealers of Mahoning, Columbiana and Trumbull Counties were present. James E. Aitken spoke on the functions of the dealer organization.

## "The Early Bird" 'Tis Said—

A trip with all expenses, to the June R.M.A. Show at Atlantic City is the reward offered by the Harten-Knodel Distributing Company of Cincinnati in a contest being conducted by them open to every Zenith dealer and dealer salesman in its territory.

Every sale of a Zenith radio receiver gives the salesman a certain number of points in addition to a cash bonus equal to 1c. for every point earned. Points are based on the list price of the receiver, one point for every dollar. In this way, each competing salesman is rewarded in cash for every sale and given a certain number of points in the contest. The one gaining the greatest number of points up to the close of the contest wins the free trip.

The contest will end March 15.

## Conron Organization Meets

Perhaps one of the most important meetings of the salesmen of the Conron Distributing Corporation was held recently. In attendance were the executives, salesmen, and two new salesmen, who have been recently added to the staff, L. L. Wilson and Paul Pierson. Mr. Conron discussed in detail the Philco distributor's meeting which he attended in Philadelphia. Mr. Hartley, factory representative, described the new Philco Model 76.

## A-K Conclave

The First Atwater Kent distributors' convention in 1930 was held at the Hotel Pennsylvania, Philadelphia, last month. Practically all the ninety-odd A-K wholesalers, their sales executives, factory offi-



## There's Cause for This Smile

A sunny day, a new suit, Milwaukee beer (?) and a Kellogg distributorship up his sleeve—why shouldn't I. R. Witthuhn, of the Standard Radio Company, look happy?

cial and field men were in attendance.

High lights of the convention, presided over by F. E. Basler, newly appointed sales manager of the company, included a tremendous ovation accorded Mr. Kent upon the occasion of his first appearance; whole-hearted approval of the policy to continue the manufacture and sale of the present screen-grid models during the spring selling season and unrestrained enthusiasm over the presentation of new advertising plans, for the year 1930.

## Support Your Association

*A good trade association is worthy of all the support it can possibly get. In the radio industry we have the Radio Wholesalers Association, Inc., affiliated with the National Federation of Radio Associations, Inc. This organization has done outstanding work in the past, work which has benefited all those belonging to or affiliated with it. Plans to increase the scope of its activities are now being made.*

*Every wholesaler should join this association because the year 1930 will be one requiring closer co-operation among all branches of the radio trade. So, get on the band wagon now and do your share that you may reap some of the benefits.*

*If there is no local body in your territory, form one. Then act to become affiliated with the national organization.*

## Distributor Activities

The ALABAMA ELECTRIC SUPPLY COMPANY, Birmingham, Ala.; the O. M. C. SUPPLY COMPANY, Pittsburgh, Pa.; ELLIOT AND WADDINGTON COMPANY, New Castle, Pa.; GREER AND LAING, Wheeling, W. Va.; and SMITH AND PHILLIPS MUSIC COMPANY, E. Liverpool; RICH ELECTRIC SALES INC., Cleveland; GEO. BYERS SONS, INC., Columbus; OHIO BATTERY AND IGNITION COMPANY, Canton, all of Ohio, have received commission to distribute Gulbransen radios.

THE ACME COMPANY, Birmingham, Ala., and the DUKE CITY ELECTRIC DISTRIBUTING COMPANY of Albuquerque, N. M., were recently appointed Lyric radio wholesalers in their respective territories.

ASHTON, DEEVER INC., Boston, have been signed up as distributor of Marvin radio tubes.

THE LINCOLN SALES Co., Crosley-Amrad distributor in Baltimore, sponsored a dealer meeting at which price changes and the merchandising possibilities they offer were discussed.

MAJESTIC DISTRIBUTORS, INC., has been formed by the Grigsby-Grunow Company to handle the distribution of Majestic sets and combinations in New England. Headquarters of the new organization will be in Boston.

SANFORD BROS., Mackville, N. C., will distribute Ken-Rad tubes in the southern states. D. J. HARTNETT, San Francisco, is also announced as a Ken-Rad wholesaler.

THE KEYSTONE RADIO CORPORATION, Pittsburgh, Pa., is announced as new distributor for Colonial radio.

TOWER-BINFORD Co., Virginia distributor for Crosley radio, entertained twenty-eight dealers at the Mosque in Richmond.

WILKENING, INC., Philadelphia, distributor for Crosley and Amrad, will be wholesale representative for the Johnson Motor Co., handling Johnson motors and Sealite boats.

W. T. MORAN, salesman for Wakem and Whipple, Inc., Chicago distributor for Kolster and Brandes, was one of the winners in the recent Kolster merchandising contest, and is proudly displaying a handsome Hamilton wrist watch.

The M & M COMPANY of Cleveland, Sparton distributor, assembled 600 dealers and dealers' salesmen at a series of three sessions, the first at Cleveland, the second at Akron, and the third at Youngstown. A banquet, followed by talks outlining the plans of the manufacturer and of the distributor, featured each meeting.

ALLIANCE MOTOR CORPORATION, Rochester, has been appointed a distributor by the Perryman Electric Company, North Bergen, N. J. NEW ENGLAND DISTRIBUTING COMPANY, Boston; WEINBERG AND COMPANY, Chicago; ATLANTA SALES COMPANY, Atlanta; WALTER ASHE COMPANY, LANCE ELECTRIC COMPANY, St. Louis; BELMONT CORPORATION, Minneapolis; HANSON-DULUTH COMPANY, Duluth; ATLAS PLAYER ROLL COMPANY, Newark, were also announced.

D. W. MAY, INC., Newark, N. J., has been assigned the northern New Jersey and southern New York territory by the Temple Corporation. A branch will be opened at 34 West Houston St., New York, to handle the metropolitan district.

# Naylor Tells Manufacturers That Breakfast Table Conferences are Best

**G**IVE me a handful of men, fresh from the shower, let me sit with them through the breakfast ham and eggs, the coffee and cream; and I'll tell you more about them, and how they sell their wares, than one could learn in a month of correspondence. And they will be better salesmen, too, as they flick the last cigarette ash into the coffee cups.

My personal preference, therefore, for field conferences is the breakfast party. Minds are clear and eager in the morning. I have discovered some of the finest sales ideas in the world, and have had more sales problems solved for me, between grape fruit and coffee!

A dinner is your next best bet, and while the gathering may lack the spontaneity of a morning get-together, there is plenty of time and the mellowing influence of a cigar and a demi-tasse is quite effective. Luncheons, however, are definitely out. Half the party is invariably late, and the meeting is necessarily cut short by those who leave precipitately to keep other appointments.

Fifteen is about the ideal number at such gatherings. This is an easy, informal number—one never feels that he is addressing an audience, and there is sufficient variety to stimulate an incessant flow of thought. I generally endeavor to have present a handful of our salesmen, two or three men from the office and representatives of our distributors.

But to accomplish these results the sales manager frequently must relinquish the pride and comfort of his mahogany desk and establish and maintain intimate contacts among his associates on the outside. As much as I dislike to leave my office, I must admit that one week in the field will give me a better appreciation of conditions and the human factors necessarily associated with salesmanship than I could gain in the home office over a period of many months.

The successful sales manager, to have a thorough understanding of the problems with which his salesmen are confronted, should appreciate them from the salesman's point of view. His understanding must be sympathetic. Only in such a way can he hope really to know the man who is selling his product, do full justice to his ability and guide his efforts or detect inefficiency with speed and accuracy.

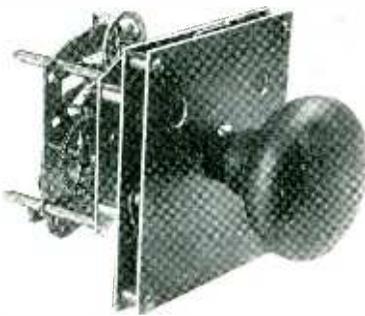
The formality of the office or store is an atmosphere hostile to the fostering of this wholehearted understanding. As stated, I have found that the most profitable relationship between branches of a sales organization can be built up by informal meetings across the breakfast or dinner table.

L. P. NAYLOR,  
Sales Manager,  
Arcturus Radio Tube Company.



## Coin Operated Time Switch

The Walser Automatic Timer Company, 342 Madison Avenue, New York City, has developed, for manufacturers' use, a coin operated time switch known as Model 615-C. This is to be used on any electrical device which uses not more than 6 amperes at 110 volts. The unit is developed to use



coins of any denomination and for any time period of from five to sixty minutes. The circuit breaker used in this device is a standard toggle switch. The circuit is not closed until a coin of the proper denomination has been placed in the slot, and a knob or handle turned the required distance. This company also manufactures a straight timing switch without the coin feature. Further information and manufacturers' prices may be had by writing directly to the above company.

THE BREMER-TULLY MANUFACTURING COMPANY announces the new location of its sales division at 623 So. Wabash Ave., Chicago.

## New Markets for Radio Mean Stability

The radio industry is fast approaching the time when it will be generally recognized as one of the most stable of America's industries.

Such a prediction may seem somewhat over-optimistic right now, in view of the late lamented slump, but foresighted business men, nevertheless, consider it more as an inevitable fact than as an opinion.

At the present time, radio is a seasonable business. There is a "rush" season and a "slack" season. The slack season will diminish gradually until, without noticing it, it has disappeared. Improvements in radio equipment will make listening-in increasingly popular as the years go by. New uses and applications will constantly be discovered. Furthermore, they must be discovered if permanent stability is to be attained. For example the field has already been expanded to include home automatic phonographs, sound and motion picture apparatus for private use, airplane radio equipment, new applications for tubes, and television products.

Just around the corner is a new market that will give another outlet for radio sales—"the automobile radio." By spring, not less than 4,000,000 of this type of prospect will be thinking about the lure of "Radio As We Go." Who will get this business? Plainly it's a job for the radio industry. And don't overlook the fact that the automobile-radio will be, in the main, spring and summer business.

E. J. POOR, President,  
Hygrade Lamp Company,  
Salem, Mass.

## Dramatizing Programs

(Continued from page 27)

grid tubes—the latest invention to improve radio reception.

"I won't bother you with technicalities, Mrs. Young—Mr. Young has undoubtedly been following radio progress and can tell you what a big improvement screen-grid tubes have made. Anyway, they are one of the reasons why this set will always give you the child culture talks of Angelo Patri when you want them."

Notice the way the technical information is sandwiched in there? First, reference to a subject that looms large in the eyes of any woman with a growing child. Then the technical matter. Then back to the subject that interests her. You catch her attention with what is important to her, and you leave the point with her mind again focused on that subject; the reason why is carefully worked between.

*The salesman who doesn't use the current day's station programs in his sales talk, is ignoring his easiest and surest means to a sale.* There are two reasons for this statement:

In the first place, programs as they are now constituted are sufficient in themselves to sell the general idea of radio in the home. Secondly, they offer a sure guide to enumerate and prove the individual good points of any specific set—provided it's a good one.

Here is the hour of the famous Literary Guild. It comes from a station in the low wave belt and without a wide hook-up. More than 100,000 persons belong to the Guild. If the prospect is high class, talk about the importance of the hour to readers, sandwich in your talk about selectivity and distance, with brief reasons why, and then revert to books for a moment.

Then switch to tone.

Here is Julia Sanderson, famous in musical comedy and light opera. Refer to the tone of your set, using words that convey a full depth of meaning. Don't merely talk tone, tone, tone. Tell your prospects that Miss Sanderson's glorious voice will come in as lustrous as satin—rippling as laughter—glowing as a June day—warm as a sunset. Words of themselves mean nothing unless they are used to recall some pleasurable image or experience in the prospect's mind—to paint a picture.

Select one of the numerous hours on interior decoration and call it to the attention of the artistic woman—using it, also, as a means of stressing the fine appearance of the set. Preserve the musical atmosphere by suggesting that the cabinet will fit into her rooms "like a harp and violin."

Similes such as these can be used throughout the entire talk; they must be used if the talk is to attain its highest efficiency. It is not the purpose of this article to go into the working of the human mind, but it must be understood by all who would successfully appeal to it, that *the mind cannot grasp a thought unless it is associated with a familiar experience.*

"Without radio, life is as arid as the sands of Sahara," I once heard a salesman remark—and if he had said a thousand words, he could have painted no stronger picture of an utter lack of culture and comfort.

Another expression, heard on Automobile Row, will help radio dealers paint a picture in the minds of a certain type of prospects.

The customer was telling the salesman that he thought he'd wait till next year to buy a new car, and have the old bus overhauled in the meantime. The salesman heard him through, then grinned cheerfully as he remarked:

"Overhauling that bus, Mr. Frost, would be like rubbing hair tonic into a wig."

If he had gone over the car, part by part, and showed the utter futility of the prospect's plan, he could have said nothing unexpressed in those fourteen words—he might, on the contrary, have said something that would have provoked the man's resentment or obstinacy, rather than his laughter.

The dictionary is just full of words which, when thoughtfully combined, create mental images—pictures—favorable to sales; and, moreover, give the salesman an outstanding personality that will stand him in good stead if he has to go back for the business.

"Like a squirrel in a cage—always ready to run."

"Tone as deep as ebony."

"Sweet as the notes of a fountain."

"Clear as a vesper chime."

"Tunes in as sharp as frost."

"A bad buy in radio isn't like a tight shoe—you can't kick it off."

The ground that has been covered in this article should be cultivated alike in the store and on the outside. It is doubly important, however, that it should be intensively cultivated on the outside. In the store, with its display of sets and generally appropriate atmosphere, there may be some slight excuse for the salesman overlooking the necessity for painting wholly perfect mental pictures.

But on the outside, the salesman is completely at the mercy of the mental images of his prospect. Here the salesman must *orally* picture the sets and the atmosphere that are provided, in their physical state, at his store.

His success depends entirely on how well he uses words to distract the mind of the prospect from his home world, and to transport it to, and concentrate it on, the world of radio and his particular set.

## Volume or Profit

(Continued from page 31)

Volume is certainly a most desirable objective—but, it must be volume with a worthwhile profit. For the sake of simplicity several unavoidable expenses have been omitted from these examples. It would be far easier for Store No. 1 to run in the red, in time of stress, than in the case of Mr. Courageous. As matters now stand the former, straining every point, flirting with a possible loss of prestige and of credit, will net, on an annual gross of \$144,000, less than \$9,500 or 6.6 per cent. The latter, on \$3,000 working capital per month, will net \$11,820 or 16.6 per cent on his gross business.

Moral: It takes a lot of business to off-set lax merchandising policies.

EDITOR'S NOTE: *Mr. Jeger assumes fixed expenses at but \$3.33 per set. This low estimate accounts for the favorable profit showing of Store No. 1, despite its liberal policies. In his last illustration this gentleman, Mr. Courageous, is assigned the same overhead burden—an ample margin of \$16.66 per set sale—yet he is able to show a far greater net profit in the face of this handicap. Actually, the latter dealer, on half the number of sales transactions, should be able to operate with less total overhead than Store One.*

*Acknowledgment is hereby made to the "Wisconsin Broadcaster" for much of the material used in this article.*

# Let's Introduce the Pentode Properly

(Continued from page 29)

for similar release from the box, and which turned out to be that ray of sunshine known as Hope.

"The fact that many set manufacturers have been perturbed by the advent of the pentode indicates, I think, that there is really something in the tube, and this constitutes the more pleasant emanation from Pandora's box. The fact is that a three grid tube has been developed that will, within the next year or so, make radio a more pleasurable and economical proposition than it is today—and, it follows quite naturally, a more profitable one to all concerned.

"A casual inspection of additional facts paints a still more hopeful picture of the pentode future. The pentode is a three grid tube, a modification of the familiar screen grid design, in which a cathode grid (the third grid, placed between the screen grid and plate and grounded to the cathode) effectively reduces the secondary emission, heretofore a limiting factor in screen grid technique, so that we have a power tube that does unusual things. It is a high mu power tube that gives approximately the same output as two 45 types in push pull, at the same anode voltage, but with about one-third the grid swing. In other words, we have adequate power arrangement that really will operate effectively from the output of the detector tube.

"Unfortunately (if you look at it this way) millions of dollars are tied up today in the very fine radio equipment manufactured previously to the perfection of the pentode. These millions of dollars represent stock on the shelves of dealers, jobbers and manufacturers, as well as production equipment designed to manufacture these receivers. It would be obviously economically unwise to junk all this material. And the pleasure of the radio listening world depends directly on the economic soundness of the radio industry.

"Haste, as we have been told, makes waste. A certain period of time will be required to design receivers about this new tube—a period of time in which the present-day equipment, already referred to, should be disposed of through the regular channels. With the situation manipulated by competent executives, the switch to pentode design (should further tests show this desirable, as I think it will) will be made with a mini-

mum of pain to all concerned with its development.

