

WESTERN Music and Radio Trades JOURNAL

MOTOR-CAR RADIO—by Gilfillan

Chassis—Heavy steel base and box

Mounting—Either under floor boards, under seat, or under cowl. Universal mounting studs.

Speaker—Magnavox dynamic, seven-inch cone.

Remote Control—Full flexible shaft, eight-foot cable, lighted non-glare case mounted on steering column. No drilling.

Tubes—Special automobile tubes insuring low A battery drain, minimum B battery drain, latter in use four hours a day should last six months. Three G-136, two G-137's and two G-138 Pentodes.

Interference. Accessories—All necessary equipment for controlling motor noises. Filter condenser, spark plug compressors, etc.

Automatic Volume Control—Insures even volume going from one station to another, minimizes fading.

Service—Designed so that it is quickly and easily accessible for service.

BASED on averages, the present car is a very satisfactory product. Should you add a radio to your car equipment you would expect, and you are entitled to, a comparable performance.

Gilfillan Brothers have long considered putting an automobile radio on the market, but have refrained from doing so until the proper engineering research preparation had been accomplished. Model 120 Automobile Radio is the result of that research. It enables Gilfillan to make the outstanding claim "As satisfactory as your car itself."

Distributed by

Southern California *San Diego County*
AUBURN FULLER CO. MOTOR HARDWARE &
Los Angeles EQUIPMENT CO.

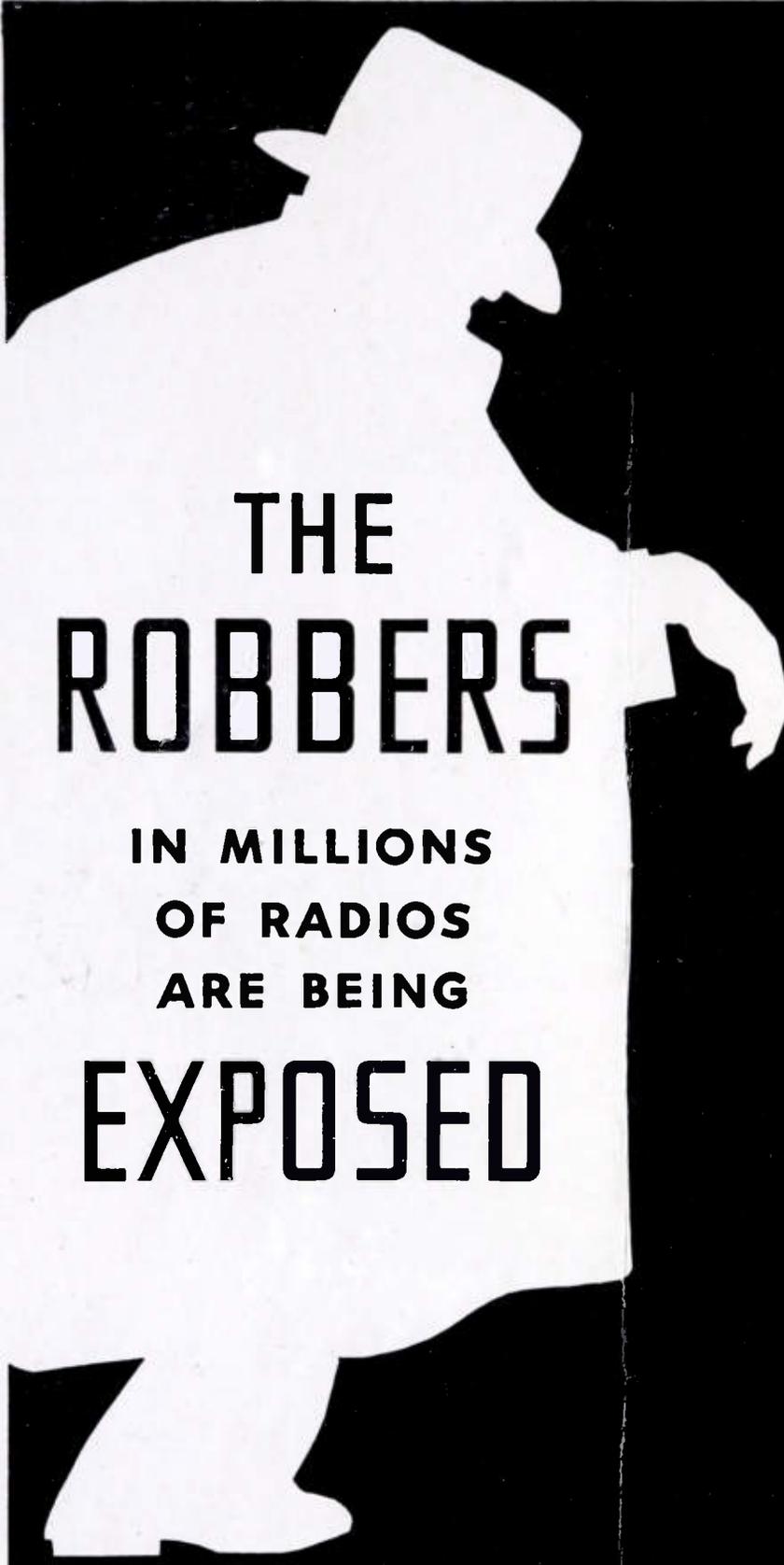
Northern California *Oregon and Washington*
GILFILLAN BRANCH GILFILLAN BRANCH
San Francisco Seattle

\$89⁵⁰

Complete with 7
tubes and B battery

Gilfillan
"Built for Western Reception"

OCTOBER, 1931



**THE
ROBBERS**

**IN MILLIONS
OF RADIOS
ARE BEING
EXPOSED**

THRILLING NEWSPAPER ADVERTISING

At the right is a miniature reproduction of one of a series of newspaper advertisements featuring the radio robber and Acrometer service. This is beyond a doubt the biggest selling idea ever put into radio tube advertising.

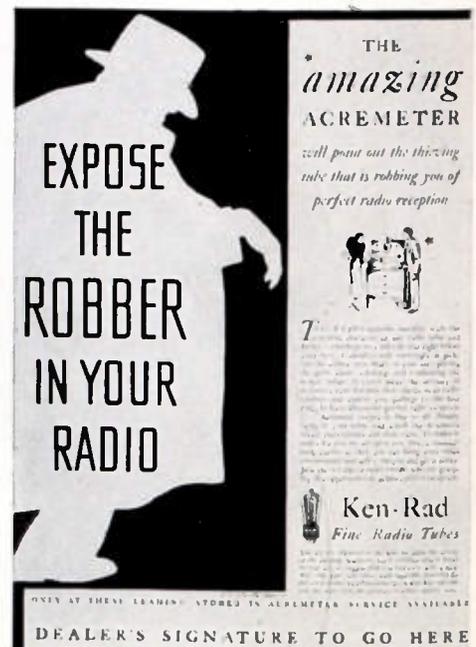
THE KEN-RAD CORPORATION, Incorporated, OWENSBORO, KENTUCKY

*Sensational
Ken·Rad
Merchandising
Plan*

SWEEPS NATION

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

© 1931

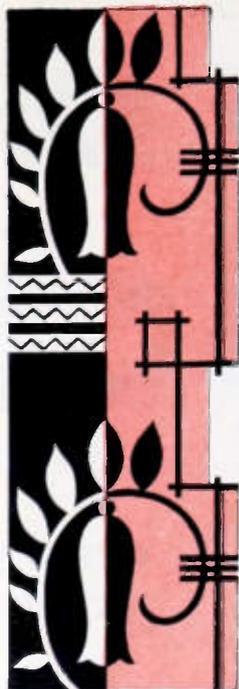


**EXPOSE
THE
ROBBER
IN YOUR
RADIO**

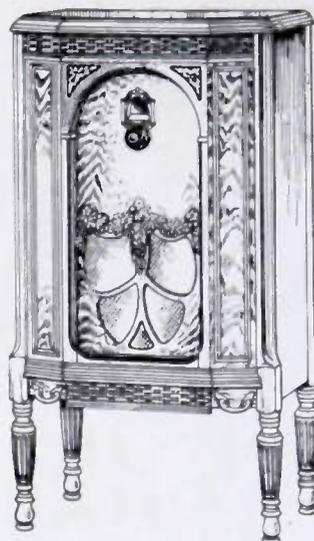
THE
amazing
ACREMETER
*will point out the thieving
tube that is robbing you of
perfect radio reception*

**Ken-Rad
Fine Radio Tubes**

DEALER'S SIGNATURE TO GO HERE



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



MODEL 17

List price \$139.50 · Complete with Brunswick Tubes

Other models \$39.50 to \$225.00

BRUNSWICK RADIO



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

BRUNSWICK RADIO CORPORATION

Division of Warner Bros. Pictures, Inc.