"The set manufacturer himself can have no desire to prolong the manufacture of non-pentode receivers beyond the time recommended by sound economic reasons, beneficial to the industry and the radio fan, when he can make a better pentode receiver for the money that buys his present sets, with new and attractive sales points. I have this faith in the soundness of the radio manufacturing industry, in its ethics and ideals.

"And it must be borne in mind that the pentode will, under no circumstances junk present-day equipment. There is no reason for the fan to wait for a pentode set. While better sets using the pentode may be built, dollar for dollar, a really good receiver of the present design will be quite satisfactory in quality and volume and general tuning characteristics for years to come.

"It is up to the manufacturers of radio receivers to decide when they want the pentode. As I said before, they will keep us waiting no longer than is necessary and desirable. And when the time comes the tube manufacturers will be ready to supply them with a high grade pentode."

## National Union's Comment

Discussing the situation with E. A. Tracey, vice-president of National Union Tube Corp., he said, "For the past six months we have carried on development work directed toward the perfection of a pentode tube and have at this time perfected a tube of this type to such a degree as to make it practically workable.

"It is my opinion that all pentode tubes now available are subject to very definite improvements, and that they will not be generally marketed until those improvements, both as to the tube itself and the circuit for which it is designed, have reached a point very much in advance of anything that exists today.

"It is practically impossible to set a definite date for the introduction of this tube, but I would certainly say that it would not be before September or October of this year and possibly not then."

*Radio Retailing* believes that this subject merits careful consideration. It invites, therefore, further comment from all branches of the industry.

---

## Sells Trade-ins for "Second Set" Requirements

**A**LTERNATING CURRENT" Wagner, of Detroit, Michigan, sold 28 used sets last year to modern-set owners. He averaged \$36 apiece on these transactions which was 20 per cent better than his allowance price. He obtained \$85 for one of these "seconds."

Why will the owner of an up-to-date power receiver buy another outfit—and a used one at that?

"They need an auxiliary set for the boy to monkey with or for the bedroom upstairs," Wagner replies. "They can use this inexpensive receiver out at the camp. Those who listen most attentively to this proposition are professional people or business men. These fellows like to play with radio—but they don't care to mess up their best set in the living room."

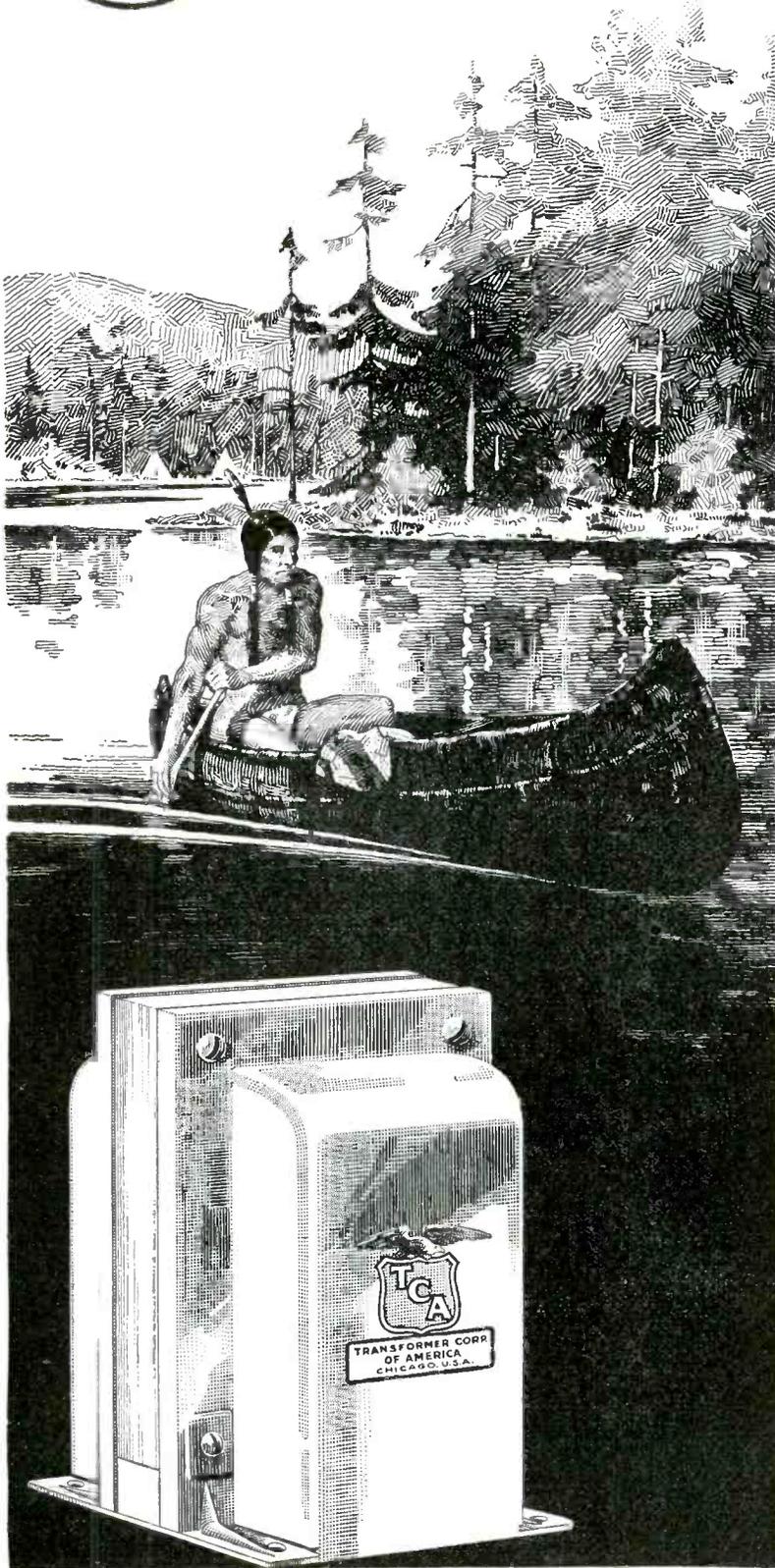
Wagner supplies used batteries and rejuvenated tubes,

both guaranteed, however, for 30 days, with these bargain buys. He finds that his t.r.f. sets can be operated quite satisfactorily off the aerial which is being used for the down-stairs receiver.

Service is not a problem because people who buy "seconds," "as is" for auxiliary purposes do not expect free service and intend to experiment along those lines themselves.

A further advantage: when customers find out how handy a second set is around the house, they frequently want to get a real, power type, outfit. This leads to a *third* sale, this time another modern receiver. To these his standing offer of "full allowance on the trade-in, if traded-in for a new set," applies. "A.C." credits the sale of seven modern consoles to this proposition. In one instance, he sold a certain trade-in three times.

# Smooth... silent ... **POWER**



A steady, unwavering flow of energy, smooth and silent, has been the dream and the despair of radio engineers throughout the history of the A. C. Set. In these power-supply transformers, developed by T·C·A, the dream has become a reality.

Any power-pack must of necessity have adequate capacity to handle the set . . . but the quality of the output of the transformer and filter circuit is a hidden "fourth dimension" that puts real value into a radio receiver. This smooth quiet power is a composite result of scientific design, fine materials and skilled workmanship.

Only scrupulous control of every manufacturing process and minute oversight of every operation makes possible such a result on a volume production basis.

- Power Transformers**
- Power Packs**
- Audio Transformers**
- Chokes**
- Dynamic Speakers**

*Engineering co-operation gladly furnished to meet your special requirements.*

**TRANSFORMER CORPORATION  
OF AMERICA**  
2301-2319 S. Keeler Ave., Chicago, Ill.





# DON'T TAKE CHANCES

■■■■ THE NAME TRIAD IS YOUR SUREST GUARANTEE OF RADIO TUBE QUALITY Here is still further proof of it ■■■ TRIAD Tubes are now fully licensed under all R.C.A., General Electric Co., and Westinghouse Electric Mfg. Co. patents! Quality alone has won for TRIAD Tubes a nationwide acceptance ■■■ and continued adherence to that same quality standard is daily winning thousands of additional TRIAD users. ■■■■■■■■■■

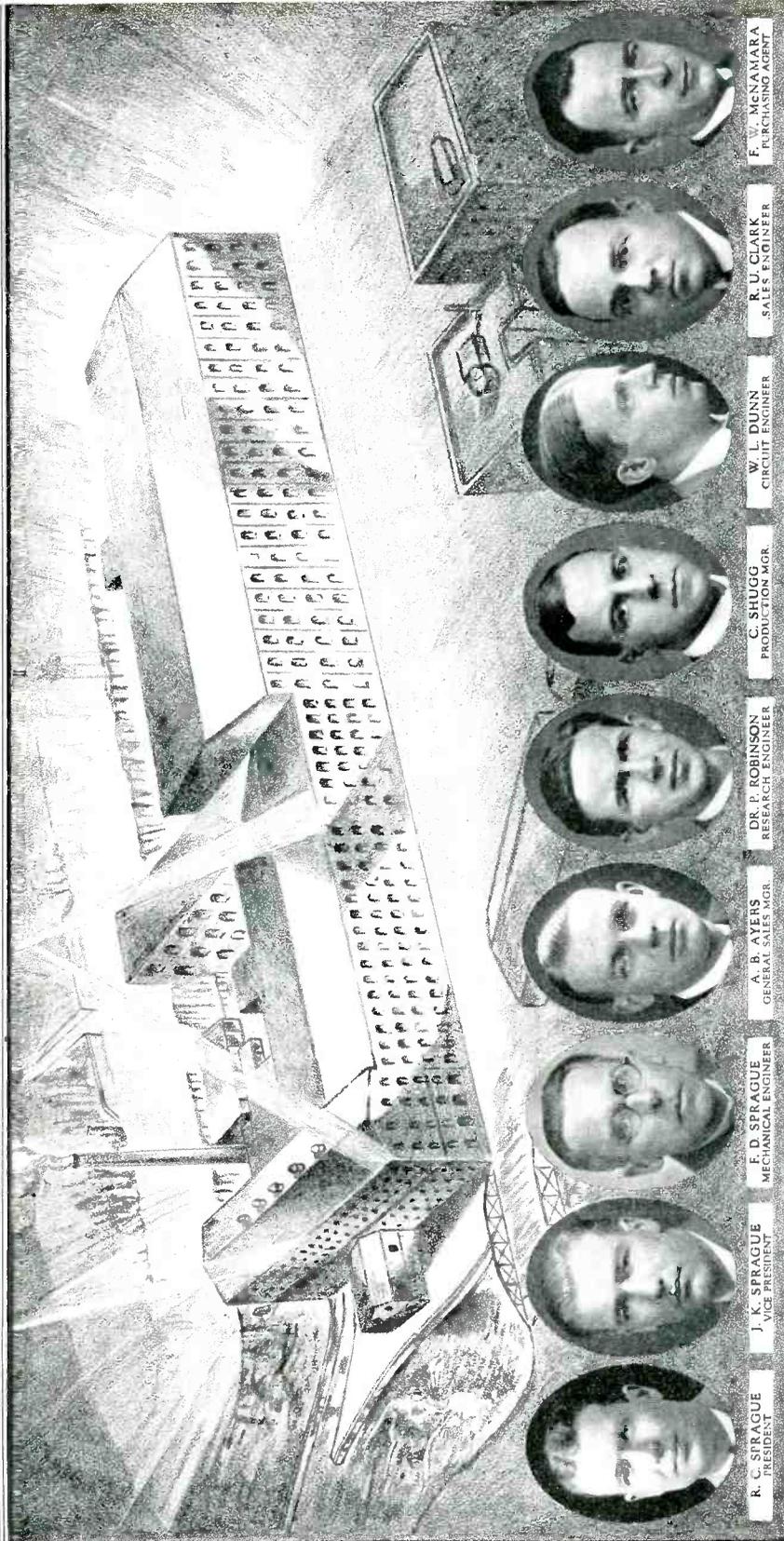


New—TRIAD Tubes, T-24 and T-27! Now definitely protected against burn-outs and rendered completely non-microphonic. Here is still another achievement of TRIAD engineers!

# TRIAD RADIO TUBES

TRIAD MANUFACTURING CO., INC., PAWTUCKET, R. I.

THE NEW HOME OF SPRAGUE CONDENSERS · NORTH ADAMS, MASS.



# GENTLEMEN

**HAVE YOU A CONDENSER PROBLEM** in your lab?

**IF SO** we can help you.

**WE HAVE** very extensive **RESEARCH LABS** headed by

**CAPABLE ENGINEERS** specializing in the application and production of

**ELECTROLYTIC and PAPER CONDENSERS**

**TO HELP DESIGN AND PRODUCE A-1 FILTER SYSTEMS AT A LOWER COST.**

**HOW ABOUT PRODUCTION?**

**120,000 SQUARE FEET** in our new

**PLANT** devoted entirely to the manufacture of condensers.

**WE ARE ONE SPECIALIST** it costs nothing

**TO CONSULT.**

**YOU ARE both**

**JUDGE and**

**JURY.**

**HOW ABOUT**

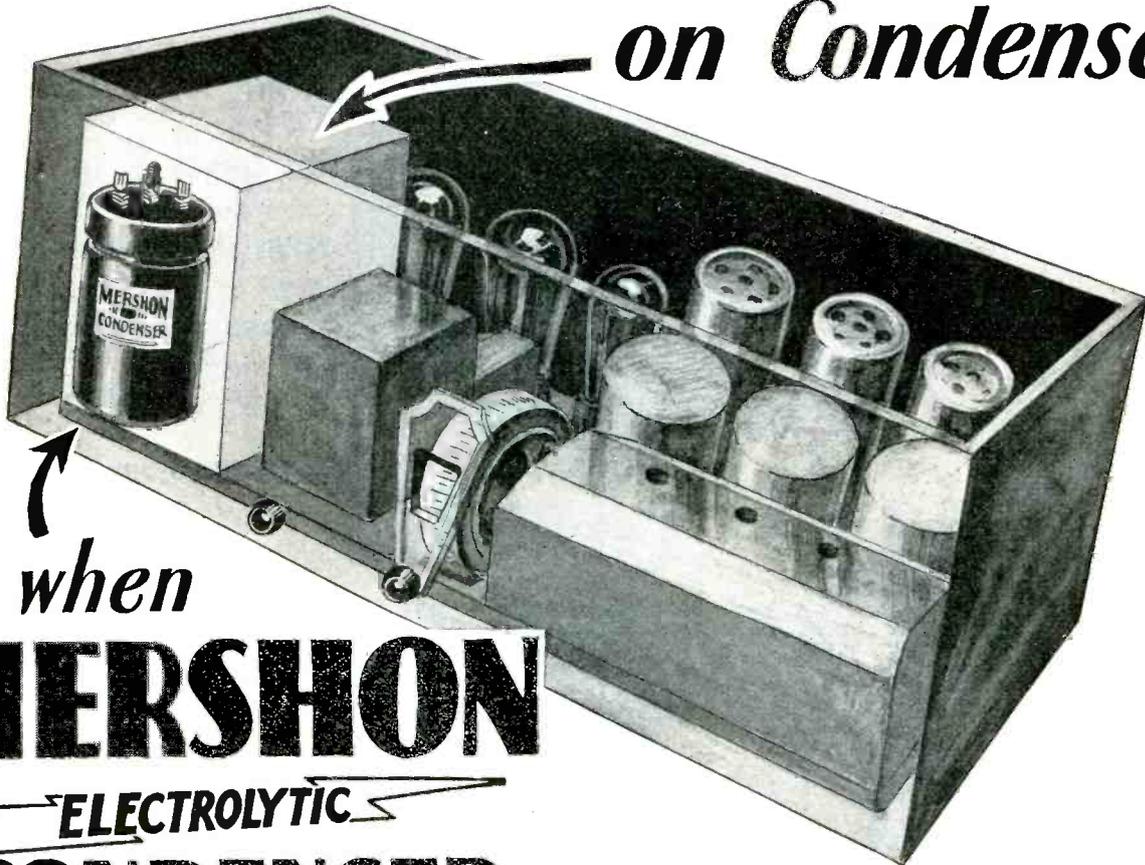
**A TRIAL?**

## SPRAGUE SPECIALTIES COMPANY QUINCY, MASSACHUSETTS

SOME SPRAGUE ELECTROLYTIC OR PAPER CONDENSER  
WILL SOLVE YOUR CONDENSER PROBLEMS



# Why Waste *all this Space on Condensers*



when  
**MERSHON**

**ELECTROLYTIC**

**CONDENSER**  
*Contains 72 mfd.  
in 35 cubic inches*

*Radio Dealers and Distributors are finding a ready and extremely profitable sale of the Mershon Condenser. Not only to Service Men but to Set Builders, Laboratories, Engineers and Experimenters in the field of Television, etc.*

The use of heavy, cumbersome condensers is passing with the realization that the famous Mershon Electrolytic Condenser not only saves WEIGHT and SPACE but delivers abnormally HIGH CAPACITY. Thirty-one leading radio manufacturers specify the Mershon Condenser as standard equipment because it is self-healing, economical, humless and trouble-proof.