NEW YORK · CHICAGO · TORONTO

A CHIP OFF OLD BLOCK

National Advertising tells customers why Sylvania Tubes work best in their sets . .

PUT yourself in your customer's place. When he buys tubes, he wants the make that is right for his set. Tubes that will give him the best possible results with the particular make and model he owns!

With Sylvania Tubes you make quick sales because the customer knows he is getting what he wants. A heavy schedule reaching 2,866,874 readers of the Saturday Evening Post tells people that Sylvania Tubes have been tested for a set like theirs! Human interest pictures, like the one shown here, drives home the point. A reproduction of the sign shown at the left brings customers to your store!

Write now— find out how you can easily get the Sylvania Authorized Dealer Sign — and ask for a FREE copy of the Sylvania Certified Test Chart!

LICENSED UNDER R C A PATENTS



HYGRADE-SYLVANIA CORPORATION
Sylvania Division, Dept. W10-1
Emporium, Pennsylvania

Please send me a copy of the new Certified Test Chart and information about Set-Tested Tubes.

- I have never sold Sylvania tubes.
- I am now stocking Sylvania tubes through

(Name of Jobber).....

Name.....

Address.....

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

Sylv

THE SET-

THE

*and a sale
for you*

NEWSPAPER

● Two insertions a
Week in Powerful
Local Papers.

MAGAZINE

● Intensive Human
Interest Campaign
reaching the Millions
of Readers of the
Saturday Evening Post

●
*Both Send Customers to
the Store that Displays
the Sylvania Authorized
Dealer Sign shown on
this ad!*



ania
REGISTERED U.S. PAT. OFF.
TESTED TUBE



A RICH OPPORTUNITY for Smart Retailers

DISCRIMINATION in radio retail franchises is attracting to Sparton many of the country's smartest merchandisers—not only because of the intrinsic values of Sparton instruments but also because back of the merchandise are sound policies which make for permanent identification and long-haul profit.

In your consideration of radio franchises remember that Sparton took its place among the leaders by manufacturing superlatively good merchandise at a price somewhat above the market

average. Present Sparton prices are *not* higher than the average.

There is a world-wide respect for the Sparton name—a world-wide preference. And the new Sparton line is of a wide range in models and prices.

As manufacturers we stand squarely behind our Distributors and assure you that we shall hold steadfast to those principles of doing business which have succeeded over the 31 years of our history.

Manufactured by THE SPARKS-WITHINGTON COMPANY, {Established 1900} JACKSON, MICHIGAN, U. S. A.
SPARTON OF CANADA, LIMITED, LONDON, ONTARIO

Sparton Model 26 illustrated above.

Only Sparton has the Musical Beauty of
SPARTON RADIO
"Radio's Richest Voice"

Western Music and Radio Traders Journal



"PRINTED IN THE WEST
FOR THE WEST"

BYAM PUBLISHING COMPANY

Publishers of the Radio Dealers' Blue Book

WALLACE M. BYAM

MARION E. BYAM

1220 MAPLE AVE., LOS ANGELES, CALIFORNIA. Phone WEstmore 1972
New York: C. A. Larson, 254 W. 31st St.

Editorial Offices Maintained in San Francisco, Portland, Seattle, Salt Lake, Denver.

DON McDOWELL, Managing Editor

OCTOBER, 1931

WESTERN VIEWPOINT

IT CAN BE DONE

IN this column last issue the story was chronicled of a proposed co-operative, non-profit radio show to be staged in Los Angeles. At the time of that writing it was only a well thought out plan. Today it is an actuality.

Exhibit space was reduced from an average of \$200 to \$35 a booth and at such prices sold out in five days without salesmen. The show is being staged by a committee of radio men without a professional show manager. Through elimination of this and other expenses the show budget has been reduced from an average of \$30,000 to \$4,000. The show is well over the top financially and will show an ample profit.

Exhibitors finding their show space expenditures so low felt free to spend somewhat more lavishly on booths, although the suggestion of the committee was to hold decoration expenses to a minimum. The elimination of booth railings and the substitution of furniture and rugs made a beautiful exhibition parlor of the Auditorium. It is as beautiful a show as has ever been shown to radio.

The entire show was staged in seventeen days from the day of the first general committee meeting. Newspaper publicity broke ten days before the show opened. The show only ran three days. By hitting quick, hard and fast the show aroused

the public, got a maximum of publicity and was over with before it could have any ill effects or be a strain on the exhibitors.

Most important of all it has instilled new blood in the entire Radio Industry of Southern California. Manufacturers have taken on a new confidence. Retailers are finding sales picking up. There is an air of old time pep, speed and enthusiasm beamed by every member of the trade. The spirit is not "like the good old days." It IS the "good old days" returned.

Anyone complaining of business stagnation, and inaction, should have poked his nose in this show headquarters and publishing offices the last two weeks. Because of the short time, we were unable to install cooling systems on the typewriters, telephones and door hinges and as a consequence the entire office came within an inch and a half of burning up.

All of which is proof aplenty that this radio industry is still one of the liveliest animals in the business world. It responds gingerly to a little prodding—but it is the members of the trade themselves, the dealers, jobbers and manufacturers who must wake it up with their own enthusiasm.

We're betting our hat that there will be at least half a dozen shows of this kind held in the West next year.

BACK TO HIGHER PROFITS

THE salvation of the radio business lies in a higher list price. Nobody, neither manufacturer, dealer nor salesman can make a profit worthy of calling it such on a \$25 radio. We will grant that many of these small sets are marvels of manufacturing and performance, but there is simply no profit in trading dollars.

No manufacturer really wants to make extremely low-priced merchandise. The only reason he does it is that he is forced to meet competition and make sales. He would much rather make and sell \$69.50 merchandise than \$49.50 merchandise. If the retailer refuses to buy and sell low-priced merchandise the low-priced competition bugaboo is automatically removed from the manufacturer.

It is the retailers who hold the key to the situation. Acting individually they are strong, but acting in an organized body they hold within their grasp the power to raise the list price immediately.

The California Radio Retailers' Council of San Francisco has started the ball rolling. If other retail bodies will put their shoulder to the wheel and adopt similar resolutions we can all be out of the low-price trenches long before Christmas and back to the 1929 profit levels.

Let's have more resolutions. Get your association together and pass one. We'd like to publish six pages of them next issue. The San Francisco resolution appears on the opposite page.

A GOOD YEAR FOR DISTANCE

ASTRONOMERS, weather men, and scientists who should know tell us that the coming winter will be the biggest year for distance radio has ever known. It appears that the factors that control the ability to get distance run in cycles. We have been going through an ebb cycle but will reach a new high peak this winter. Good opportunity to increase sales in aeriels, tubes and new sets. Tone is of course still the big buying motive, but watch this distance business this winter.

When considering distance we can't neglect short wave. The trouble with short wave heretofore is that it was hard to tune, faded, and varied considerably with the weather and the "night." New siderably with the weather and the "night." New and all-wave sets are selling in increasing volume. A good distance year will help them tremendously.

Wallace M. Byam

TIME AND TIDE WAIT FOR NO MAN - - - STAND BY

SOME 365 days ago or more, at a meeting of downtown retailers, a group of the Radio and Music Association was called on to provide an entertainment as well as a speaker for next big meeting of the trade at the Breakfast Club.

It was requested that they get some one who understood the retailers' problems and could talk their own language. They also requested that he be selected to represent them at this important meeting with the specification that he be a retailer in good standing and a member of the Association,

and tell without fear or contradiction his opinion in regard to the state of the retailers' problems.

Many who were at this meeting and those who listened in over the radio may recall a few of the predictions given at that time, concerning the continual lowering of prices, the excessive dumping of radios, and the part the public was playing chiseling one dealer against another in obtaining an excessive allowance for their old obsolete battery set. This condition would, it was declared, result in a completely demoralized retailer organization. The continuance of these acts would sooner or later mean business suicide.

Great was the wailing and gnashing of teeth for this impudent upstart who was still "wet behind the ears" and inexperienced in this great industry. Even today, the same policy of not being ready to sacrifice unless they can gain an advantage by so doing, prevails.

It is not necessary for me to go on as to what is taking place at the present time. The sorry looking picture of only a year ago is still living in the memory of many for I believe all have come to a fast realization that somebody was right in their prediction.

How easy it is to criticize. Also how true it is that those who criticize the most do the least. Those who are continually sharpening their axes against the constructive policies of the other fellow.

My honest and sincere belief is that after our big successful companies draw off their financial statement this December 31st that there will be a great deal better understanding and willingness "to do unto others as you would like to be done by." Creeping slowly into the understanding and realization that no one is so big that he can exist without the help of another, will be more generally understood and appreciated than ever before.

How many times have you heard this statement, "why doesn't the Association do this and that?" Remember, you are the Association and the Association is you; it answers itself, don't you think so?

One of the truest things ever said about any of the greatest Associations is that you get out of it in proportion what you put into it. To a great many members that would be so infinitesimal that it would take powerful magnifying glass to find it at all.

This policy of neglect must change and the sooner the better and all must do their part regardless of the personal interest at times for the benefit to be derived by the whole. For the fundamental reason of an Association is the penchant that comes to them by a unified action of all members.

Show by your attendance that you appreciate the work of your committees who have given their time and best thoughts to help you as well as themselves in these matters pertaining to a Better Business Policy. Cut loose that old anchor of human easy business and personalities. Grab an oar and start pulling together with the rest of your Association in the year to come. Best wishes and kindest regards to all my fellow Associates from your retiring President.

MORT STUART.

Retiring President Radio and Music Trades
Association of Southern California.

RESOLUTION PASSED —
by the
California Radio Retailers' Council
San Francisco

WHEREAS, the cost of selling, servicing, delivering, advertising, and other items of fixed expense such as bookkeeping, collecting and management in the retail radio business tend to remain fixed and do not follow price reductions; and

WHEREAS, the public is not generally satisfied with inferior merchandise regardless of the price paid, which dissatisfaction has a tendency to aggravate certain expense problems, such as free service and collections; and

WHEREAS, there is a very definite trend toward still lower prices to the extent that nearly every manufacturer seems to be trying to produce radio merchandise at the lowest price possible, regardless of the inevitable reduction in quality and correspondingly increasing general dissatisfaction on the purchasing public's part; and

WHEREAS, this lowering trend in prices and quality is making it increasingly impossible for radio retailers to realize a sufficient dollar per unit sale to cover costs of doing business and rendering the necessary service to the public; now, therefore, be it

RESOLVED, that the California Radio Retailers Council, as a trade body, and its several members as individuals vitally interested in the perpetuity of the radio business in general and the retail radio business in particular, do unanimously declare that this tendency toward still lower prices seriously threatens the stability, security and permanence of the entire radio industry, from the manufacturer to the retailer, and do stand on record as being unequivocally opposed to any further price reductions; and be it further

RESOLVED, that this trade body believes that even without further reductions, price levels are already so low that the retail radio business can not hope to endure unless these present price levels are substantially increased; and be it further

RESOLVED, that it is the sense of this body that radio manufacturers should, for their own security if for no other reason, take the lead in raising the unit sale to a point where the retailer can realize a fair profit per sale, by discontinuing immediately the advertising of all table models below \$49.50 and all consoles below \$69.50, and to increase these limits as quickly as is feasible to \$69.50 and \$89.50, respectively; and be it further

RESOLVED, that all radio retailers should, in their contact with manufacturers and distributors, endeavor to discourage all efforts to sell the cheap units with which the market is now being flooded; and be it further

RESOLVED, that radio dealers, for their own immediate protection and looking ahead to a gradual return to normal times in general, and to prosperous times in the retail radio business, should make every effort to discourage the public acceptance and demand for the cheaper models by immediately discontinuing the advertising of midgets under \$49.50 and consoles under \$69.50 and by not featuring attractively and enticingly in window and store displays merchandise that shows a gross profit of less than \$30.00 on midgets and \$40.00 on consoles; and be it further

RESOLVED, that this body realizes that this resolution will not accomplish anything on a national scale unless other trade bodies of a similar nature enter this campaign to bring back profit to the radio retailer, jobber and manufacturer, by adopting a similar resolution and causing it to be sent to all radio set manufacturers. Therefore, the secretary is instructed to send a copy of this resolution to all manufacturers represented in this district, to all distributors operating here, and to all radio trade bodies known to him to exist in the various parts of the United States; also to all radio and music trade papers.

Lending support to the campaign instituted by Western Music and Radio trades Journal and other trade magazines several months ago, the California Radio Retailers' Council, a San Francisco bay district body has adopted the above resolution.

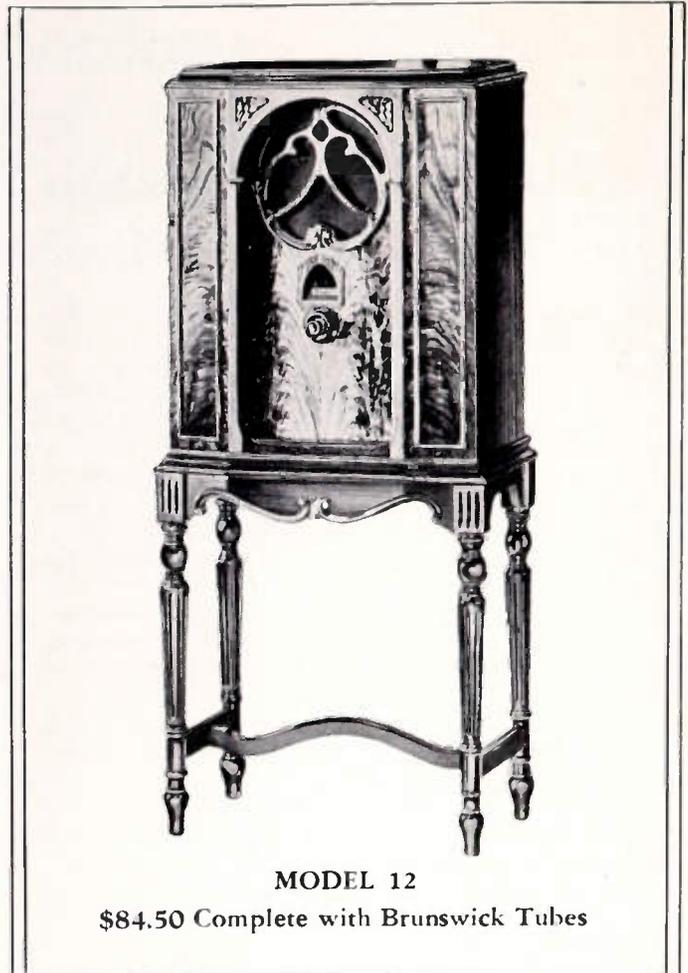
Although this resolution may seem somewhat drastic by some manufacturers it is the sincere belief of Western Music and Radio Trades Journal that the general adoption of such resolutions by all retail trade bodies will unquestionably result in a more profitable business for manufacturer, jobber and retailer alike. And Profit is what we are all in business for.

8 MODELS

A COMPLETE LINE

\$39.50 to \$225

*Each a true Brunswick built for those
who appreciate fine music*



MODEL 12

\$84.50 Complete with Brunswick Tubes

BRUNSWICK offers you the opportunity to concentrate profitably on a complete line of distinguished radios...backed by a merchandising plan of real sales assistance...A plan, simple, constructive, easy to operate in your own store...It will be profitable for you to write us for details...Dealers who take advantage of present conditions by concentrating on a profitable and complete line like Brunswick should be able to write new sales records for themselves.