Radio dealers find an exceptionally large sale to replacement and service men as well as to designers and builders of all kinds of radio apparatus.

May we send you complete information about this sales opportunity right at your door?

Mershon Division, Dept. RT.  
The Amrad Corporation  
Medford Hillside, Mass.

## SELF-HEALING

**THINK WHAT THIS MEANS  
TO YOU**

**W**HOLESALEERS AND DEALERS TELL US that three out of five "service" calls made during 1929 covering sets that "won't work" were directly traceable to poor tubes; that all the service men did on these calls was to put in good tubes and the set functioned perfectly. This is a tremendous accusation against the tube business, and one that calls for the progressive tube houses to eradicate.

...PS ARE NOW UNDER ...

**T**HE above clipping was a leading editorial in one of the principal magazines devoted to the radio industry. It is of vital interest to anyone connected with the sale of radio.

The De Forest Radio Company fully agrees that the future of Radio depends to a large degree upon the excellence of tubes supplied to dealers and to set users. The responsibility is squarely up to tube manufacturers.

For years De Forest Audions have set the world's standard of excellence. They contain less than one-fifteenth the air pressure of other standard makes. The degree of vacuum is directly responsible both for the life and for the operating qualities of a radio tube.

De Forest Audions are subjected to more rigid tests and inspections than any radio tubes on the market. Before

a De Forest Audion is permitted to leave the De Forest Laboratories it is as nearly perfect as it is possible to make a radio tube. It is as accurate and dependable as a fine watch.

While all radio tubes are licensed under patents controlled by the De Forest Radio Company, De Forest Audions contain many individual refinements of filament design, improved chemical processes and more rigid mechanical construction. Thus every De Forest Audion is equipped to reduce the staggering total of service calls and dissatisfaction now traceable to inferior tubes.

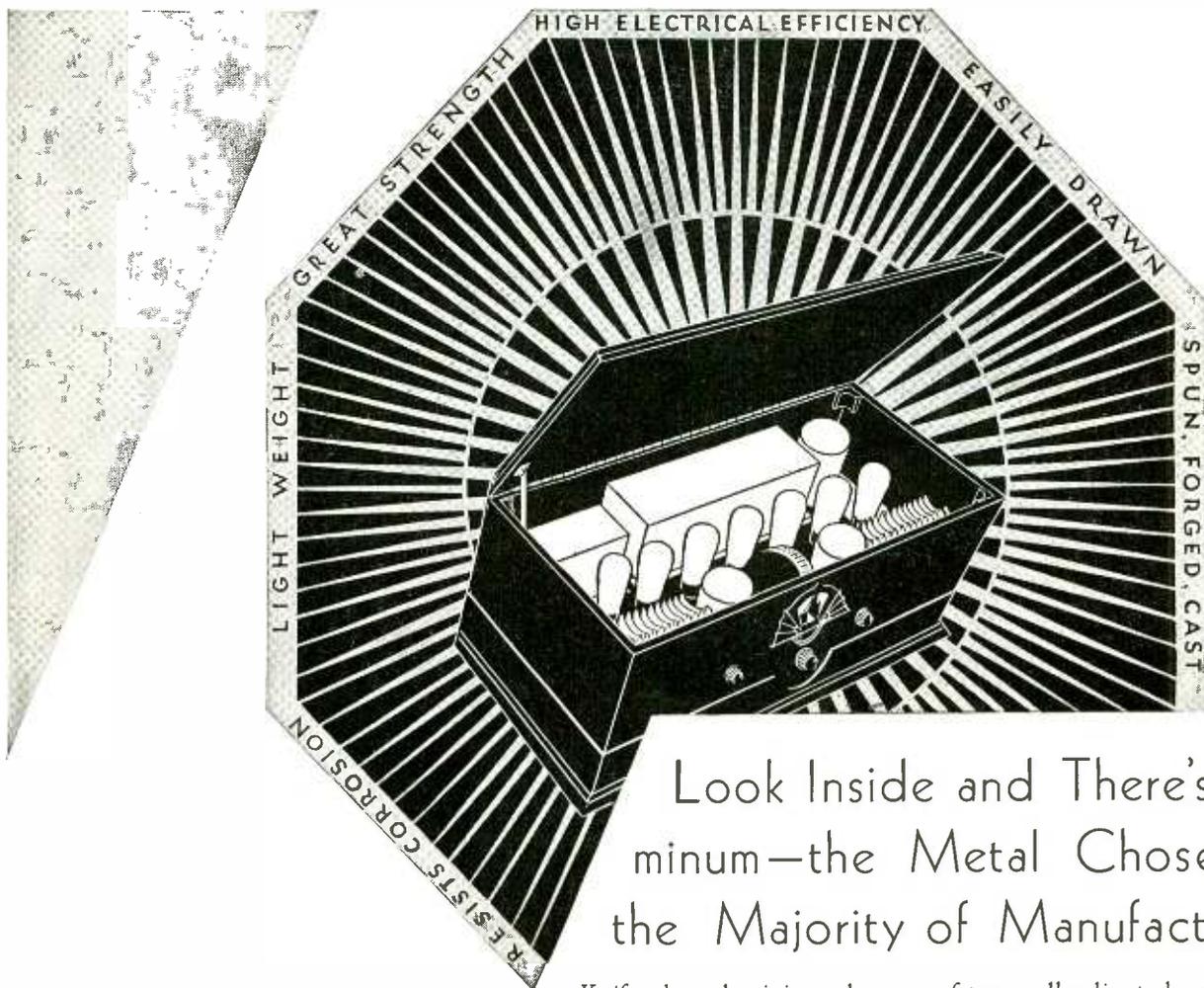
DE FOREST RADIO COMPANY  
PASSAIC, NEW JERSEY

*Branch Offices Located in*  
Boston, New York, Philadelphia,  
Atlanta, Pittsburgh, Dallas, Denver,  
Chicago, Minneapolis, St. Louis,  
Seattle, Detroit, Kansas City,  
Los Angeles, Cleveland.



**de Forest AUDIONS**

## THE METAL THAT IS "TUNED" TO RADIO



### Look Inside and There's Aluminum—the Metal Chosen by the Majority of Manufacturers

Knife-edge selectivity—clearness of tone—all radios today are sold on these two factors. Bringing a perfectly flat surface—a uniform thickness that does not vary the width of a split hair, the Alcoa Aluminum Sheets insure knife-edge selectivity and clearer tone.

The extreme lightness of Alcoa Aluminum condenser blades—they weigh  $\frac{1}{3}$  as much as other metals used for condensers—means that they throw less weight on the tuning support. Then again, their great strength combined with lightness insures that the condensers will not be thrown out of their fine adjustment in shipment. Every set you sell gives the same clear reception that it gave when tested at the factory.

Alcoa Aluminum makes possible the effective electrical circuits needed for today's radios. It has the highest electrical conductivity, weight for weight, of any material used for set building.

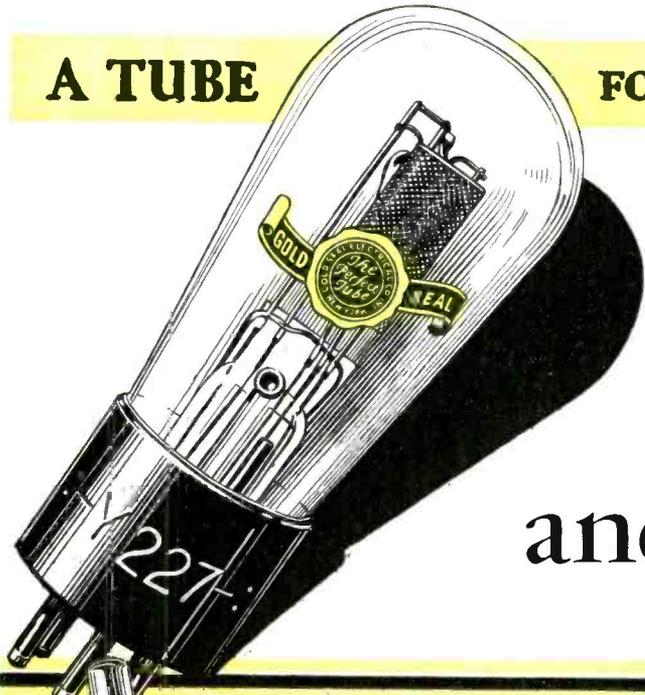
With today's keen competition, stick to the leaders. Choose the best seller. Choose from the list of the manufacturers who use Alcoa Aluminum for Condenser Blades, for foil condensers, for shielding, for wire and for cast parts. ALUMINUM COMPANY of AMERICA; 2462 Oliver Building, PITTSBURGH, PA. Offices in 19 Principal American Cities.



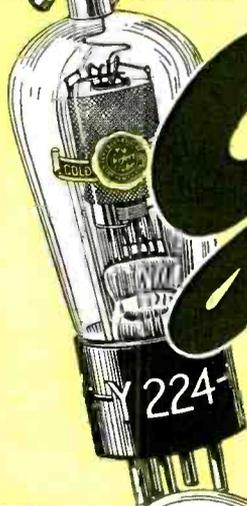
# ALCOA ALUMINUM

**A TUBE**

**FOR EVERY SET AND EVERY SOCKET**



**A  
Long Life  
and a Happy One!**



**Gold Seal's  
answer to the appeals  
from the trade**



If you want to dodge arguments and adjustments with your customers, handle tubes that don't get tired easily. It isn't enough to install tubes that have long life. Tubes, to be successful (just like men) must have something more than the ability to stay alive.

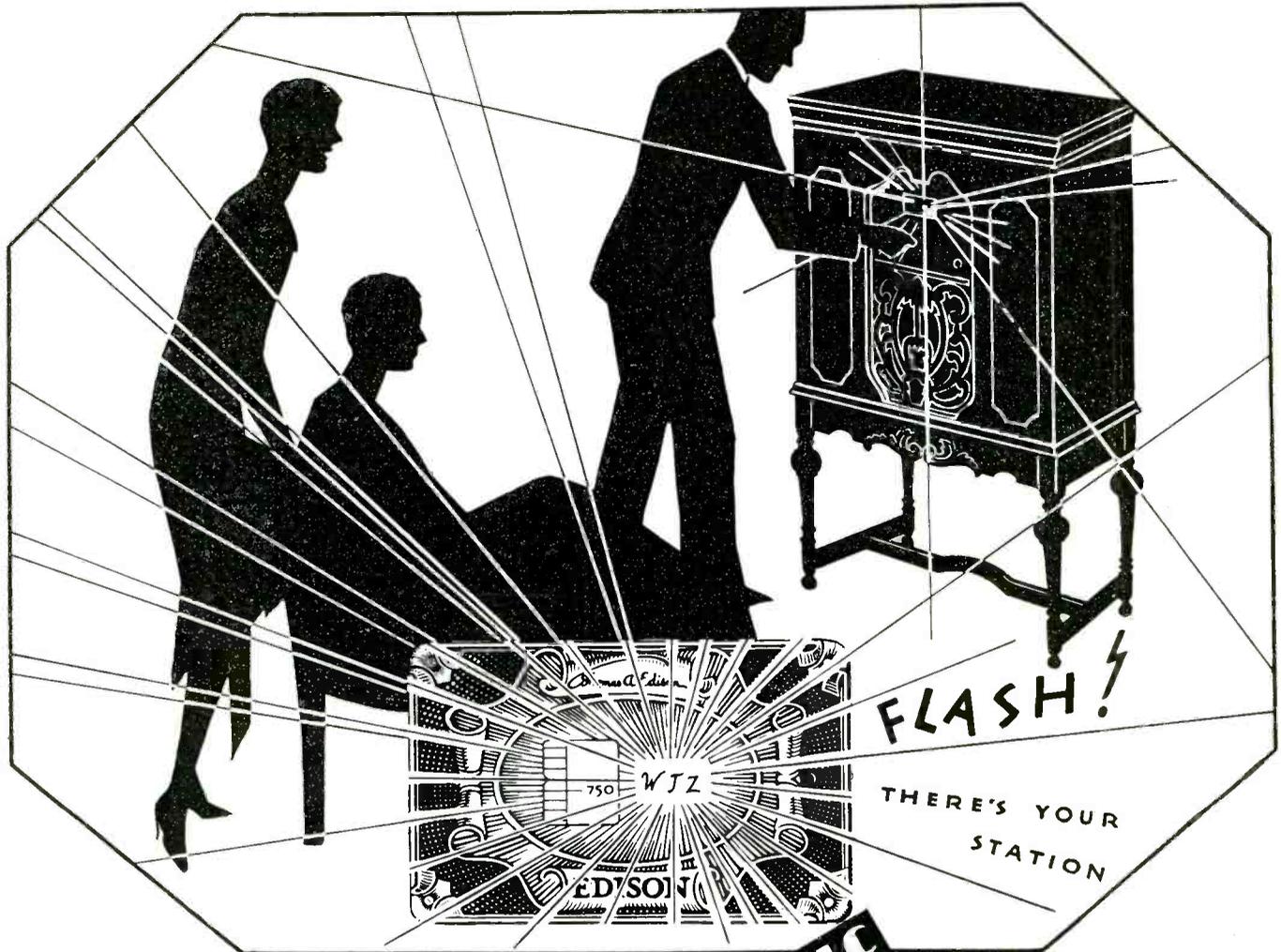
The technical characteristic of the Gold Seal Radio Tube which proves its quality is its straight line efficiency; over thousand-hour tests Gold Seal tubes drop very slightly in their emission characteristics. It's the Anti-Depreciation Tube.

The sound of a radio tube depends primarily on this one factor. Gold Seal Tubes sound as well months after they have been installed in your customer's set as they did when you proudly showed them off to him first!

*Glad to send you full information. Want it?*

**GOLD SEAL ELECTRICAL COMPANY, Inc., 250 PARK AVENUE, NEW YORK**

**Gold Seal Anti-Depreciation Tube**



# EDISON RADIO

Tune in with **LIGHT-O-MATIC** the Times—Sell the Edison

There's certainty in profits where there's confidence in a name. People don't go bargain-hunting for government bonds. Nor do they come price-heckling when they inspect the Edison at your store. They expect great things of the Edison. When they hear it their belief in Edison genius becomes more confirmed—their desire to own an Edison radio more intense. The Edison's Light-O-Matic tuning intrigues them. Its ease in operation delights

them. Its naturalness of tone thrills them. They want the Edison—and they are buying it . . . buying it all over the country! It's the radio trend of the times! Put your store in tune with Edison . . . where your profits are assured.

TRADE MARK  
*Thomas A Edison* INC  
 ORANGE, N. J.

## EDISON DISTRIBUTING CORPORATION

ATLANTA, 199 Forsyth St. S. W. . . . BOSTON, Statler Bldg. . . . CHICAGO, 3130 So. Michigan Ave. . . . DALLAS, Santa Fe Bldg. . . . DENVER, 1636 Lawrence St. . . . KANSAS CITY, 2107 Grand Ave. . . . MINNEAPOLIS, 608 First Ave. N. . . . NEW ORLEANS, 128 Chartres St. . . . ORANGE, N. J. . . . PITTSBURGH, 909 Penn Ave. . . . RICHMOND, 1204 East Main St. . . . SAN FRANCISCO, 1267 Mission St. . . . SEATTLE, Volker Bldg.

BINGHAMTON, Alliance Motor Corp. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CINCINNATI, Edi-Radio Mart, 622 Broadway . . . CLEVELAND, B. W. Smith, Inc., 2019 Euclid Ave. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . DUBUQUE, Renier Bros. . . . GRAND RAPIDS, Morley Brothers . . . LOS ANGELES, H. R. Curtiss Co., 727 Venice Blvd. . . . MEMPHIS, Russell-Heckle Co. . . . NEW YORK, Blackman Distributing Co., 28 W. 23rd St. . . . OGDEN, Proudfit Sporting Goods Co., 2327 Grant Ave. . . . PHILADELPHIA, Girard Phonograph Co., Broad & Wallace Sts. . . . ROCHESTER, Alliance Motor Corp., 727 Main St., East . . . SAGINAW, Morley Brothers . . . ST. LOUIS, The Clentone Co., 2342 Olive St. . . . SYRACUSE, Alliance Motor Corp., 1045 South Salina St. . . . TAMPA, Tampa Radio Corp. . . . WATERBURY, Sprague Electrical Supply Co.