*There is a difference in the musical quality of a radio
... Hear it on a Brunswick*

BRUNSWICK RADIO CORPORATION — Division of Warner Bros. Pictures, Inc. — NEW YORK, CHICAGO, TORONTO

BRUNSWICK RADIO



WISE and OTHERWISE



IF YOU use direct mail in your advertising, take advantage of every new stamp issued by the Post Office. Distinctive stamps commemorating historical occasions have a definite advertising value at no extra cost to the advertiser. They attract attention to your mailing piece. The latter part of this month, there will be available at all Post Offices a stamp commemorating the 150th anniversary of the British surrender at Yorktown—it will be nearly twice the size of the regular two-cent stamp.

Too Many "Pretty Girl" Ads

There are numerous advertisers who believe in dragging a pretty girl into their advertising—regardless. Regardless of whether her presence ties in with the sales problem, and regardless of her fashion correctness. Women buy most of the merchandise used for general consumption, and it is an insult to their intelligence when the said pretty girl is improperly coiffed or unfashionably dressed. How can mere man expect to gain their confidence in the merchandise he offers if he is "way off" on his fashions? The women reason that he is likely to be "way off" on his merchandise.

Largely through the efforts of General Foods, the public has generally accepted the idea of frozen foods. The larger meat packers, such as Swift & Co. and Armour & Co., are now preparing to enter the new market. The Cudahy Packing Co. has experimented but report says that they are not interested at this time. Sizes and weights of all cuts of meat are packaged to simplify retail selling, while quantities come packed in cartons for wholesale distribution. Grocers, meat dealers, delicatessen and chain stores are making substantial investments in low-temperature cabinets for display and storage of quick-frozen products.

The consumer-buyer is not buying for other reasons than the lack of money. The selling tactics which were formerly very successful are not proving effective today. Buyers have become skeptical. Mere price appeal is insufficient to build sales. Unless the merchandise has a goodly measure of quality. It has become exceedingly difficult to convince customers of the value in merchandise. The standards of value, well established in the minds of the public up to 1929, have been completely shattered



By SHIRLEY WALKER
Associate Editor

since by stock dumping and profitless selling. The public has lost its measuring stick. The big job which confronts the retailer is to regain the confidence of his customers. He has to start at the bottom and begin all over again—what a pity!

Checking Up on the Public's Wants

Should the manufacturer and retailer go directly to the public and ask what they want—and then make and sell products along the lines indicated by the public? Theoretically this is the soundest procedure. But, as a matter of fact, the greatest business successes in the world have been achieved by men who created and developed an idea and then went out to sell it to a rather uninterested public—which had to be aroused to the need of a product for which the demand had been latent if not actually non-existent. We should closely study the public, asking what it likes and what it dislikes. The latter will probably reveal more than the former. The chief advantage in checking up on the public's desires is to find out how the present product is working out—and to perfect it. The big merchandising and advertising successes will continue to be those in which fresh and original ideas for satisfying the public's needs are presented—most of the time to their utter astonishment and admiration.

Appliance Market Growing

The domestic use of electricity during the first six months of 1931 increased 7.2 per cent above the same period in 1930, and 22.7 per cent over the first six months of 1929. The increasing use of electrically operated appliances, such as electric refrigerators, has been instrumental in the increasing use of current and has also been responsible for lower annual current bills, because more consumers are getting the benefit of lower brackets in the rate schedules.

There is no doubt but that the depression has helped to increase the use of home current—to operate electric washing machines instead of sending the laundry out, to clean homes electrically instead of hiring help, and to do more cooking at home. A department of electric appliances might be profitably added to the larger music houses, and a shop selling only radio could be turned into an electric appliance shop, catering to the electric services required in practically every home.

WHY I FAILED—

By a Bankrupt Radio Dealer
As Told to Harold Asche

WELL, I have failed! If anyone had told me in 1928 or 1929 that I would fail before 1932 I would have given them the well-known Bronx cheer. Yet, now, as I look back upon those years of 1928 and 1929 I realize that to a student of modern merchandising practice, my inevitable failure must have been all too apparent.

I had been failing for years but didn't know it. Artificial stimulation in the form of a comparative boom period had been keeping the business running and, blind to the danger signs, I felt the glow of synthetic success when I was actually heading for the rocks.

When I first started in the radio business, I did so in a modest way. Business was there for the taking. Almost anyone could sell radios in those halcyon days. I did and I plowed my profits back into the business.

Wanted to Expand

Then, like many another dealer, I got struck with the expansion fever. I wanted a bigger and better store—a worthy ambition—but one that I sought to realize without weighing all possibilities. This fever manifested itself in my breaking out in a rash with a modernistic store front, a huge Neon sign, luxurious sales floor and sumptuously furnished offices—after the bond house manner. I even had an executive desk, a massive walnut affair that cost a pretty penny and would have made a movie magnate green with envy.

I joined several clubs of the luncheon variety and made a point of watching my daily calendar for such events. More and more I dele-

gated the actual running of my business to fairly competent assistants. They meant well, but it was no skin off their nose if too much was allowed on an old set, or if aerial wire was being wasted, or window displays gathered fly-specks. And I, being an executive, could not demean myself by attending to two-bit details.

I daresay I didn't average three hours a day in my store, during that last year. Even then those few hours were dissipated in doing innumerable things unrelated to the conduct of my business.

Played "Big Executive"

I think if there is any one thing that has brought about my failure more than anything else, it was this yen of mine to play executive. Since I have gone bankrupt I have given more constructive thought to my business paradoxically than all the time I was in business. Right now, as I write this, I am analyzing that business as I never did when I was conducting it.

By this time I had nicely settled myself in my own fool's paradise. The trade-in angle was becoming more of a problem every day. I couldn't be bothered with it. It would right itself, I thought. Some dealers started trading wild. I held back for a while, but my big overhead became a taskmaster demanding that I sell more and more sets. I capitalized by following the leader like other sheep before me. I, too, traded wild.

I figured that, even though I did allow more than I should have for used sets, I could afford to do so because of larger volume. I accepted as a hard and fast rule the (questionable for independent merchants), creed of the chain stores that bigger volume and smaller gross profits result in ultimate satisfactory net profits.

Sure, I did a bigger volume, but I had that larger overhead to meet. Bigger volume with my latest set-up did not net me much more profit, theoretically, than smaller volume with smaller overhead. And this profit was largely illusory, thanks to my wild trading. I discovered, too



Over-Expansion and "High Hat" Ruined This Dealer's Business

late, that by allowing five dollars more for an old set than conservative practice would dictate, I might well be giving away a very large percentage of my gross profit on even a \$150 deal. Not infrequently that five dollars represented every nick of my net profit.

This fact cannot be over-emphasized to dealers. An extra five dollars is only three to five per cent of the new set sale price. Nevertheless it can be all of the dealer's net profit, after all selling costs and fixed overhead are deducted.

What was my net profit? From one month to the next I couldn't tell. True, I kept a simple set of books and had a bookkeeper to do this. However, I didn't set up any budgets to follow; neither did I break down my sales as to departments. I didn't know how much I was spending on free service, either per set or in the aggregate; therefore, if there was an undue leak of profits through giving too much free service, I wasn't aware of that fact.

Too Many Lines ,

When I started in the radio business I took on three national lines and settled down to concentrating on two. I built up considerable goodwill on these brands. However, when I expanded I took on half a dozen lines, erroneously reasoning that this would make more certain my chances of selling every prospect that came in. All I succeeded in doing, as I now realize, was so to confuse the customer that he didn't know what he wanted. He couldn't concentrate with such an array of makes and models and different new features.

Incidentally, having so many lines, I wasn't personally sold on any of them. Sales were lost to us because our sales talks didn't carry the ring of conviction. How could salesmen present a strong sales argument on any one radio (and the sale to be consummated had to narrow down to one) when there were half a dozen competitive makes on the same sales floor?

I realize now that a sale has not

actually been consummated until the customer is entirely satisfied with his purchase, and that means three months hence and six months hence. It also means that when replacement time rolls around a year later, or two years later, the customer is more than half sold on both you and your product before he even manifests an interest in a new model. Incidentally, that means greatly lowered selling costs and increased net profits on future deals.