# Now IS THE TIME TO SELL ON FACTS!

Convince Yourself... then Convince Your Customers



Your customers want quick action! Let them hold a watch on Arcturus... the program is there in 7 seconds.



Your customers want clear, pure tone. Let them listen to an Arcturus-equipped set—no question about tone quality.



Your customers want long-lasting tubes. Your meter shows that Arcturus Tubes easily withstand a 50% overload; definite proof of stamina that means long life.

**T**HE day of radio ballyhoo has passed. The public has quit buying extravagant claims. Merit alone is the modern measure of merchandise—merit that can be proved to today's critical customers.

Right now buyers are more than set-conscious—they are tube-wise. Radio tubes, like other products, must toe the mark with *proved performance* to build up your biggest asset—consumer satisfaction.

Arcturus Tubes are that kind of merchandise, they need no "sales talk." They sell steadily on proved performance, easily demonstrated by convincing tests. Show your customers Arcturus' quick action, clear tone and long life . . . and make your sales with satisfaction assured.

You need this kind of tangible quality in all your merchandise under present conditions. Concentrate on products of proved reliability, and put your business on a healthier, more profitable basis during 1930

ARCTURUS RADIO TUBE COMPANY  
NEWARK, N. J.

# ARCTURUS LONG LIFE RADIO TUBES



## HOW MUCH PROFIT IN LONG DISCOUNTS?

Competition, plus an over-anxious desire for the "order," have caused many manufacturers to tempt jobbers and dealers with unusually long discounts.

When a manufacturer continues to grant extra long discounts, the result is either he will be forced out of business, or he must lower the quality of his product. In either case, the jobber and dealer, not the manufacturer are the real losers.

Facts and figures compiled by Perryman jobbers and dealers show convincing proof of healthy profits made and kept by reason of fair discounts, quality product, good turnover, backed by a sound consistent factory policy.

Perryman policies of 1925 are Perryman policies of 1930. Perryman distributors of 1925 are Perryman distributors of 1930.

Radio tubes are a volume item with constantly increasing potential. Jobbers and dealers who seriously desire to build a profitable radio tube business for 1930 and to continue to receive profits from this business for years to come, are invited to write.



PERRYMAN ELECTRIC CO., INC., 4901 Hudson Blvd., North Bergen, N. J.

**PERRYMAN**  
RADIO **P** TUBES

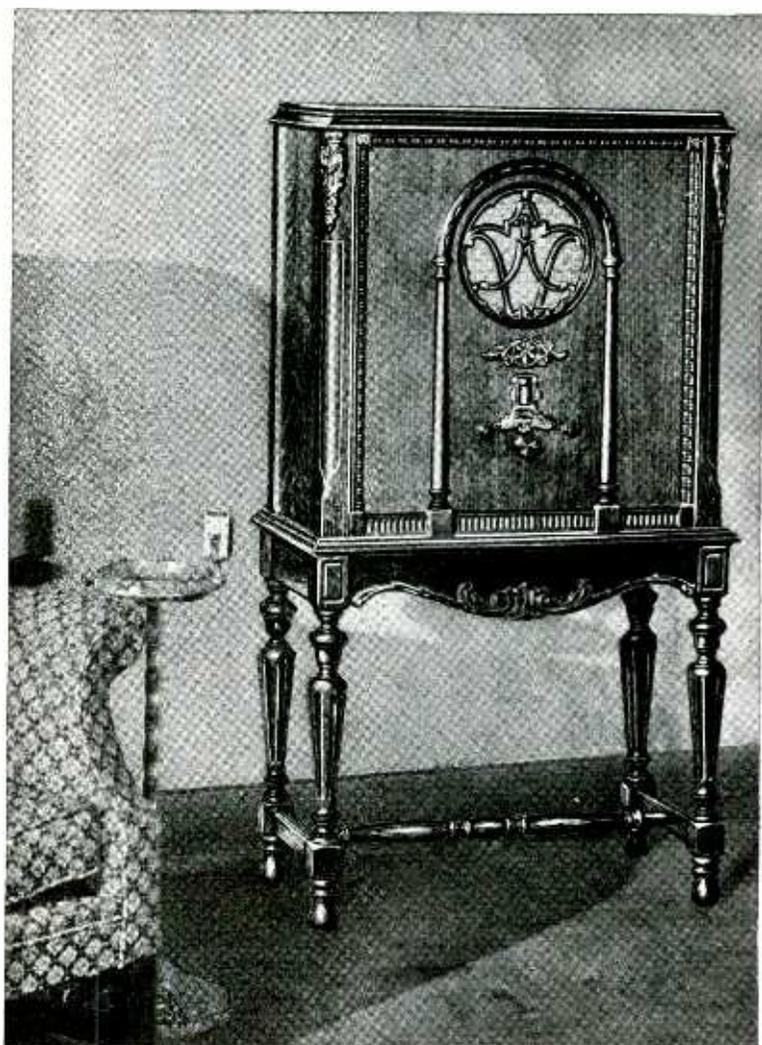


# CHALLENGED

*our engineers to establish a new standard of radio value . . . and they answered with . . .*

# THE *New* SPARTON

*W. Sparks*



We fittingly celebrate the beginning of our 30th anniversary year with the announcement of Sparton Model 589, setting a new high mark of radio value, dollar for dollar.

The new Model 589 reaches out to amazing distances, even on a very short aerial. Extreme selectivity makes its distance-getting power fully usable. Nation-wide experiments show an ability to pierce through local stations and capture others, which is a source of wonder, even to engineers. And with all these remarkable features, Radio's Richest Voice retains its captivating purity.

Priced lower than any other Sparton console ever marketed, the new Model 589 opens up a broad new field to Sparton dealers.

THE SPARKS-WITHINGTON COMPANY  
*(Established 1900)*  
JACKSON, MICHIGAN, U. S. A.  
*Pioneers of Electric Radio without batteries of any kind*

# SPARTON RADIO

*"Radio's Richest Voice"*

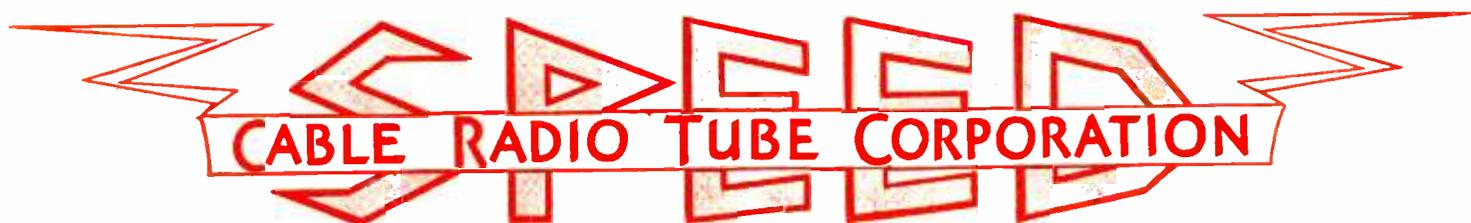
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# **SPEED RADIO TUBES**

*We are emerging from upset market conditions into a period of normalcy, stability and increased prosperity.*

*Our discounts are attractive, our National and Local Advertising Support has been increased; our 5 plants are in operation; SPEED dealers and jobbers have made a comfortable profit.*

*A line from you will bring  
the most interesting tube  
offer of 1930 in detail*



84-90 N. Ninth Street

Brooklyn, N. Y.

# *How would the patronage of* **61 FAMILIES** *out of 118 suit you?*

**I**N a big middle-western city, 61,000 families out of 118,000 buy and read The American Weekly, the magazine with the largest circulation on earth.

That's about four times as much circulation in that city as the next biggest magazine can boast.

In your city, also, chances are that The American Weekly has more circulation than any other magazine. For this huge publication has merchandisable circulation in two out of every three cities and towns of 10,000 population and over.

When an advertiser tells you he plans to advertise in The American Weekly, stock his goods, display them on your shelves and counters, and get set for extra sales.

## *What is*

### *The American Weekly?*

The American Weekly is the magazine distributed through seventeen great Sunday newspapers from seventeen principal American cities. It concentrates and dominates in 536 of America's 812 towns and cities of 10,000 population and over.

IN EACH OF 185 CITIES IT REACHES ONE OUT OF EVERY TWO FAMILIES.

IN 132 MORE CITIES, IT REACHES 40 TO 50%.

IN AN ADDITIONAL 102 CITIES, IT REACHES 30 TO 40%.

IN ANOTHER 117 CITIES, IT REACHES 20 TO 30%.

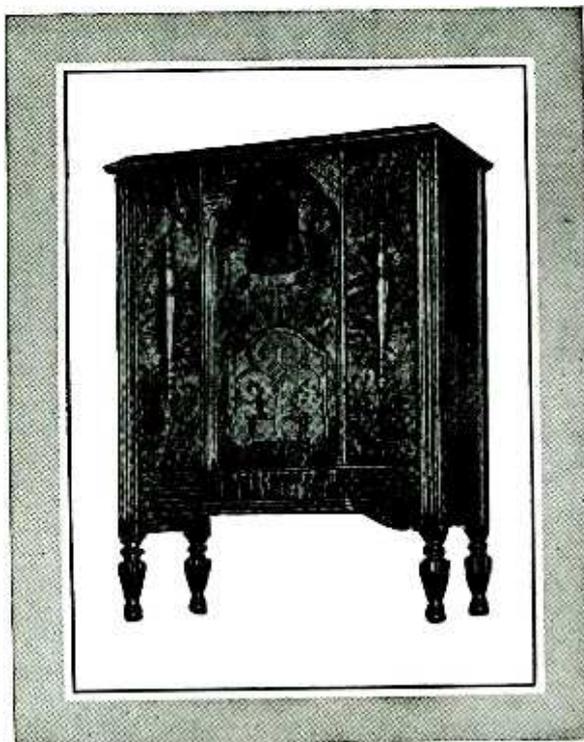
—but that's not all. Nearly 2,000,000 additional families in thousands of other communities regularly buy The American Weekly—making the unprecedented national total of 6,000,000 families who read The American Weekly.

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

*Main Office: 9 East 40th Street, New York City*

*Branch Offices: WRIGLEY BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES . . . 222 MONADNOCK BLDG., SAN FRANCISCO . . . 12-231 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG., CLEVELAND . . . 101 MARIETTA ST., ATLANTA*

# NO "SIGNS OF SPRING" IN THE ZENITH PICTURE



**\$155** New Super Zenith Model 61-9

LESS TUBES

tubes, including rectifier. Advanced Screen-Grid circuit. Double Push-Pull audio amplification. Linear Power Detection. Super-size Zenith Syntonic-Dynamic type Speaker. Charming low-boy console of But Walnut in a distinctive Gothic design.

Other new Super Zenith Receivers from \$145 to \$495.

*Western U. S. prices slightly higher.*

WITH THE NEW  
**60** LINE

## IT'S STILL MID-SEASON FOR EVERY ZENITH DEALER

To Zenith Dealers everywhere 1930 has begun like a mid-season, high-peak profit period...and not a pause, not a let-up in sight. See the new Zenith 60-Line and you'll know why. Zenith leads again...and by an even greater margin than ever before.

ZENITH RADIO CORPORATION, CHICAGO, ILL.



"Automatic Radio" Owned and Controlled by The Zenith Radio Corp., Chicago, U. S. A., under the following patents—Vasselli 1581145, Re-issue 17002, Heath 1638734, Marvin 1704754, Canada 264391, Great Britain 257138, France 607436, Belgium 331166. Also under other U. S. and foreign patents pending.  
*Licensed only for Radio amateur, experimental and broadcast reception. Western United States prices slightly higher.*

1919

# 10 YEARS OF RADIO MANUFACTURING

## Plus OVER 12 YEARS of PIONEERING in ELECTRICAL REPRODUCTION of SOUND

1930



JAMES J. RYAN  
Treasurer



LOUIS G. PACENT  
President



B. H. NODEN  
Secretary

**I**N 1919 when the Pacent Electric Company began to manufacture radio essentials, the industry was truly in its infancy. The years since have seen a steady and healthy growth, until today, the company enjoys the distinction of being one of the oldest and most far-sighted manufacturers.

Today Pacent Electric Company has the largest engineering and research staff in its history. All Pacent Devices are examples of modern leadership in engineering and in sound, creative manufacturing.

Pacents Quality and Service are enemies of business depression.

### Pacents Electric Co.

91 Seventh Avenue, New York

Manufacturing Licensee for Great Britain and Ireland:  
IGRANIC ELECTRIC COMPANY, LTD., BEDFORD, ENGLAND  
Licensee for Canada: White Radio Limited, Hamilton, Ont.



C. F. GOUDY  
Chief Engineer



GEORGE SOULE  
Sales Manager



H. H. BROWN  
Production Manager



O. B. PARKER  
Ass't Chief Engineer



TORE LUNDAHL  
Sound Engineer



W. P. POWERS  
Technical Director



A. C. BRADY  
Ass't Prod. Mgr.



# THEY'RE HERE!

6 Sensational New Majestic  
Models—all with the amazing new

# COLOTURA DYNAMIC SPEAKER

**H**ERE'S the greatest profit opportunity in radio history... six beautiful 1930 Majestic models featuring Majestic's newest achievement—the Colotura Dynamic Speaker. The Colorful Tone that sold 2,000,000 Majestics now is richer, truer than ever. Both voice and instrument are reproduced perfectly for the first time in radio.

... New chassis design eliminates half the soldered connections formerly necessary—wipes out service costs.

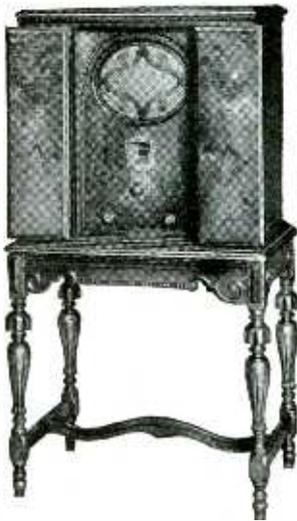
... New 35% increase in over-all sensitivity results in amazing new performance.

... New cabinets of superb beauty—both in design and cabinet woods—provide styles and sizes to please every taste.

... Amazing new low prices make Majestic easier than ever to sell. No other dealers in the whole field of radio will be able to offer such pure, rich tone—such power and performance—such beauty of cabinet—at anywhere near Majestic prices.

Majestic dealers will make the big radio profits of 1930—just as they did in 1928 and 1929. Phone or wire the nearest Majestic distributor now for information on the Majestic franchise.

GRIGSBY-GRUNOW COMPANY, Chicago, U. S. A.  
World's Largest Manufacturers of Complete Radio Receivers



Model 92—Jacobean highboy in Walnut and Lacewood. \$146 less tubes, \$167.50 complete.



Model 91—Early English design in Walnut and Australian Lacewood. \$116 less tubes, \$137.50 complete.



Model 93—Beautiful English design in matched Walnut and Lacewood. \$146 less tubes, \$167.50 with Majestic Matched Tubes.



Model 90—Compact Tudor cabinet in American Walnut. Grained Butt Walnut center panel. Special brocade over speaker. Price less tubes \$95, with guaranteed Majestic Matched Tubes \$116.50.



← Model 103—Radio-Phonograph. Beautiful English treatment in Walnut and Lacewood. Counterpoised Top. Doors faced on both sides with Matched Butt Walnut. \$203.50 without tubes. \$225 complete with guaranteed Majestic Matched Tubes.

Model 102—Same as Model 93, but → with marvelous new Majestic electric phonograph added. Counterpoised Top. \$184 less tubes, \$205.50 with Majestic Matched Tubes.

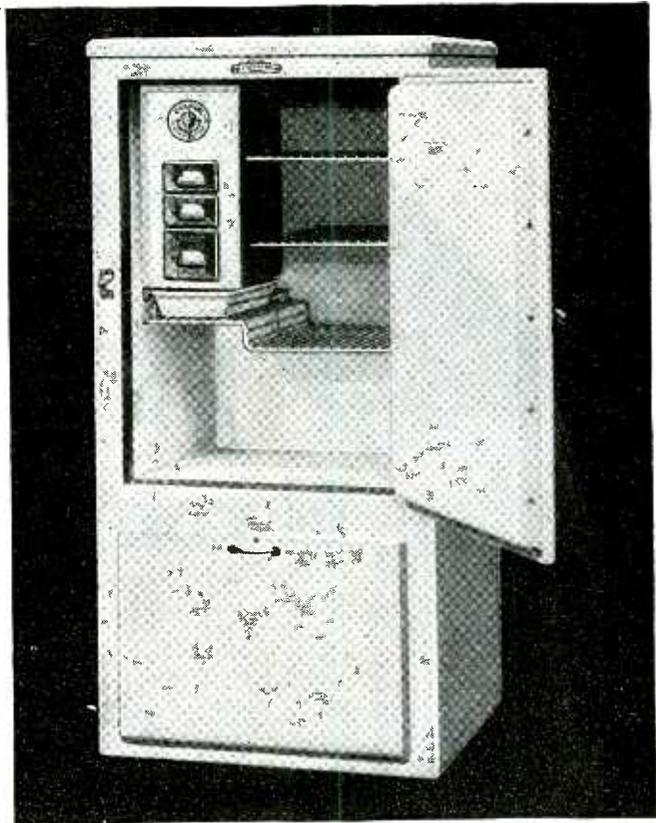


# Majestic RADIO

Licensed under patents and applications of R. C. A. and R. F. L., also by Leakti-Phone, Lowell & Dunmore and Hogan License Associates.

M I G H T Y M O N A R C H O F T H E A I R

# NOW IS THE TIME to start selling COPELAND ELECTRIC REFRIGERATION



Amazing new models increase Copeland's popularity. Combination of radio and electric refrigeration is both logical and profitable.

Here, Mr. Radio Merchant, is the opportunity you've been waiting for — the chance to insure year-round profits by adding a quality line you're already equipped to sell: Copeland Dependable Electric Refrigeration!

Among the inducements which have led so many radio dealers to this source of extra profits are the following:

- (1) . . . a nationally-advertised product which has won steadily increasing national acceptance year after year, and which is in greater demand today than ever before!
- (2) . . . the vitally important advantage of a really complete line, providing an installation for every household, apartment and commercial need!
- (3) . . . a chance to tie up with one of the leaders in an industry strongly resembling radio in its sales and service methods. Every one of your radio customers is a prospect for a Copeland!

Think what it would mean to you to have a Copeland franchise now, with refrigeration business coming up, and radio sales going down! Decide today to investigate the Copeland proposition. Write us, or mail the coupon, without delay!

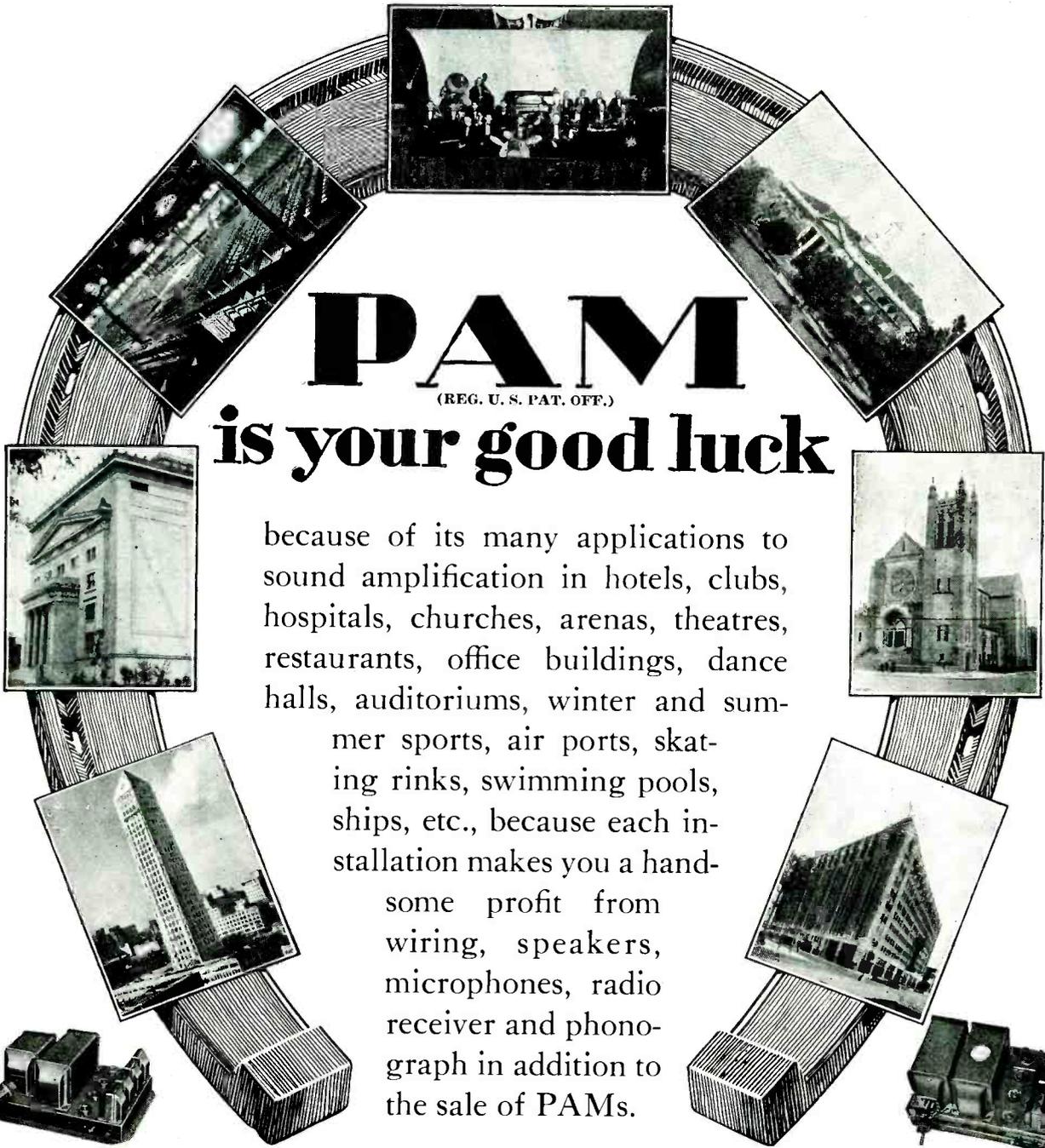


COPELAND, 332 CASS AVENUE, MT. CLEMENS, MICHIGAN

Please send full information about the Copeland plan.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_



# PAM

(REG. U. S. PAT. OFF.)

## is your good luck

because of its many applications to sound amplification in hotels, clubs, hospitals, churches, arenas, theatres, restaurants, office buildings, dance halls, auditoriums, winter and summer sports, air ports, skating rinks, swimming pools, ships, etc., because each installation makes you a handsome profit from wiring, speakers, microphones, radio receiver and phonograph in addition to the sale of PAMs.

**PAMS**  
List Price, \$137.50

**MIKI**  
List Price, \$135.00

In the buildings shown above are but a few of the many PAM installations found the world over. Beginning at lower left and taking them in order, we have the Foshay Tower, Minneapolis; Masonic Temple, Allentown, Pa.; Mount Royal Arena, Montreal; Dockstader's Orchestra, Minneapolis; Walter Reed Hospital, Washington; Immaculate Conception Church, Philadelphia; and General Motors Research Building, Detroit. The uses range from dedicatory exercises and call systems to group address and entertainment systems.

PAMs faithfully amplify any sound from a microphone, phonograph pickup or radio set, to a volume which can be regulated for the largest or the smallest indoor or outdoor audience.

A new 16-page bulletin giving mechanical and electrical characteristics, representative installations, and many new PAM Amplifiers, will be sent upon receipt of 10 cents in stamps to cover postage. When writing ask for bulletin No. RR17. Only Samson makes PAMs.

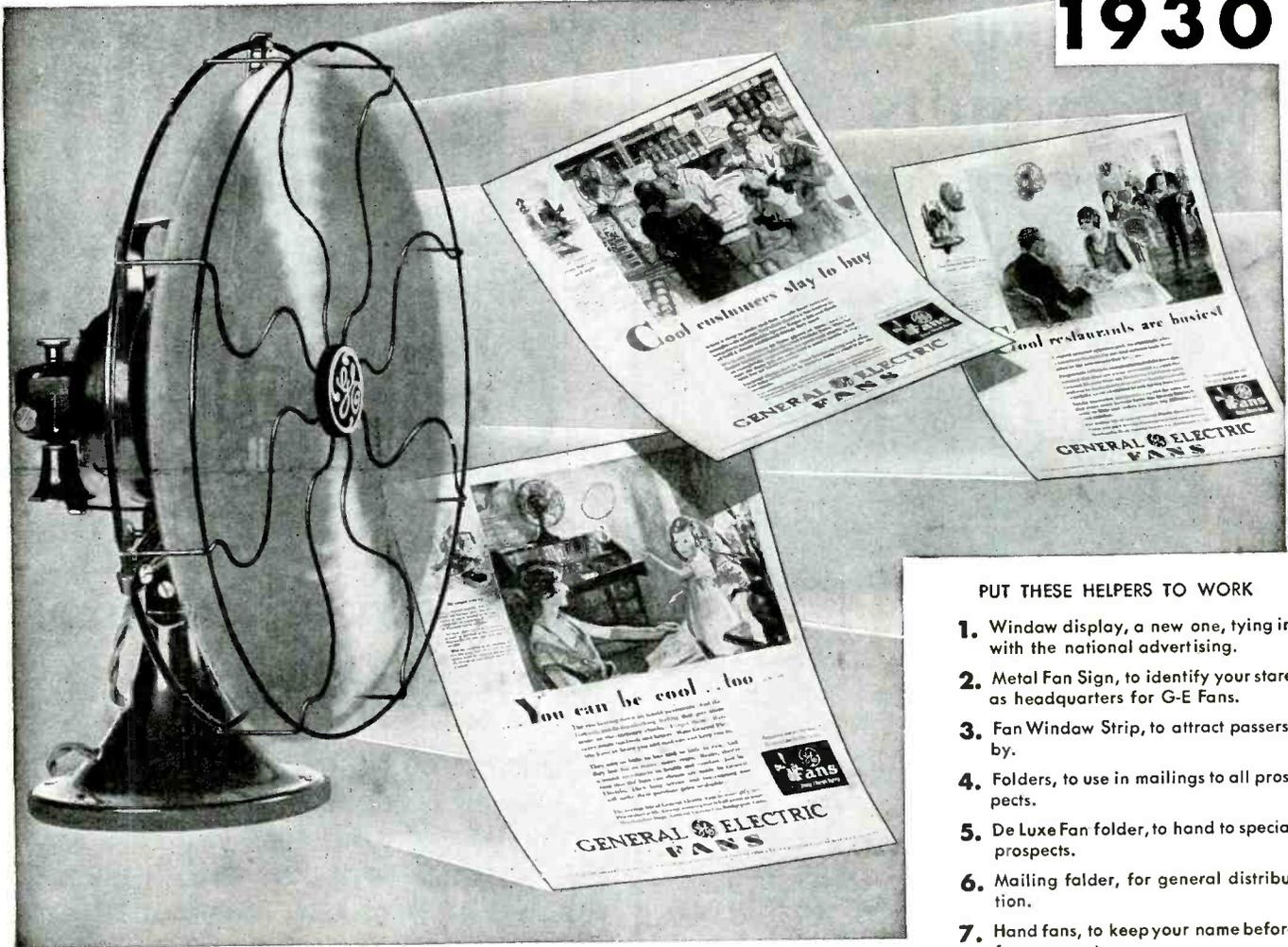
Main Office:  
CANTON, MASS.

**Samson Electric Co.**  
MEMBER  
**RMA**

Factories: CANTON  
and WATERTOWN, MASS.

# MORE FAN BUSINESS FOR YOU

# 1930



**PUT THESE HELPERS TO WORK**

1. Window display, a new one, tying in with the national advertising.
2. Metal Fan Sign, to identify your store as headquarters for G-E Fans.
3. Fan Window Strip, to attract passers-by.
4. Folders, to use in mailings to all prospects.
5. De Luxe Fan folder, to hand to special prospects.
6. Mailing folder, for general distribution.
7. Hand fans, to keep your name before fan prospects.
8. Newspaper ad mats, to help you tie-in with national advertising.
9. Price tags, to answer the question "How Much?"
10. Lantern slides, for use in community theatres.



In every General Electric Fan advertisement, this sign appears. On your store front this summer, it will attract G-E Fan prospects.

**—use the tremendous prestige of the General Electric name!**  
 Don't sign a Fan contract until you see our 1930 Fan proposition.

**N**OW is the time to plan for a big G-E Fan business this year. General Electric support will be stronger than ever. A billion magazine ads will carry the familiar G-E monogram during the year. Full-page fan advertising appears regularly during the summer months in Liberty, Collier's and Saturday Evening Post, three magazines reaching the great majority of fan buyers everywhere.

With our 1930 Fan Proposition, you can make new fan sales records.

The sale of one G-E product helps another. When you sign your G-E Fan Contract ask about the G-E Cleaner proposition. It will pay you to be known as the store that handles all G-E Merchandise Products.



MERCHANDISE DEPARTMENT - GENERAL ELECTRIC COMPANY - BRIDGEPORT, CONNECTICUT

# GENERAL ELECTRIC

## MERCHANDISE PRODUCTS

# Your Cash Register shows the results



"Philco" in brilliant neon red, in attractive contrast with Flexlume Raised Glass letters—the strongest day and night combination.

To increase sales at once and permanently, use that greatest attractor of the street through attention—an electric sign. If that sign be a Flexlume it will compel the widest public notice of who and where you are and what you sell, both day and night.

Flexlume's experience and facilities are to your advantage. Operating the largest plant in the world devoted exclusively to electrical advertising, Flexlume can give you more in striking design and lasting construction. Nation-wide organization and million-dollar financial responsibility assures maximum of service and dependability.

Allow our trained representative in your city to talk over your electric sign needs; also to submit, without obligation, color sketch of an attractive display for your establishment. FLEXLUME CORPORATION, 3084 Military Road, Buffalo, N. Y.

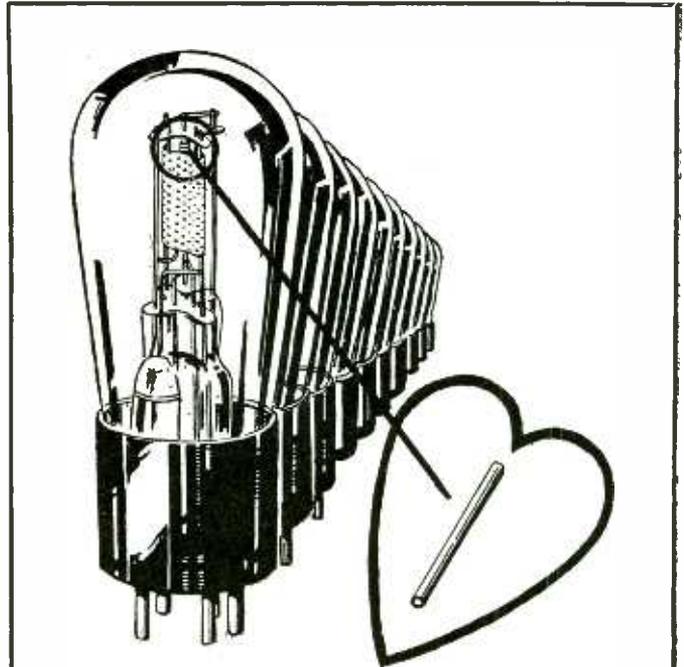


Philco dealers draw more passersby to their windows with this vivid Flexlume neon combination electric.



Neon Tube . . . Raised Glass Letter . . . Exposed Lamp . . . or Combinations.

Sales and Service Offices in Chief Cities of U. S. and Can.



## The heart of the tube is in the tubing . . .

The growth of the radio tube industry found us equipped with a wide experience dating back to 1899 in the manufacture of the highest quality of precision metal tubing. The popularity of Summerill Precision Nickel Tubing in the manufacture of quick-heating tubes is shown by the quadrupling of our output since May.