Down payments also contributed to my downfall in no small measure. Toward the last, ten per cent was customary and I wasn't averse to smaller down payments if it meant closing a sale. All too many \$69.50 sets went out of my store with nothing but a \$5 down payment standing between the customer and a repossession, and plenty of repossessions followed in the wake of such deals.

Yet, it cost me more than \$5 to move that set off the floor. Take a \$100 deal, for the sake of easy reckoning. Such a deal cost me \$10 in commission and \$7.50 financing and another two or three dollars for delivering and installing, or about \$20. Even the figure did not take into consideration fixed overhead.

If the set came back within two or three months with only one monthly payment, or no payments, it meant a considerable loss, a loss sustained at the time of the sale. Then the set had to be resold at another loss, with resale costs on top of that.

Salesmen Ran Wild

Salesmen, too, contributed their bit. Thanks to lax supervision and native irresponsibility on their part, they embarrassed me time and again with their prevarications made to customers that always hurt me in the end. They made all-inclusive claims for any and all sets; worked for the customer instead of me in trying to chisel me out of a bigger allowance, and made various promises that would have been suicidal to keep. Many such promises I did fulfill.

And for this damage I was pay-

ing ten per cent commission. Radio salesmen's original purpose in the dealer picture was to go out and dig up cold prospects. Most of them cooled their heels on the sales floor whenever their floor time came. They depended upon this floor time to get all of their prospects and when they were in the field they devoted a minimum of time to actual work, counting on floor time to take care of them.

If I go into the radio business again, I will not have any sales crew. I will use part of that ten per cent as a little leeway in giving legitimate trade-in allowances without jeopardizing my profits. I may have an inside salaried man to relieve me when I make outside calls. Probably he will be my service man. My shop will be a one-horse affair.

No Profit—No Sale

If I can't make a profit on each and every sale, I'll not make a sale. I would rather lose prospective profit by keeping my sets on the floor than to lose that profit by putting them into the home of a poor risk. I'll have my twenty per cent down and I'll not trade wild to consummate any sale. By making only profitable sales I'll at least know where I stand; that's more than I can say if I'm always worrying about a score or so of possible repossessions.

Being a one-horse concern, I'll not have time to toy with the executive idea.

I'll take on only one or two good lines and push them to the exclusion of all else. I will know every conceivable sales argument about those radios. I will buy them because I, personally, have confidence in them. I will be able to convey that confidence to my customers. A customer cannot be expected to know radio merchandise. On the other hand there is no excuse for a dealer not knowing it. That is his duty and obligation to his clientele.

I will keep my books in such shape that I can tell at a glance just where I am losing money and where I am making the most money. If my free service is costing me too much I will know it and set about finding the reason why. If my used sets are not being moved for what I estimated they should, at the time I took them in, I will know that and likewise correct the condition. I will be on the job.

At least it has taught me a lesson that will be invaluable in any future business venture.

INTERESTING WESTERNER

Gene Redewill



Gene Redewill and his airplane "Maxwell House"

THERE have been many unusual tie-ups of merchandising lines by radio dealers, but oddest of all is the combination of airplanes and pianos, handled by the Redewill Music Company of Phoenix. Gene Redewill admits he is fifty years of age and, while there is nothing unusual in that statement, he does startle his friends frequently by declaring that he has been in the music business for a like number of years.

It happened this way. Redewill picked a music store in which to be born and he liked his original surroundings so much that he was never quite weaned away from the high notes and low notes. As a matter of fact, he says, his first cradle was on the sagging springs of an old square piano.

With his father and his brothers, Redewill founded the Redewill Music Company about forty years ago, in Phoenix, Ariz. Redewill is a rare combination, a good musician and an equally good business man, an invaluable asset in his chosen work.

By adapting his musical knowledge to commercial conditions he has developed ways and means of selling various musical instruments that have been adopted throughout the United States.

He was first to originate the idea of pasting adhesive tape over some of the holes on a player piano to stop the notes that would be played by an accompanying instrument. This resulted in his selling thousands of player pianos as accompanying instruments for violins, cornets and other instruments.

He was the first music merchant in the United States to put in a stock of airplanes in his music store. His specialty is airplanes and pianos. He calls his airplane "Maxwell House," because it is good to the last drop.

Redewill's home is now in Los Angeles and he commutes by airplane between there and Phoenix, making one or two trips weekly.

The West's First EXCLUSIVE TUBE STORE



The first exclusive radio tube store has opened in the West—in San Diego. Exclusive tube stores have proven their worth and become very popular in the East. This one is owned by Angelo d'Angelo and is known as "Radio Doctors."

RADIO'S GREAT PROFIT LINE



Where distributor and factory meet

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



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

GENERAL MOTORS RADIO CORPORATION
DAYTON, OHIO

A Model for every Purse and Preference



CAN A A TENANT

Here's a Problem
That Confronts
Every Dealer
Sooner or Later.

This Article—
Based on an
Actual Court Case
—Gives Answer

WHERE does the radio dealer stand in a case where the purchaser of a radio falls down on his payments, moves out of his apartment and the apartment house owner or manager takes possession of the radio in lieu of rent?

These questions were recently settled to the satisfaction of a radio dealer in a test case tried in court.

Because sooner or later almost every radio dealer will be confronted with just such a situation—many have already been checkmated by apartment house owners—this test case is here reviewed in every detail.

In this case the dealer, John Blank (all names are fictitious, though the characters are real) sold a Majestic Radio Model 93 during the spring of 1931 to Earl Roe, who lived at an apartment house owned by Jane Doe, the wife of John Doe.

During the month of May, 1931, the radio purchaser became delin-

quent in his payments on his lease contract under the terms of which, title to the radio remained in the dealer, and the purchaser requested the dealer to retake the radio.

Hold Set For Rent

During the first part of June the dealer and an employe went to the apartment house where the radio was situated and requested possession of the radio from the apartment house owner, and were refused, first, on the ground that she did not know the dealer, and second, on the ground that Mr. Roe was indebted to the apartment house owner in the sum of \$20 for the cleaning of the apartment after Roe had vacated.

The apartment house owner stated several times in the presence of a witness called for that purpose, "I am not refusing to let you take the radio," but the fact remained that she did not allow the dealer to do so, but referred him to her husband in another part

of the city, with the statement that her husband attended to all such matters.

Thereafter, the dealer called upon Mr. Doe at his place of business, and the latter refused to allow the dealer to take the radio except on the payment of Mr. Roe's cleaning bill, but immediately offered to buy the radio of the dealer for the balance due on the contract, less the amount due the apartment house from Roe, the tenant, plus a further discount of a sum to be allowed on a trade-in of an old radio set.

At that time, the dealer stated that there being some \$96.00 still due him from Roe, if Mr. Doe would give the dealer a check for \$75, plus Mr. Doe's old radio, the dealer would consider the matter closed. The apartment house owner's husband stated that he would think the matter over and would let the dealer know that day or the day following.

A period of ten or twelve days passed without hearing from Mr. Doe, and the dealer again went to the apartment house and attempted to secure possession of the radio set and was refused, and on June 22

LANDLORD HOLD 'S RADIO FOR BACK RENT

If the Set is UNPAID FOR?

By MERLE DAVIS

the dealer filed an action in conversion against the apartment house owner and her husband; the dealer having been advised that he had the alternative of filing claim and delivery if he thought fit, but that inasmuch as the apartment house owners seemed to be able to respond to a judgment, and inasmuch as the dealer was in the business of selling radios, the dealer could consider this property as sold to the apartment house owner and her husband, and commence an action to collect the reasonable value thereof, as well as a sum of money spent by way of time, etc., in pursuit of his property. This action was taken.