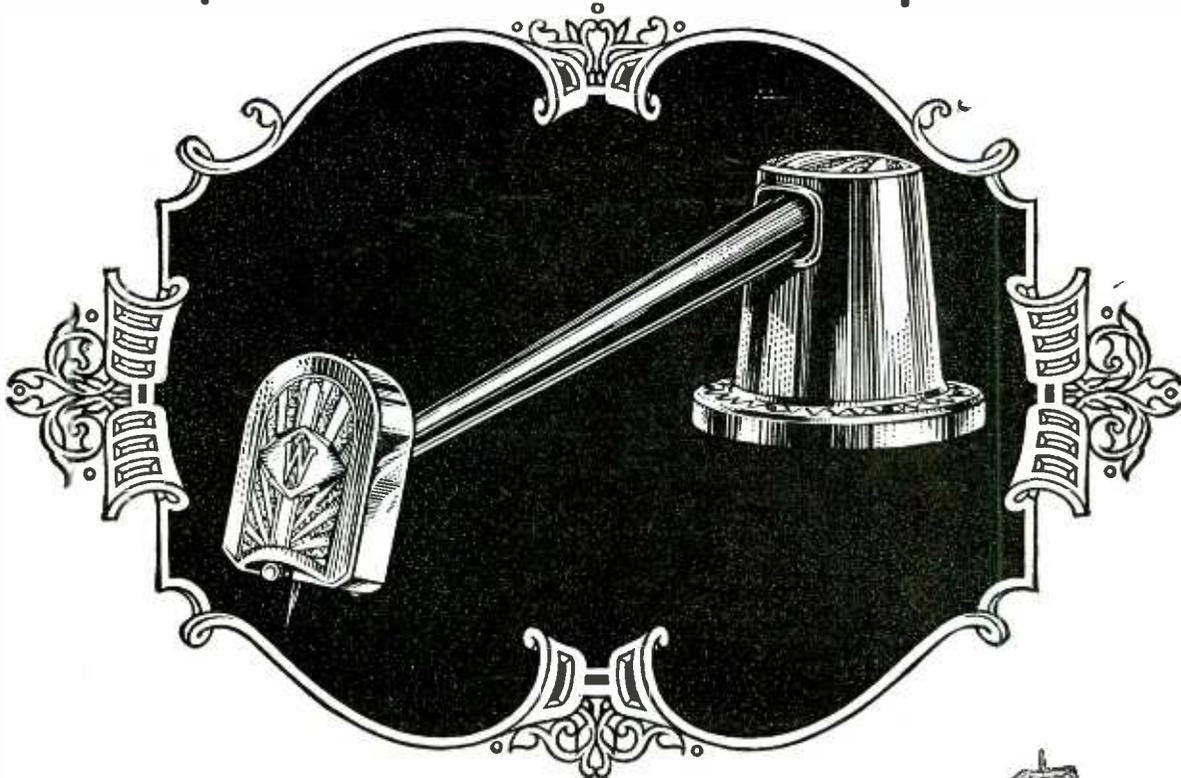
Let us show you how Summerill Precision Tubing will fit your problem.

## The Summerill Tubing Co.

Founded in 1899  
Bridgeport, Pa.  
(Philadelphia District)



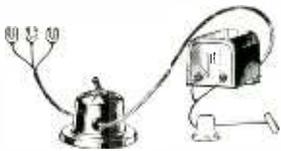
# Now more than ever, the Webster is Supreme in the Pick-up field!



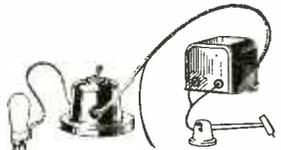
**W**EBSTER progress and success was outstanding in 1929—it will be even greater in 1930! New and improved features have been added. The famous Webster fidelity of tone has been perfected to new standards. Modern design has produced striking appearance. All these distinctive advancements assure continuance of the leadership position now occupied by Webster.

The Webster Built-in Volume Control (illustrated on the rear view of Model 2-A at the right) permits instant switching from phonograph to radio, from radio to phonograph, and controls phonograph volume, with just a turn of the fingers. There are no wires to change—nothing to disconnect. Once the Webster Pick-up is installed, no further wire-manipulation is necessary.

Other new developments include the new Webster Scratch Filter, offered for the music lover who desires a round, mellow tone instead of one of brilliance and sharpness. The list price is \$2.00. The new Webster Booster Kits are supplied for particular sets where increased volume and quality of tone are desired.



Pick-up Booster Kit BKR-706 for use with Radiola Model 66. List Price \$7.00 (Slightly Higher West of Rockies). The transformer, switch and terminal adapters for Radiola 66 are shown above. It is only necessary to connect the three cord terminals to the corresponding terminals of the set. A switch controls operation of radio or phonograph.



Booster Kit BK-706 for any set using "C" Bias Detection. List Price \$7.00 (Slightly Higher West of Rockies). For screen-grid sets having only a low gain in their audio system and using "C" bias detection. Plug adapter into detector tube socket and insert detector tube into adapter. The switch operates phonograph and radio. Where two good stages of audio are used, sufficient volume is secured by connecting adapter in the first audio stage.

## Make 1930 Your Big Profit Year!

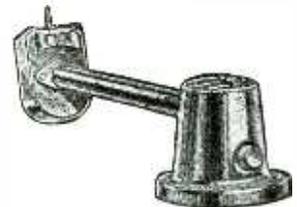
Before you choose a pick-up for your 1930 sales, consider all the profitable advantages offered by Webster to make your sales efforts unusually successful.

Hear the new Webster with your own ears. Its rich resonant full-range tone will surprise you. If your jobber has not stocked the Webster, write us direct.

WEBSTER ELECTRIC COMPANY, Racine, Wisconsin  
Export Department: 15 Laight Street, New York City

# Webster

## Electric Pick-up



Pick-up Model 2-A includes head, arm, built-in volume control and switch, adapters. List \$17.50. Model 2-B includes head with attachment clamp, separate volume control and switch, and adapters. List \$13.00. Victor Radio R-32 special model, \$17.50 complete. Model for phonograph tone arm, \$13.00.

### Webster Screen-Grid Adapter



In sets such as the Atwater-Kent 55, 60 — Philco 65 — and others employing similar circuits, the Webster screen-grid adapter solves the problem of pick-up reproduction. Installation is simple. Remove the detector tube, plug in the Webster Adapter, and replace the tube. No further attention is necessary. This screen-grid adapter, and the standard Adapter, are supplied with the Webster Pick-up at no extra cost.



### Theatre Pick-up

Illustrated above. For use with 16" records, 33 1/3 R. P. M. Two models, Standard 2-D, \$25.00, low impedance model 2-D-1, \$30.00. Matching transformers at \$6.50.

▶▶▶

# AN ENORMOUS MARKET EXISTS FOR THE B-H RECTIFYING TUBE FOR "B" ELIMINATORS!



Carton of four  
Eveready Raytheon B-H Tubes

## EVEREADY RAYTHEON B-H

THE B-H tube is standard for more than 100 makes of "B" power units. Most units were designed for the B-H tube, and millions were sold in the past few years. When tube replacements are necessary, your customers want B-H tubes.

You can buy handy cartons of four Eveready Raytheon B-H Tubes. Always keep at least one full carton on hand. Tell your customers what a great improvement in reception a new rectifying tube will make.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York  
San Francisco

Unit of Union Carbide  and Carbon Corporation



Trade Marks



## The DAYRAD RADIO SET ANALYZER

The answer to your service problems is embodied in this compact and light-weight instrument.

Performs every necessary test on radio sets, power packs, screen grid circuits, etc. Tests both plates of type '80 rectifier tubes separately. Will also test total current in Raytheon tube circuits.

D.C. METER RANGES—20/100 Milliampères, 20/100/200/600 Volts (1000 Ohms per Volt).

A.C. METER RANGES—4/8/160/800 Volts. Only one selector switch to operate. Both UY and UX sockets on the panel. Self contained continuity test. Carrying case is of genuine moulded Bakelite. Equipped with either Weston or Jewell Meters.

DEALER'S NET PRICE **\$58.50**

Write Now For Descriptive Literature  
or See Your Nearest Jobber

THE RADIO PRODUCTS CO.  
DAYTON, OHIO

# Good Tubes Build BIG BUSINESS

**CeCo, the largest exclusive  
tube manufacturing business,  
is built on QUALITY**

**T**ODAY, successful radio retailing calls for the handling of an exceptionally high-quality tube. Why? . . . because your customers are exacting more and more from their radios—15-hour continuous daily operation . . . greater volume . . . longer distance . . . finer selectivity. Tubes of 1927-1928 design and manufacturing principles cannot withstand this excessive taxation.

Every dealer knows there's no profit in service calls—either in dollars or goodwill . . . there's no profit in replacing defective tubes over the counter.

Your strongest asset in building a bigger business is to sell and stand back of the most dependable and efficient tube made . . . one that stays in the set month after month . . . one that retains its original per-

formance throughout its life . . . one that makes a tube service call or counter replacement an exception.

Here in the CeCo 1930 line you have such a tube. Tests by recognized authorities show CeCo Tubes last 30% to 50% longer . . . the United States government buys thousands of CeCo Tubes annually . . . sales of CeCo Tubes are 300% greater than last year.

CeCo's dealer policy is very attractive and very fair . . . that's what has helped us to grow . . . and thousands of other radio dealers, too.

Let us tell you how the CeCo franchise can build your business. There are several openings in certain cities for live dealers wishing to handle this fastest-growing tube . . . wire or write for particulars today.

**CeCo MANUFACTURING COMPANY, INC.**  
*1200 Eddy Street, Providence, R. I.*



*CeCo Tubes are licensed under patents and applications of the Radio Corporation of America, the General Electric Company and the Westinghouse Electric and Manufacturing Company.*

**C**eCo advertising is continuous and effective. Extensive advertising is supported by a tremendously popular radio program broadcast every Monday for 52 weeks over the Columbia chain of 22 stations.

*In one week 15,000 fans wrote CeCo. We suggest you tune in on your local Columbia chain station next Monday at 8.30 p. m.*

# CeCo RADIO TUBES

# Smooth flowing POWER!

LIKE a deep, smoothly-moving stream, the volume control on your radio, if it is a CENTRALAB, delivers a constant, uninterrupted flow of power that results in the purest, finest tone.

The most famous American radios are CENTRALAB equipped. Is yours?

Write Dept. 140-D, 20 Keefe Ave. for free booklet "Volume Controls, Voltage Controls, their uses."

**T**HIS shows the exclusive rocking disc construction of Centralab volume control. "R" is the resistance. Contact disc "D" has only a rocking action on the resistance. Pressure arm "P" together with shaft and bushing is fully insulated

## Centralab

CENTRAL RADIO LABORATORIES

DEPT. 140-D, 20 KEEFE AVE., MILWAUKEE, WIS.

# Eliminate Your Radio Aerial

## The Unsightly Aerial Is Doomed!

For the Bud Antenna Eliminator and Selector has the same capacity as a good 50 ft. outside aerial. Think of the advantages—more selectivity, less interference, installed in two minutes, no lightning arrester necessary and will last a life time.

The hazards of climbing around slippery roofs or the possibilities of leaking roofs through faulty aerial installation is done away with.

*Dealers are jumping at it because their installation costs are cut and complaints are less. And the price is only \$2.50.*

# BUD ANTENNA ELIMINATOR

now only **\$2.50**

Order from your jobber or write direct to us.

## BUD RADIO Inc.

CLEVELAND, O.

# MAYO

FOR SERVICE MEN

## New Development

15,000 Ohm Double Variable

A new Variable Wire Wound Resistance for use in Power Packs, Eliminators, etc. Has adjustable contacts that can be arranged to give exact B and C voltages. Any resistance from 0 to 15,000 can be obtained. Wound with Nichrome Wire on special refractory tube. List \$1.00.

### CONDENSER BLOCKS

FOR	Type	Last
Majestic B Eliminator	287	\$7.00
Majestic Super B...	281	7.50
Majestic Set (1928 m/d)	284	10.00
Majestic A	190	8.00
Atwater Kent Model 37...	283	12.50
Zenith Set (For all sets using 280 rectifier)	282	9.00
Mohawk A.C. 27 to 28...	280	9.00
Stewart-Warner	285	9.00
Many Other Blocks, Not Listed		

### TRANSFORMERS FOR

	Type	Last
Majestic B Eliminators (All models)	T-287	5.00
Zenith Pack	T-282	9.00
Mohawk A.C. 27 to 28 (228 type of power pack)	T-280	9.00
Stewart-Warner	T-280	9.00
Many Other Transformers Not Listed		

**RESISTANCES**  
A Complete Line of Wire Wound Resistances

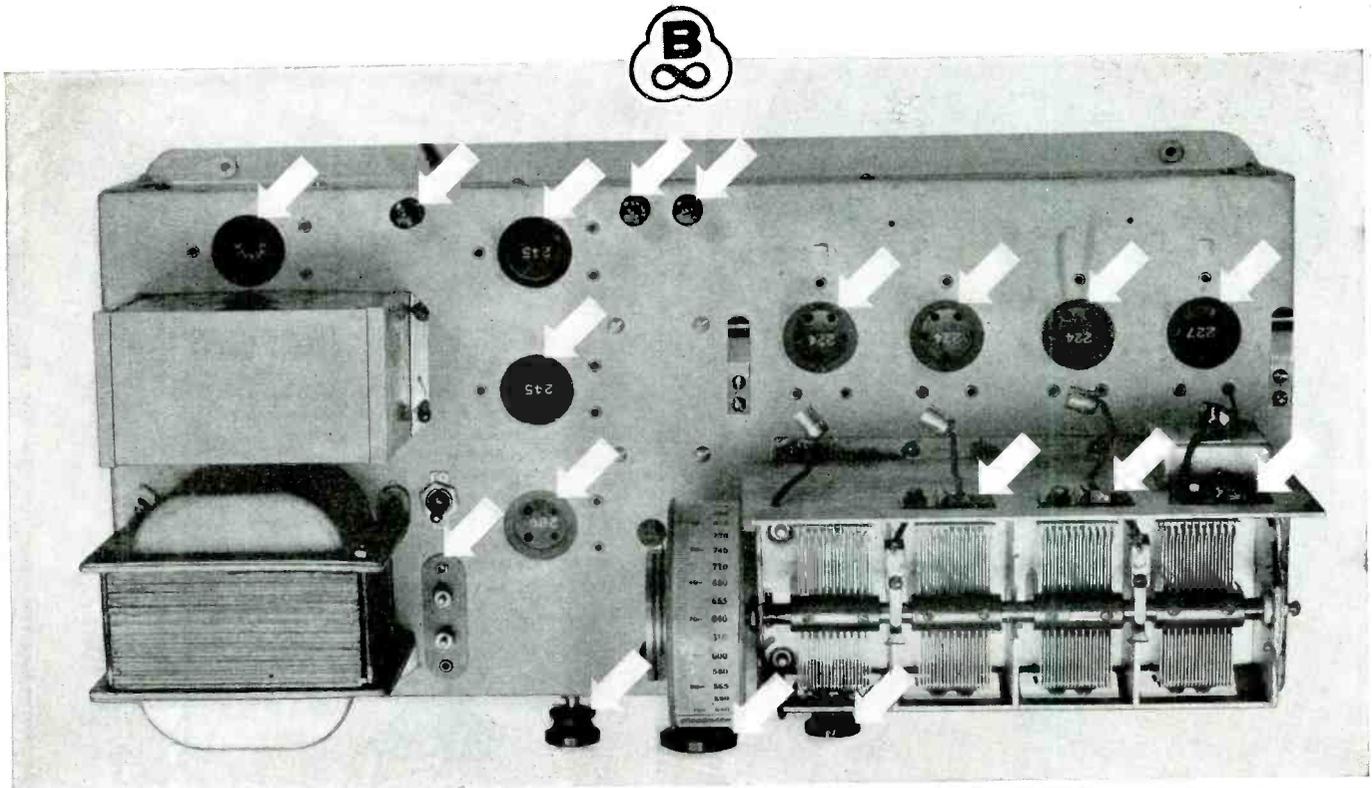
Majestic Eliminator Block Type 287

Replace with MAYO. "They're Guaranteed."

Write for new catalogue sheets Ask your jobber or write direct.

## MAYO LABORATORIES, Inc.

281 East 137th St., New York City



Chassis of Steinite Radio Receiver, showing some of the parts made of Bakelite Materials. Made by Steinite Laboratories Co., Fort Wayne, Ind.

## Good insulation is essential to fine performance

**E**VERY radio engineer knows that a primary essential to fine performance in any radio receiver is the thorough insulation of all electrical elements. Insulation materials that give reasonable satisfaction in other classes of service, may not be good enough for radio. In a receiver, insulating values must be maintained unimpaired for indefinite periods, at all seasons and in all climates.

Because Bakelite Materials are standardized products, of definitely determined and remarkably uniform insulating value, they have been the standard of the

radio industry since the earliest days of radio broadcast and reception. Their use safeguards receiver performance from faults due to impaired insulation. The use of Bakelite Materials in the Steinite chassis shown above, is indicative of the general use of these insulations by the leading manufacturers of radio receivers.



Radio dealers are invited to write for Booklet 39, "Bakelite in Radio," an interesting story of the part that Bakelite Materials have had in the development of modern radio.

### BAKELITE CORPORATION

247 Park Avenue, New York, N. Y. Chicago Office, 635 West 22nd Street  
 BAKELITE CORP. OF CANADA, LTD., 163 Dufferin Street, Toronto, Ont.

# BAKELITE

REGISTERED

U. S. PAT. OFF.



THE MATERIAL OF A THOUSAND USES

"The registered Trade Mark and Symbol shown above may be used only on products made from materials manufactured by Bakelite Corporation. Under the capital "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products."



\$12 Net

The **New**  
*Readrite*  
Model 245

Tests  
Screen  
Grid

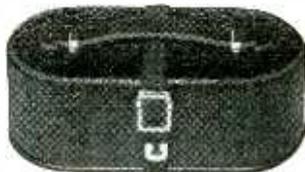
## Set Analyzer and Tube Tester

Tests accurately — filament, plate, grid, screen-grid, cathode and line volts. Shows plate current and grid change.