Landlord Liable

At the trial, the testimony introduced in behalf of the dealer showed that the reasonable value of the radio set at the time of the conversion (when the dealer attempted to get the set and was refused) was from \$110.00 to \$137.50, and that the dealer had spent from ten to twelve hours himself, as well as a like number of hours on the part of one of his men, in an attempt to secure the radio. The testimony on the part of the defendants was that the reasonable value of the radio was anything by their refusal to deliver the possession when requested, the defendants in the action had become liable to pay the reasonable value

where from \$55.00 to \$75.00. The court decided that the reasonable value of the radio was \$110.00, and thereof, as well as a reasonable sum for time and money spent in pur-

●

Here's a case where a dealer had to get the sheriff to break down the door to reclaim his radio when the purchaser fell down on his payments. You may have to do the same.

●

suit of it, which the court found to be \$15.00, making a total judgment in the sum of \$125.00 against the defendants.

Inasmuch as the action taken by the dealer resulted in title having

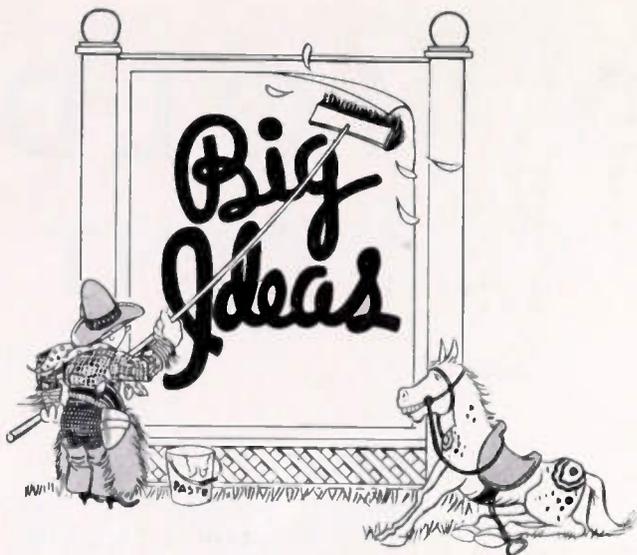
passed to the defendants, execution was taken out on the judgment and the marshal was instructed to levy the same on this particular radio set, which the defendants had testified was in a vacant apartment, No. 6, and upon the levy being made by the marshal, and the person in charge of the apartment house refusing the marshal admission to the apartment and the apartment being vacant, the marshal broke in the door and seized the radio.

The radio has been advertised for sale in partial satisfaction, at least, of the judgment, and any sum realized from the sale will be deducted from the judgment and the accrued costs. The dealer still has a judgment for the difference against the defendants.

In explaining the case, attorney for the plaintiff pointed out that:

"Conversion of personal property consists in any unlawful exercise of dominion over the personal property of another whereby the other is damaged, and when any person in custody of personal property refuses to deliver the same to its true owner upon demand, such custodian may be compelled to pay the reasonable value of that property or it may be taken from such custodian on claim and delivery. Where such custodian has come into possession of the property lawfully, demand must first be made, unless, from the circumstances of the case, a demand would be useless as where the custodian claims the property as his own.

"In the foregoing matter, the defendants were doubtless in lawful custody of the personal property. That is, they had committed no unlawful act in receiving the custody thereof, and a demand was necessary prior to the commencement of an action. The demand was made, and refusal was the result, and that instant the plaintiff's cause of action was complete."



Used Radio Blackboard

AN ordinary blackboard, about two by three feet in size, labeled: "Used Radio Bargains," is used by Childs' Radio Service to advertise some of its used sets. Sets are briefly described and prices noted. The blackboard is placed outside the entrance where passersby and those waiting for busses may notice the bargains.

Library Stimulates Traffic

A radio company has found that a small lending library stimulates traffic into the store. About a hundred books in a book-rack by the door attract the attention of the window shoppers. Three cents a day is charged for books. Regular book borrowers are thus brought into the store every four or five days. Obviously when they are in the market for a new set, accessories or service, the store has the inside track.

Lending records for the library are kept on the showcase in which are displayed household equipment, such as irons, toasters, waffle irons, etc. Every time they take out a book, it subconsciously registers upon the customers' minds that the store carries such equipment. Ultimately sales result.

Dealer Has Own Newspaper Feature

Once a week a western dealer uses about twelve inches of newspaper space (two columns six inches), on the same page each time. With a humorous title for his column, together with the date, he attracts many times the ordinary number of readers that such a size ad would by sandwiching in jokes, quips and homely philosophy between short references to his merchandise, service specials, etc. Readers look upon it as a regular editorial feature of the newspaper and inevitably read his advertising messages as well as his jokes. Not a few readers contribute jokes and humorous verse to the "editor."

Special Ads on Radio Logs

Radio logs distributed monthly in an area within two and one-half miles of the store have been found to be the best advertising medium for a California dealer. Fifteen thousand are distributed monthly by boys who are closely supervised by one of the store staff.

Money Makers That Other Dealers Have Found Profitable --

Printed on heavy paper stock about 3 by 7 inches in size, the log appears on one side while the reverse is used for the firm's sales message. Specials are featured, giving each advertising message a timeliness that brings results. Space is not wasted in long generalized messages designed to create good will. Every ad is written to stimulate immediate sales.

Service Man's Map

A radio service company has a job card that, besides the usual information, contains a diagram showing the territory by districts, north, east, south and west, and divided into nine sections. When the call is received and the card written up, the location is roughly noted in this diagram by an X. This indicates to the service man what section of the city the job is in. When he starts out to make a number of calls, he segregates them, according to location and makes all calls in a given area before making a call in another district.

"Thank You" Letters

"Thank you" letters are personally typed and addressed by a western dealer, and sent to customers immediately following a purchase of service or radios, thanking them for patronage and expressing a desire to further serve them. Customers take a personal "thank you" as a matter of course, but these letters saying "thank you" indicate a distinct effort on the part of the dealer to express his appreciation of business given him.

New Uses for P. A. Systems

Several novel ideas for using microphones and public address systems are now in use, and here are a couple of them.

One dealer sold a department store the idea of installing a system so that the managers in the store could listen in on clerks' sales talks. The clerk can plug in the mike during a conversation with the customer, the manager can get an earful, and if his aid is needed in clinching an important sale, can join the selling "well-heeled" with information.

In a large restaurant, the manager was sold the idea of having microphones installed throughout the place for waitresses to use in sending in meal orders. The waitress takes the order, steps to a nearby mike, and gives it to the chef, saving much time and many steps in a day.

COLUMBIA

Tele-focal Radio

The line of least sales resistance!

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

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

Model C-34

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



Model C-32

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



Model C-33

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



Model C-31

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



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

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

Columbia Radios



TM Trade Mark Reg. U.S. Pat. Off.
M. R. Co. Inc. Reg. U.S. Pat. Off. 18425 p. 18426
Algonquin 1910 p. 1910B Jan. 22 de Algonquin 1910
Substantive Phonograph Reg. U.S. Pat. Off. 25472

THE DYNATROPE

An Amazing New Invention—A Power Converter that Furnishes 110 volt, 60 cycle Alternating Current (Standard House lighting current) from your 6-volt Automobile Battery.

This remarkable device has startled the radio world. It makes the AC automobile radio practical.

Now you can use your home midget AC set in your car or yacht. You don't need ignition system suppressors or filters. You'll be surprised to note the same tone and quality of reception you are accustomed to hearing in your home.

The Dynatrobe is a power box of a thousand uses. Not only can you plug in any midget AC radio receiver (the average midget radio draws approximately 60 watts), but you can use all the household conveniences, such as curling irons, heating pads, immersion heaters, drink mixers, juice extractors, small electric fans, etc., that are rated from 40 to 80 watts.

The Dynatrobe is a miniature converter 4"x4"x10". It is unique. There is no other converter like it. It is simple, efficient, durable. Installation is quick and easy—can be mounted to the bulkhead over the engine, under the hood.

**The Dynatrobe is the Radio Sensation of the day.
Investigate it! See it in operation! Try it out for yourself.**

List Price \$39⁵⁰

HUTCH-GARD CORPORATION, LTD.

MONADNOCK BUILDING

SAN FRANCISCO

• • •

ELECTRIC CONVERTERS

T H E P O W E R B O X O F A T H O U S A N D U S E S

THIS \$750.00 TUBE TESTING EQUIPMENT



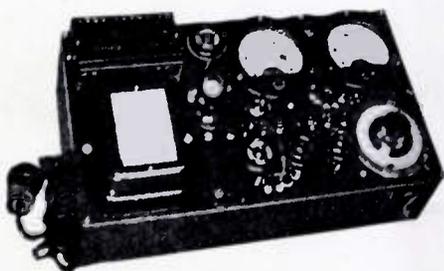
HICKOK SPECIAL A. C. 4301 (List Value \$750.00) and WHAT IT DOES

- 1—Reads dynamic mutual conductance directly on meter. 2—Reads plate current directly on meter. 3—Reads grid current or gas directly on meter. 4—Checks for cathode-filament leakage. 5—Indicates shorts between all elements of tubes on series of colored lamps. 6—Supplies up to 250 volts DC for plate circuit, thus making possible a dependable and accurate test. 7—Checks all type tubes. 8—Meters cannot be burned out or injured. 9—Operates from 60 cycle to 110 volt AC line—requires no batteries of any kind. 10—Compensates for all line fluctuations.

HICKOK SPECIAL A. C. 47

(List Value \$125.00)

- 1—Applies DC to plate and grid. 2—Indicates directly on meters, dynamic mutual conductance and plate current. 3—Operates from 60 cycle 110 volt AC line. 4—All indications independent of line fluctuations. 5—Tests all the latest type tubes.



FREE

TO PREFERENTIAL Tung-Sol DEALERS

HERE is an unprecedented dealer offer. A Hickok Special Tube Tester delivered without cost, and at once, to those accepting the new Tung-Sol Preferential Plan.

Placed on your counter and announced in your window this equipment will bring radio owners flocking to your shop to have their tubes tested. Its impressive appearance will gain their immediate confidence—make more sales—more profits—both in tubes and sets. Then too, it furnishes dealers with a quick and accurate means of testing tubes of all types.

A smaller Hickok Special Tube Tester, listing at \$125.00, is also available through the Preferential Plan. This tester is especially valuable in that it may be used either in the store or easily carried about by the service man.

For full information on how to own one or both of these testers, get in immediate touch with our nearest branch.

TUNG-SOL RADIO TUBES

One of the Famous TUNG-SOL Products

Made by TUNG-SOL RADIO TUBES, Inc., Newark, N. J.

Licensed under patents of the Radio Corporation of America

Sales Divisions: Atlanta, Baltimore, Boston, Chicago, Cleveland, Detroit, Kansas City, Los Angeles, New York, St. Paul



RADIETTE

WHETHER it is a four tube small radio or an eight tube super-heterodyne, you can always be assured that radio merchandise bearing the name 'Radiette' is scientifically designed, substantially built, fully guaranteed and always in the quality class.

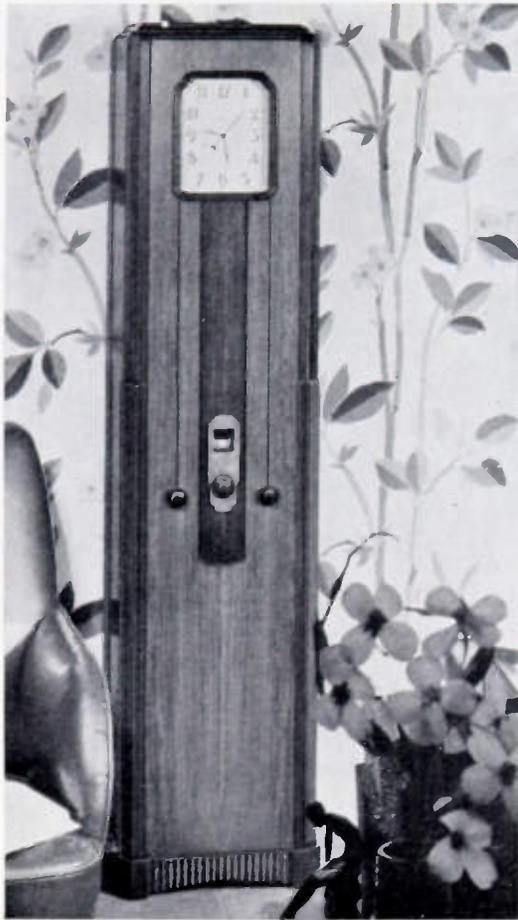
KELLER FULLER MFG. CO.

West Jefferson

Los Angeles, Calif.

A NEW

Selling Note in RADIO



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

NEW BEAUTY!

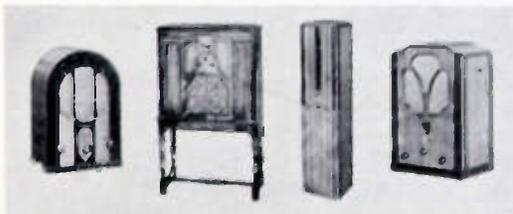
IMPROVED PERFORMANCE!

POPULAR PRICES!

Take smart, new style plus the improved performance of radically different radio design. Then add a popular price—no higher than for old-fashioned radios of conventional type. There you have a sure-fire recipe for increased radio sales. That's what Westinghouse offers in the new Columaire Junior Deluxe—a radio that in beauty, in performance and in price leaves radio tradition behind.

See your Westinghouse Radio distributor for information about this important new model and about the complete line of companion sets in the Columaire series and conventional designs. Ask him to tell you about the advertising and sales support that Westinghouse offers.

WESTINGHOUSE ELECTRIC & MANUFACTURING CO.
MERCHANDISING DEPARTMENT MANSFIELD, OHIO



The Portable Midget; The WR-5 Conventional Model; The Columaire Jr.; The Columette.

Westinghouse

Radio



Westinghouse
ELECTRIC
APPLIANCES
for the
HOME
ONE SELLS
THE OTHERS



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

A complete line of irons, led by the new 1000-watt Master-Matic.



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



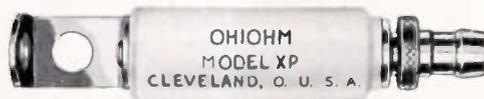
WESTINGHOUSE ELECTRIC SUPPLY CO.

909 EAST SECOND STREET

LOS ANGELES, CALIF.

OHIOHM

CARBON RESISTORS



FOR EVERY RADIO AND TELEVISION REQUIREMENT

*Specified by Design Engineers Everywhere
When Quality Is Paramount*

A Product of the Ohio Carbon Co., Cleveland, Ohio

WESTERN REPRESENTATIVE



W. BERT KNIGHT, INC.



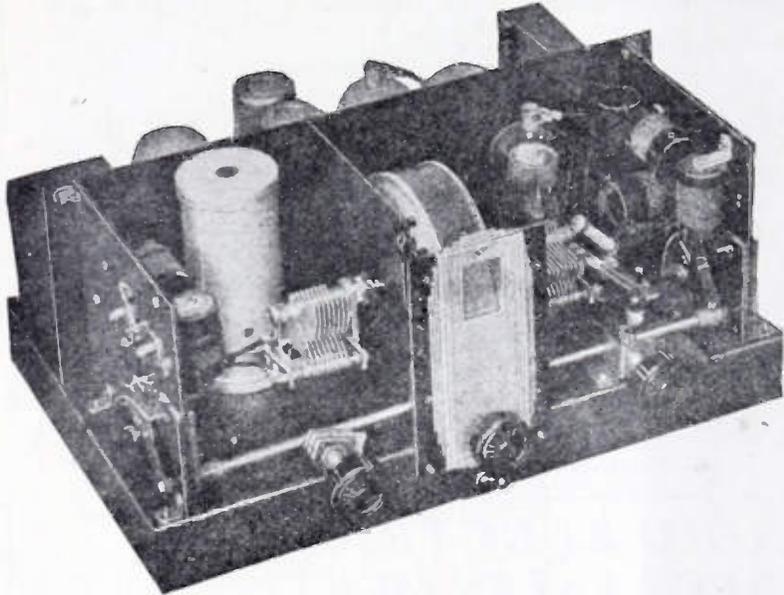
1646 WEST ADAMS BLVD.

EMPIRE 4440-3

LOS ANGELES, CALIF.

A Perfected New Type Short-Wave Converter!