A complete tester for the latest sets using 245 power tubes. Compact. Simple to use. Easy to carry.

Self-contained. The seamless steel cover with leather handle holds in place the cable, cords and plug. Beautiful baked enamel finish. An outstanding value.

*At your jobbers. If ordered direct remittance must accompany order.*



**READRITE METER WORKS**

Established 1904  
6 College Ave., Bluffton, Ohio



## STOP A.C. Tube Troubles at the Source

Excess voltage on the power lines ruins A.C. tubes or shortens their useful life. Many an A.C. tube gives only a few hours of useful life before it is replaced. There is an easy way to prevent damage to A.C. tubes from high voltage and voltage surges. Install a Vitrohm Unit in the wall outlet or lamp socket from which an A.C. set operates. It is certain protection against costly, frequent tube replacement.



**WARD LEONARD  
ELECTRIC CO.**

\$2.00

MOUNT VERNON, N. Y.

**VITROHM 507-109 • VITROHM 507-109A**

For sets using 65 watts or less

For sets using more than 65 watts and less than 130 watts

## Perfectly Filtered Alternating Current From D.C. Circuits

With Janette Rotary Converters you can transform direct current to 110 volt, 60 cycle alternating current. Furthermore, the current will be perfectly filtered—no ripple or hum in the radio. Because of their substantial construction as well as the faultless A.C. radio operation which they make possible, Janette Rotary Converters have become the standard of virtually the entire radio industry.

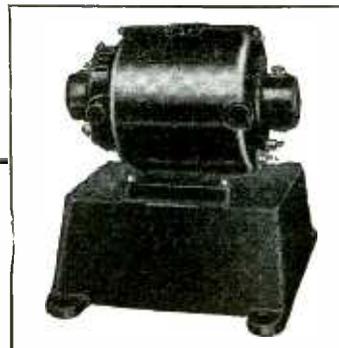
Write for Bulletin 1229-C

**JANETTE MANUFACTURING CO.**

555 W. Monroe Street  
Chicago

Singer Bldg.  
149 Broadway  
New York

Real Estate  
Trust Bldg.,  
Philadelphia



# CLACKETY-CLACK!

+ + + *Printing Wealth* + + +



WITH A WHIRR AND A CLATTER the pressroom swings into action. The floor trembles, the lights quiver, the moving maze of steel throbs in the rhythm of its own ponderous dance. A business paper is in the making. Great presses draw in at one end white paper and at the other end pour forth + wealth. For material possessions are not the only wealth of a people. Knowledge is a form of wealth + + knowledge of how to use men and materials and machines to create a wealth greater still. This knowledge + + which economists call fact-wealth, as distinct from material property + + is the wealth which begets wealth.

In the creation of fact-wealth modern business papers play a dominant part. Back of the roaring pressrooms as they pile up fact-wealth in printed form are the news staffs, gathering information at the source, and the editorial staffs, checking and correlating that information. For the business paper's knowledge must be correct + + its readers are experts; they are swift to detect error; they are prompt to appreciate fact. They follow both its reading and its advertising pages intently, for to them the business paper is a very real source of wealth.

As a creator of fact-wealth the modern business paper serves society; it serves its industry or trade; and it serves its individual readers. To this service it owes the honest circulation and the reader interest which make a good advertising medium.



THIS SYMBOL identifies an ABP paper . . . It stands for honest, known, paid circulation; straightforward business methods and editorial standards that insure reader interest . . . These are the factors that make a valuable advertising medium.

THE ASSOCIATED BUSINESS PAPERS, INC.  
FIFTY-TWO VANDERBILT AVENUE · NEW YORK CITY

+ + + + +

*This publication is a member of the Associated Business Papers, Inc. . . a cooperative, non-profit organization of leading publications in the industrial, professional and merchandising fields, mutually pledged to uphold the highest editorial, journalistic and advertising standards.*

# ACME WIRE PRODUCTS

Parvolt Filter and By Pass Condensers  
Coils—Magnet Wire Wound  
Varnished Insulations

Magnet Wire . . . All Insulations

All products made to Recognized Commercial Standards, including those of:

National Electric Mfrs. Assn.  
Radio Manufacturers' Assn.  
American Society for Testing Materials

For 25 years manufacturers and suppliers to the largest and most discriminating users.

**THE ACME WIRE CO.**  
NEW HAVEN, CONN.

Branch Offices

New York  
52 Vanderbilt Ave.

Cleveland  
Guardian Bldg.

Chicago  
842 N. Michigan Ave.

# WASMUTH-GOODRICH COMPANY



Fine Radio Cabinets  
*fashioned by*  
Master Craftsmen

103 Park Ave., New York  
Peru, Indiana

# THE POTTER CO.

1950 Sheridan Road  
North Chicago, ILL.

Without obligation add my name to your list so that I may receive Condenser information on Replacement Blocks and By-Pass Units.

Name.....

Address.....

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

**Now—**  
*available as a complete  
radio library!*



## Three books that triple your opportunities in the radio field—

A modern and practical library that covers the building, repairing and servicing of radio receiving sets—

It serves alike the needs of the amateur and the commercial dealer and serviceman—

## Radio Construction Library

Three volumes, 993 pages, 561 illustrations, 6x9.

By **JAMES A. MOYER**, Director of University Extension, Massachusetts Department of Education,  
and **JOHN F. WOSTREL**, Instructor in Radio Engineering and Supervising in Charge of Industrial Subjects, Massachusetts Department of Education.

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

**Volume II.—PRACTICAL RADIO CONSTRUCTION AND REPAIR:** All of the elementary principles of radio construction and repair are given full consideration. An explanation of the necessary steps together with a description of the accepted practices, for repair and construction of radio are covered.

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

**10 DAYS' FREE EXAMINATION—SMALL MONTHLY PAYMENTS**

Examine these books free for ten days. You will find them invaluable as a home study course and as a reference in the daily radio problems which you meet in your business. Simply fill in the coupon and the books will be sent to you postage prepaid; there is nothing to pay if they do not prove satisfactory. At the end of ten days send us only one dollar and then two dollars a month until the price of seven dollars has been paid. If at the end of the examination period the books are not satisfactory return them to us—No red tape—No agents.

## McGraw-Hill FREE EXAMINATION COUPON

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

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

Name .....

Home Address .....

City and State .....

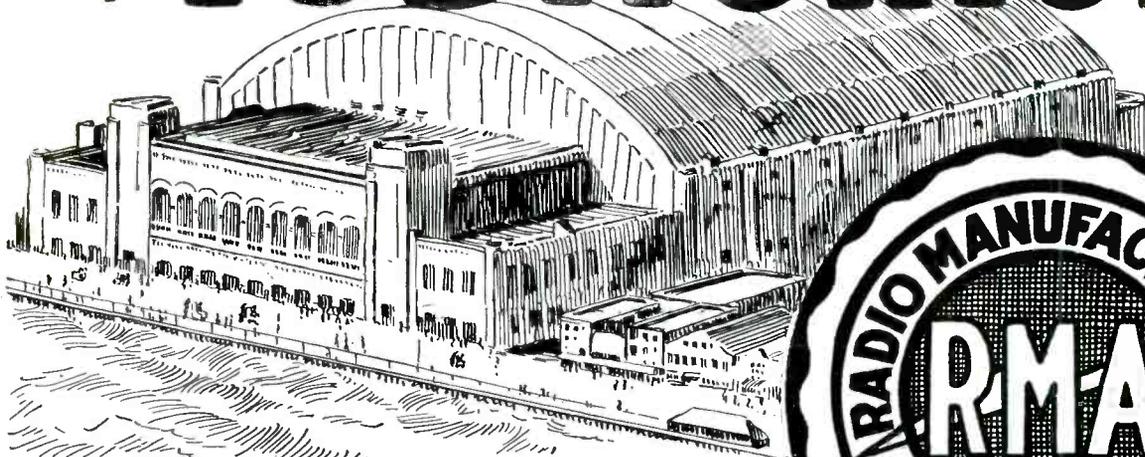
Name of Company .....

Occupation ..... R.R. 2-30

# 4th RMA Trade Show

## ATLANTIC CITY

### AUDITORIUM



## JUNE 2 to 6th

In Connection with the 6th Annual  
R.M.A. Convention and the Federated Radio Trade Assn. Convention

The fourth annual R.M.A. trade show will be held this June in Atlantic City, the playground of America, the country's pre-eminent convention city. It will be the largest trade show in the history of the radio industry, twice as large as last year's Chicago show.

Atlantic City offers more hotels, better accommodations, more to see, hear and do—this is the one trade show you cannot afford to miss.

The Atlantic City Auditorium, facing the boardwalk and cooled by the breezes of the Atlantic Ocean, is the largest convention hall in the country. All exhibition booths and demonstration rooms will be under one roof, on one floor, making it easy to

get a comprehensive view of the entire trade show.

The June trade show marks the beginning of radio's new year. The most responsible manufacturers exhibit and demonstrate their latest models and accessories on this occasion. It behooves everyone connected with the radio industry to visit the trade show this year, which will be the most interesting and important radio gathering ever convened.

Hotel reservations should be made through the Atlantic City Convention Bureau, Atlantic City, New Jersey. Invitation credentials for the trade show will be mailed to the trade about May 1st.

*Reduced round trip rates on all railroads.*

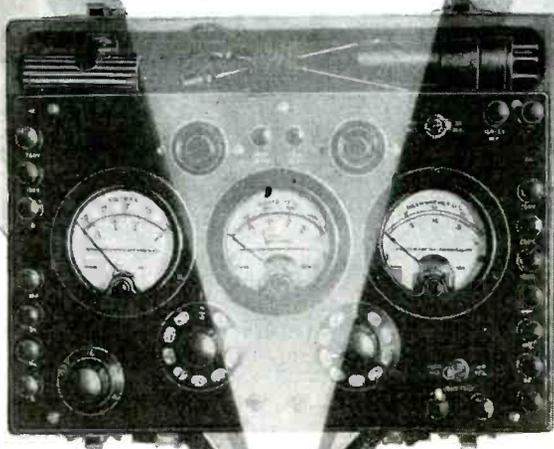
Radio Manufacturers' Association Trade Show, Room 1904, Times Bldg., New York

*Under Direction of U. J. Herrmann and G. Clayton Irwin, Jr.*

# In the PUBLIC LIMELIGHT

Radio servicing is a much discussed necessity with which manufacturer, dealer and set owner are equally concerned. Satisfying all three interests, the Weston Model 547 has achieved an outstanding success. It is a complete testing outfit—light weight, portable and simple to operate. Model 547 provides for all the required tests of D.C. or A.C. sets. Exceedingly popular with dealers and service men. While affording set owners every assurance of satisfactory set performance, this equipment simplifies one of the greatest problems in the industry.

Send for descriptive information.



PLEASE THE  
SET  
OWNER

AND YOU  
PLEASE  
ALL

WESTON ELECTRICAL  
581 Frelinghuysen Ave.

INSTRUMENT CORP.,  
Newark, N. J.



## Nearly a hundred miles of DURHAM METALLIZED FILAMENT

used during peak months in 1929 in American Radio. The monthly volume of these units now employed by America's most important manufacturers of radio receivers, power amplifiers and allied products if laid end to end would nearly stretch from New York to Philadelphia. This tremendous volume and this widespread preference by competent radio engineers is conclusive proof that the Durham metallized principle *MUST* be right!

Engineering data and samples for testing gladly sent upon request. Please state rating in which you are interested.

# DURHAM METALLIZED

RESISTORS & POWEROHMS  
INTERNATIONAL RESISTANCE COMPANY

2000 Chestnut Street

Philadelphia, Pa.

# CORWICO VULCAN LIGHTNING ARRESTER

\$1  
LIST



In addition to assuring protection against lightning, the Corwico Vulcan Lightning Arrester also dissipates accumulated static charges, thus improving reception. The Vulcan Arrester is

packed in an attractive two-color box and its performance is guaranteed by a \$100 pledge to repair lightning damage to any set equipped with this arrester.

If your Jobber cannot supply you with Corwico Vulcan Lightning Arresters, order a sample carton of 6 direct.

CORNISH WIRE COMPANY  
28 CHURCH ST., NEW YORK CITY  
Makers of the Famous

# BRAIDITE HOOK-UP WIRE

# SEARCHLIGHT SECTION

**SPECIAL NOTICE:**

## To the Radio Industry

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

### EMPLOYMENT SERVICE

MEN qualified for salaries between \$2,500 and \$35,000, we can assist you in procuring desirable new connections now available. Our service thoroughly reliable, entirely personal, and strictly confidential. Not a registration agency. Send name and address only for complete details. C. F. Mayer, Inc., 205 Wacker Drive, Chicago, Ill.

### POSITION WANTED

COMPETENT radio man wishes to take charge of Radio store or go in partnership with somebody that is able to finance it. The best of references. F. J. Gangl, Youngwood, Pa.

### AGENCY WANTED

#### Manufacturers Agents Wanted

On commission basis for exclusive territory in New York, Pennsylvania or New England States, to handle a complete line of dry cell radio batteries and radio tubes. Give references and experience in detail. AW-119, Radio Retailing, Tenth Ave. at 36th Street, New York.

## Manufacturer's Representatives Wanted

by a prominent manufacturer of the most complete line of nationally advertised radio kits, licensed tubes, pick ups and parts, whose reputation for quality, price and service is favorably known everywhere. Confidential correspondence is invited from those having a real following among the retail trade. State present lines carried and size of organization. Territories open: Texas, Missouri, Minnesota, Michigan, Indiana, Iowa, Kansas, Nebraska, Oklahoma, Pennsylvania, Alabama, Georgia.

RW-118, Radio Retailing  
Tenth Ave. at 36th St., New York City

# Salesmen — *increase your sales!*

Be more than an "order-taker"—become a more expert *salesman!* Learn how to obtain a favorable hearing with the man who greets you with, "I'm not interested." Learn how better to analyze him, classify him—how to anticipate and meet his every objection—*how to close the order more easily.* There's a science to selling! Master it, and you can quickly distinguish yourself as a topnotcher. Thousands, including many experienced salesmen, have increased their sales volume more than 100 per cent thru La Salle home-study training in Modern Salesmanship. Low cost; easy terms.

Our free book, "The Modern Salesman, Ambassador of Progress," tells you how. Send for it today.

LA SALLE EXTENSION UNIVERSITY, Dept. S-161

Chicago, Ill.



"Have tuned in 40 new stations lately that I never knew were on the air. Radex is certainly a wonderful book."

"With the help of Radex I logged 90 stations one night recently, by far the largest number I had ever before logged in one night."

## RADEX

"The DX Tuning Book"

Teaches them to tune correctly; gives them an understanding of radio; is an incentive to get the most from their set; tells them where to set dials for any station. "The most interesting log book available." Every one of your customers should have a copy.

Request on letterhead brings sample and full details. Write TODAY!

### THE RADEX PRESS

Dept. R.R., 1367 E. 6th St., Cleveland, O.

## "The BAL-RAD"

### UNCASED SURGE-PROOF CONDENSERS

For General Repair and Power-Pack Work

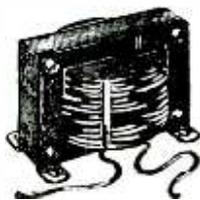


One MFD. 450 Working Volts.....\$ .30 ea.  
Two MFD. 600 Working Volts..... .40 ea.  
Four MFD. 600 Working Volts..... .60 ea.

This "Bal-Rad" Condenser is the result of many suggestions from service men throughout the country. It is small and compact, impregnated in pitch with long flexible leads to facilitate quick connections. Can be placed outside of pack. We guarantee these Condensers for 100% free replacement. Service Men should carry a few dozen in stock.

PACKED IN INDIVIDUAL BOXES

### FRESHMAN AUDIO



Transformer  
Ratio 3:1  
**45c**  
EACH  
\$4.80 Doz.

### GENUINE FRESHMAN



Transformer  
Output  
Ratio 1:1  
**30c**  
EACH

Send for our latest bargain bulletin.

**BALTIMORE RADIO COMPANY**  
43 WEST BROADWAY, N. Y. C., N. Y.

TERMS: 20% with order, balance C.O.D. 2% discount for full remittance with order.

## KEEP POSTED ON PRICES

### S. S. Jobbing House

156 W. 26th Street  
New York City, N. Y.

Without obligation add my name to your list so that I get your Radio and Electrical Merchandising Bargains regularly.

Name .....

Street .....

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



# Genuine ICA tubes at unheard-of prices!

**A fortunate purchase enables us to offer these factory-guaranteed tubes at a rare bargain**

The ICA wanted to make a quick change in its merchandising policies and were prepared to make a sacrifice in order to do so. This has given us the exceptional opportunity of offering the high quality, factory-guaranteed tubes of this nationally-known company for a fraction of their usual cost. Now you can *safely* cut set prices, and make up profits by installing these tubes of recognized value.

All ICA Tubes are unconditionally guaranteed by ICA and by ourselves.

Number	List	Net Price	Number	List	Net Price	
UX 201A	\$1.25	Detector-Amplifier	UX 226	1.75	AC Amplifier	.45
UX 200A	4.00	Super Detector	UY 227	2.50	AC Det. and Amp.	.65
UX 112	2.25	½ Amp. Power Amp.	UX 222	4.50	DC Screen Grid, 4 prong	1.15
UX 112A	2.25	½ Amp. Power Amp.	UY 224	4.00	AC Screen Grid, 5 prong	.95
UX 171	2.25	½ Amp. Power Amp.	UX 245	3.50	AC New Type Pwr. Tube	.80
UX 171A	2.25	½ Amp. Power Amp.	UX 280	3.00	Full Wave Rectifier	.75
UV 199	2.75	Dry Cell Det.-Amp.	UX 281	7.25	Half Wave Rectifier	1.50
UX 199	2.50	Dry Cell Det.-Amp.	UX 210	9.00	Heavy Duty Power Amp.	1.75
UX 120	3.00	Dry Cell Power Tube	UX 250	11.00	Heavy Duty Power Amp.	2.25

## TERMS

20% with order, balance C.O.D. 2% discount allowed for full remittance with order only. Add 5% extra for Parcel Post shipment.

## References

Chase National Bank  
75 Maiden Lane, N. Y. C.  
Trust Co. of North America  
93 Liberty St., N. Y. C.  
Dun's and Bradstreets

**The Hamilton Electric Manufacturing Co.**  
Washington & Cortlandt Streets, New York, N. Y.

# All you need is a little TRAINING to make a SUCCESS in RADIO

"YOUNG MAN, study radio!" That's what every ambitious young man of today is told by J. H. Barron, Radio Inspector of the U. S. Department of Commerce. Radio is crying for trained men. Experienced radio operators and service men are in great demand. A very serious shortage exists. Practically all of the seven thousand licensed commercial operators are now employed and the need is constantly increasing. Radio needs thousands of trained men. Are you prepared to take advantage of this big opportunity? Ships at sea, planes in the air, broadcasting stations, manufacturing plants, as well as dealers, require thousands of experienced radio men.

*You Can Easily Learn Radio at Home Through This Course Sponsored by the Radio Corporation of America*

RCA sets the standards for the entire radio industry . . . And this RCA Radio Institutes' Home Laboratory Training Course gives you the *real inside secrets* of radio *quickly and easily!* In your spare time, you can obtain all the information you require to make a success in radio. You study at the very source of all the latest, up-to-the-minute developments. This is the only radio course sponsored by RCA, the world's largest radio organization. This is the *real way* to study radio. Learn radio under the direction of RCA . . . under the men who actually made radio what it is today!



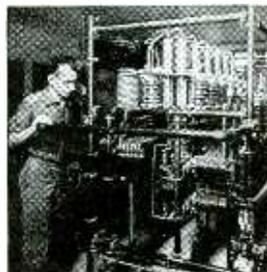
Radio Mechanic and Inspector  
\$1800 to \$4000 a Year.

### Graduates Find It Easy To Secure Good-Pay Radio Jobs

You actually *train* for success. Every graduate of RCA Institutes has the ability and the confidence to hold a well-paid radio job. You learn radio by actual experience with the remarkable outlay of apparatus given to every student. Every radio problem, such as repairing, installing and servicing fine sets is covered in this course. Students of RCA Institutes get first-hand information and get it complete . . . That's why every graduate of RCA Institutes who desired a position has been able to get one. That's why they're always in big demand. No other radio school can make such a claim as this!



Broadcast Operators  
\$1800 to \$4800 a Year



Broadcast Station Mechanic  
\$1800 to \$3600 a Year.

complete . . . That's why every graduate of RCA Institutes who desired a position has been able to get one. That's why they're always in big demand. No other radio school can make such a claim as this!

### Step Out Towards Success in Radio Today!

Get out of the low-pay rut. Make your first move towards a pleasant and profitable career in radio today by sending for this free book . . . "Radio . . . the Field of Unlimited Opportunity." Read these forty fascinating pages, packed with pictures and descriptions of the brilliant opportunities in radio. Learn all about the oldest and largest commercial radio training organization in the world. See how you, too, can speed up your earning capacity in the fastest-growing industry of today. Others have done it and so can you!



Land Station Operator  
\$1800 to \$4000 a Year.

others have done it and so can you!

For the added convenience of students who prefer a Resident Study Course, RCA Institutes, Inc., has established Resident Schools in the following cities:

New York	. . . . .	326 Broadway
Boston, Mass.	. . . . .	899 Boylston Street
Philadelphia, Pa.	. . . . .	1211 Chestnut Street
Baltimore, Md.	. . . . .	1215 N. Charles Street
Newark, N. J.	. . . . .	560 Broad Street

Home Study graduates may also attend any one of our resident schools for post-graduate instruction at no extra charge.

**Clip this Coupon NOW!**

**RCA INSTITUTES, INC.**

Formerly  
Radio Institute of America



RCA INSTITUTES, Inc.  
Dept. RR. 2, 326 Broadway,  
New York, N. Y.

Gentlemen: Please send me your FREE 40-page book which illustrates the brilliant opportunities in Radio and describes your laboratory-method of instruction at home!

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

# PEP UP YOUR BUSINESS LOOK AT THESE BARGAINS

## FARRAND DYNAMICS



**TABLE MODEL**

Special—Model 71-A. C. . \$35.00  
The most beautiful of all table Dynamic Speakers. Exquisite two-tone cabinet with graceful leaf-effect grill.

Height 13" Width 10 3/4" Depth 7"

OUR PRICE **9.00**



**MODEL 78-AC**

Table model Farrand Electro-Dynamic. For A. C. operation. Richly walnut-finished table, amply sized to accommodate almost any receiver. Size: 30" high 28" long 14" deep. . \$48.50

OUR PRICE **12.75**



**MODEL 72**

Especially designed for quick, easy installation in all types of radio or phonograph consoles. Tonal range and fidelity unmatched by any other reproducing unit in general use. Height 9" Width 8 3/4" Depth 7"

OUR PRICE **7.00**



**TABLE CONSOLE**

Special—Model 77-A. C. . \$55.00  
Two-tone walnut, enhanced by decorative, carved panels, place this reproducer among the wanted objects of a luxurious home.

Height 34" Width 32" Depth 16 1/2"

OUR PRICE **17.50**

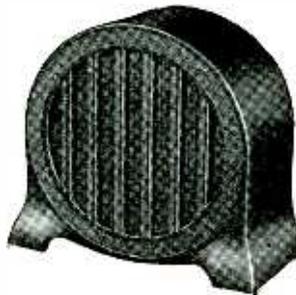
## FARRAND MAGNETICS



**MODEL 60**

Farrand Gothic Magnetic Speaker. Cabinet of classic Gothic design, with "Rose Window" grille, in two-tone walnut effect . . . . . \$21.50

OUR PRICE **5.50**



**MODEL 64**

Farrand Clock-type Magnetic Speaker. Cabinet of handsome bronze-finished metal. . . . \$16.50

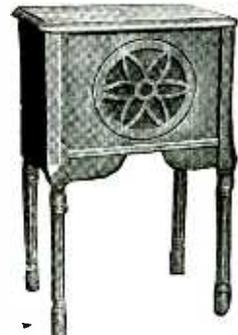
OUR PRICE **3.50**



**FARRAND PANEL**  
(Model 63)

A charming, decorative speaker mounted within a rich, two-tone walnut panel embellished with carved ornamentation. Distinctive silk screen . . . . . \$12.00

OUR PRICE **2.95**



**END TABLE DYNAMIC**

Special—Model 75-A. C. . \$42.50  
A Dynamic speaker of remarkable reproductive capacity, housed in a gracefully designed table console of handsome two-tone walnut. A matchless combination of outer beauty and tonal perfection.

Height 30" Width 18" Depth 12"

OUR PRICE **11.25**

**TERMS:—**  
10% cash with order.  
Balance C. O. D.  
This merchandise is sold subject to prior sale.

**Mercantile Radio Corp.**  
135 LIBERTY ST., N. Y. CITY, N. Y.  
Phone: Barclay 1469

**GUARANTEE:—**  
All merchandise new and in factory sealed cartons. Bank references supplied.

*It will interest you to know—*

An advertiser writes: "It will interest you to know that we received our first order from the ad. . . . the day after the paper came out.

Other inquiries have of course followed but we are surprised and pleased at the immediate response to our advertisement."

You, too, can use "Searchlight" advertising in your business, *profitably*. Just write to—

**Searchlight Department**  
Tenth Ave. at 36th St., New York City

# RADIO DEALERS, JOBBERs, *and* DISTRIBUTORS

Be sure to read the Special Bargains in our latest RADIO BARGAIN BULLETIN No. 60. It is chocked full of real money makers for quick turnover.



**R. C. A. DEALERS**  
*and* DISTRIBUTORS



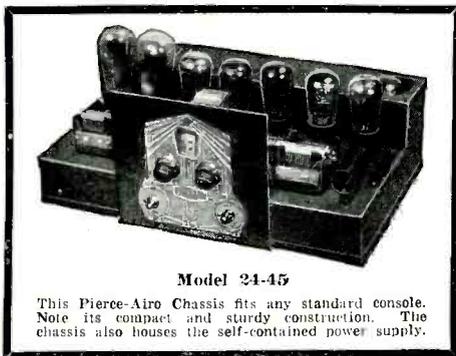
R. C. A. Replacement parts for 33, 18, and 17 at big savings to you. Listed in our latest Bulletin No. 60.

*NOTE: If you have not received our Radio Bargain Bulletin No. 60 send for it NOW. It means BIG SAVINGS to you.*

**AMERICAN SALES COMPANY**  
19-21 Warren Street      New York City, N. Y.

# THE TRIO THAT IS GOING STRONG!

## THE SCREEN GRID



**Model 24-45**  
This Pierce-Airo Chassis fits any standard console. Note its compact and sturdy construction. The chassis also houses the self-contained power supply.

**Model 24-45 Chassis Model 273 Chassis**  
**For A.C. For D.C.**  
**Model B22 For Battery Use**

Live Merchandise at New Low Net Prices

### Why Take Chances?

Satisfied customers throughout the country report no trouble whatever with the power packs and filters in Pierce-Airo Chassis. Why take chances with your profits and your customers' good will when you can insure both by selling the Pierce-Airo line?

Dealers all over the country are beginning to realize that when they buy cheap merchandise it is a costly proposition in the end for the simple reason that the dealer cannot make much money on it, and furthermore, cheap merchandise creates a lot of service expenses and dissatisfied customers.

The percentage of service calls on Pierce-Airo Chassis are negligible. That's where the dealer's *real profit* comes in. The sale stays put, the dealer's profit is in the cash register to stay and there are not a lot of service costs and calls to contend with.

*Write or wire for our new low net prices. We shall also be glad to send you a sample Pierce-Airo Chassis for test in your own store.*

**PIERCE-AIRO, INC., 113R Fourth Ave., New York**



**ANACONDA**

**MAGNET WIRE**



Plain Enameled  
Cotton Covered  
Silk Covered

**ANACONDA WIRE & CABLE CO.**  
Magnet Wire Dept.  
**MUSKEGON — MICHIGAN.**

National Carbon Co., Raytheon Div.	9-10-11-12-86	Page
National Union Radio Corp.	7	
Pacent Elec. Co.	79	
Perryman Elec. Co.	74	
Pierce Airo, Inc.	100	
Potter Co., The	92	
Radio Corp. of America	50-51, Back Cover	
Radio Mfrs., Trade Show	93	
Radio Prod. Co.	86	
Readrite Meter Works	90	
Samson Electric Co.	82	
Silver-Marshall, Inc.	6	
Sparks-Withington Co.	75	
Sprague Spec. Co.	67	
Stromberg-Carlson Tel. Mfg. Co.	2	
Summerill Tubing Co.	84	
Sylvania Prod. Co.	20	
Transformer Corp.	65	
Triad Mfg. Co.	66	
Utah Radio Prod. Co.	3	
Ward Leonard Elec. Co.	90	
Wasmuth-Goodrich Co.	92	
Webster Elec. Co.	85	
Weston Elec. Instrument Co.	94	
Zenith Radio Corp.	78	

### ALPHABETICAL INDEX TO ADVERTISEMENTS

Acme Wire Co.	92	Page
Aluminum Co. of America	70	
American Weekly	77	
Amrad Corp.	68	
Anaconda Wire & Cable Co.	100	
Arcturus Radio Co.	73	
Associated Business Papers, Inc.	91	
Atwater Kent Mfg. Co.	18-19	
Audak Co.	14-15	
Bakelite Corp.	89	
Browning-Drake Corp.	Front Cover	
Brunswick-Balke-Collender Co.	Inside Front Cover	
Bud Radio, Inc.	88	
Cable Radio Tube Corp.	76	
CoCo Mfg. Co.	87	
Central Radio Lab.	88	
Copeland	81	
Cornish Wire Co.	94	
DeForest Radio Co.	69	
Edison Co., Inc., Thos. A.	72	
Flexlume Corp.	84	
General Elec. Co.	83	
Gold Seal Elec. Co., Inc.	71	
Graybar Elec. Co.	13	
Grebe & Co., Inc., A. H.	5	
Grigsby-Grunow Co.	80	
Gulbransen Co.	Inside Back Cover	
Hygrade Lamp Co.	4	
International Resistance Co.	94	
Janette Mfg. Co.	90	
Kennedy, Inc., Colin B.	17	
Ken-Rad Corp., Inc.	16	
Leutz, Inc., C. R.	8	
Mayo Lab's	88	
McGraw-Hill Book Co.	92	

SEARCHLIGHT SECTION	
Classified Advertising	
AGENCIES WANTED	95
BOOKS	
Radex Press	95
BUSINESS OPPORTUNITIES	95
EDUCATIONAL	
La Salle Ext. University	95
R. C. A. Institute, Inc.	97
EMPLOYMENT	95
EMPLOYMENT SERVICE	95
REPRESENTATIVES WANTED	95
RADIO STOCKS	
American Sales Co.	99
Baltimore Radio Co.	95
Hamilton Electric Mfg. Co.	96
Mercantile Radio Corp.	98
S.S. Jobbing House	95

# GULBRANSEN'S PLANS FOR 1930

—are built around the needs of  
the radio dealer

**G**ULBRANSEN believes that the radio industry's biggest job is that of holding and building up the confidence of radio dealers. The dealer must be convinced that 1930 isn't going to be a repetition of 1929.

Thousands of dealers stood the brunt of a bad deal in 1929 and they are not going to be caught again. They are going to be harder to "sell" in 1930.

From now on the dealer is going to demand assurance that the manufacturer of the set he sells has the soundness and ability to weather a storm. He is going to demand assurance that the merchandise he buys will not be "orphaned" within a few short weeks.

In other words, 1930 is to be a "Dealer's Year." The dealer is to be largely the "boss"—and Gulbransen's 1930 plans are based on giving the dealer merchandise which is a step ahead of competition, and values which insure volume and profits.

Gulbransen's strong financial position, operating as it does on its own resources instead of public financing, is but one of a dozen reasons why dealers and sound jobbers everywhere are looking to Gulbransen for 1930. Over 2,000 dealers made direct inquiry regarding the Gulbransen Franchise during the last two months of 1929.

Dealers and Jobbers are invited to write for Gulbransen's 1930 Plans, which are timely and highly interesting. A number of good jobbing territories are open.

RADIO DIVISION  
**GULBRANSEN COMPANY**

Chicago, Kedzie, Sawyer and Spaulding Avenues  
Chicago, Illinois

**WORLD'S LARGEST MANUFACTURERS OF PIANOS**



IN FEBRUARY ALONE  
More than 25,000,000  
advertisements like these  
will carry the RCA Radiotron  
message to America's  
set owners.

*You are penalizing your profits*  
*... if you do not carry*  
**RCA Radiotrons**



Display the red and black Radiotron carton

**S**ELLING inferior vacuum tubes means the loss of replacement business. Defective tubes multiply your servicing costs. Indirectly you may lose a lot of set business.

Carry the RCA Radiotron—the tube line which is the biggest seller, the most widely advertised—the complete and uniform line for every radio purpose.

RCA RADIOTRON COMPANY, INC.  
HARRISON, N. J.

# RCA Radiotron

THE HEART OF YOUR RADIO SET