—by
National



Not just another converter, but an entirely new type of radio instrument. It connects between the antenna and the set which results in an harmonic tuned input circuit which automatically resonates a stage of high frequency amplification, plus an additional stage of high gain amplification. Results, a converter with a wallop heretofore unheard of.

NC-5 short wave converter. Size, 8"x17½"x12".
Beautifully finished in metal cabinet. **\$75**
Deluxe model in hand rubbed solid mahogany with
genuine inlay on front panel. **\$85**

Exclusive Special Features

EASY TO CONNECT AND USE

Simply connect the NC-5 between the antenna and the set. Plug the power cable into the baseboard receptacle along side the one from your set. Never necessary to disconnect. A throw of the switch changes from broadcast to short wave reception. One dial control.

NO PLUG-IN COILS

Coils switching by new easy control system give positive coil connection, with all the flexibility of the plug-in coil type with none of their inconveniences. An extra set of coil forms is provided to

permit covering any new stations or special ranges.

COLORED DIAL SHOWS COIL IN USE

By an exclusive and novel device the color of the main dial illumination changes as the different pairs of coil are thrown in. You can always tell which coils you are using.

EQUIPMENT

Tubes used are one UY-235, two UY-224's, one UY-227, and one UX-226, operates on 110 volts 50-60 cycle AC. Also made for 220 volts, 50-60 cycle; and 110 volts 25-40 cycle. Coils are wound on R-39, the special non-hygroscopic low-loss coil material. No intercoupling.



The Jackson Research converter, a three tube converter, incorporating the essential features of the NC-5. A wonderful little performer for its size. Write for our special low net price to dealers.

The National Co., Inc.

"Specialists in Short Wave Equipment"

Western Headquarters 3440 South Hill St., Los Angeles

FIND OUT ABOUT IT. MAIL THIS COUPON TO BILL COOKE—NOW!

Bill Cooke, Western Manager, The National Company,
3440 S. Hill St., Los Angeles, California.

Dear Sir:

Please send me full information regarding your special offer to dealers on distribution of the new NC-5 shortwave converter, and the SW-5 National "thrill box."

Firm Name.....

Your Name.....

Address.....

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

CURTISS TO STAGE ANNUAL TAHOE TRIP

H. R. Curtiss Company, distributor of General Motors radios and Servel Hermetic Electric Refrigerators, is planning a Lake Tahoe winter excursion and snow carnival for northern California dealers, to be held in December. Admission to the event will be based on standings in a sales contest now under way. Dealer's salesmen whose sales reach a certain amount will be given a free round-trip with all expenses paid.

Gerster Appointed Appliance Sales Mgr.

Harry Gerster, who has been Western Radio Sales Manager for General Electric Radio, has been promoted to the position of Appliance Sales Manager of all General Electric merchandising lines on the Pacific Coast. This will place him in charge of sales of washing machines, Hot Point electric appliances, and all other items, including radios, with the exception of lines classified as supplies.

Gerster has made an enviable record in the West during the past year in his position as radio sales manager.

Arcturus Moves

Western Division of the Arcturus Radio Tube Company has moved to the first floor of their present address, 1855 Industrial St., Los Angeles. This is a direct factory branch of the manufacturer of Arcturus Blue Radio Tubes, and is under the personal direction of L. P. Naylor, who directed sales at the Newark factory until west coast business became so great that he came to the coast to take charge.

New Silver-Marshalls

E. M. Jacobson, western manager for Silver-Marshall, is introducing an eleven-tube all-wave set in an attractive console cabinet listing at \$110.00 complete.

The set tunes from 10 to 550 meters, and shifts from one set of tuning coils to another by the turn of a knob on the panel. The short wave tuning controls and the broadcast controls are mounted on the same panels, one to the left, the other to the right. Same amplification and audio are used for both short and long wave.

With Silver-Marshall's great experience and background as short wave manufacturers, the set is expected to have a very ready and general acceptance with radio dealers and fans.

In the last issue of Western Music and Radio Trades Journal an error was made regarding the

New Models Exhibited At Los Angeles Show

Jobbers and manufacturers of nearly every radio line and accessory line handled in the West cooperated in making the Ninth Annual Radio and Refrigeration Show of Los Angeles, October 16, 17 and 18, in the Ambassador Hotel auditorium, one of the most successful ever held.

The following companies exhibited merchandise:

Auburn-Fuller Company; Brunswick Radio Corporation; Barker Brothers; Birkel Music Company; California Broadcasters; Chanslor & Lyons; C. E. Flynn; Collins-Lane Company; Columbia Phonograph Company; Consolidated Radio Manufacturing Company; Davison-Haynes, Inc.; DeHoog Brothers Radio Company; Electric Corporation; Fey & Krause; C. R. Fisher; Garnett-Young; Gilfillan Brothers, Inc.; Herbert H. Horn; Pacific Radio Sales; Howard D.

Thomas Company; Inca Manufacturing Company; Philco Radio Products Company; Jackson-Bell, Inc., Ltd.; J. W. Miller Company; Keller-Fuller Manufacturing Company; Kierulff & Ravenscroft; Leo J. Meyberg; Lombard-Smith; Norge Distributing Company; Pacific Wholesale, Inc.; Patterson Radio Company; Platt Music Company; Phonolette Company; Radio Mfgs. Supply Company; Radio Supply Company; Silver-Marshall, Inc.; Starr Piano Company; Thor Pacific Company; Universal Music Company; Watson Radio Company; Western Radio, Inc.; W. H. Cooke Company; W. Bert Knight; Western Music & Radio Trades Journal; Yale Radio Electric Co.; Wolfe Music Co.; Wurlitzer's, Inc.; Radio Doings; Amateur Relay League; Listenwalter & Gough; Tung-Sol; Johnson Washing Machine Co.

YALE RADIO ELECTRIC HOLDS APEX SALES MEET

Three hundred and fifty Apex dealers of Southern California gathered at the Alexandria Hotel, Los Angeles, Tuesday, October 6, as guests of the Yale Radio Electric Company, distributors for Apex.

After completion of the dinner, the new line was introduced and discussions, speeches being made

by R. B. Yale and F. L. Kenning, advertising manager. Advertising policies and merchandising plans for the coming season were explained.

Five acts of fast vaudeville entertainment followed, ending in a brilliant climax, winding up at 9:30 p.m.



Group of Apex dealers entertained by Yale Electric Company

J. T. Gaither has opened a radio store on Santa Clara street, San Jose, Cal., adjoining the Casa Grande theatre. He was formerly with Naylor's radio store, San Jose.

Northwest representative of Silver Marshall, Don Burcham in Portland represents Silver-Marshall over the entire West, distributing direct to dealers. E. M. Jacobson, as assistant sales manager in charge of the Western division, maintains offices in Los Angeles at 224 E. 16th Street, and personally contacts and distributes to dealers in California and the Southwest.

Fulton Duff, formerly with the Leo J. Meyberg Company, has joined the Thearle Music Company, San Diego, as manager of the wholesale department. Duff covered San Diego and Southern California for the Meyberg company.

Radio Electric has moved into new quarters in the Mason Temple, South Pasadena. Howard E. Reach, proprietor, has expended \$3,000 in remodeling the storeroom into an artistic salesroom, with offices and service department. Beamed ceilings and balcony, together with wrought iron work enhance the store's beauty.

BRUNSWICK'S CHIEF VISITS WEST

P. T. McKelvey, general sales manager for the Brunswick Phonograph Company, held sales conferences at the Brunswick sales branches in Los Angeles, San Francisco, Salt Lake, and Denver early in October.

Mr. McKelvey explained the comprehensive and far-reaching sales plans which Brunswick has in prospect for the fall and winter season ahead. Although no definite information was released, it is understood that Brunswick have some very unusual sales and merchandising activities in prospect.

Brunswick representatives from the Northwest came down from Seattle and Portland to attend the San Francisco meeting.

Platt to Distribute Gibson in So. Calif.

The Platt Music Company, Los Angeles, has been recently appointed Southern California distributor for the Gibson electric refrigerator, a product of the Gibson Electric Refrigerator Corporation, Greenville, Mich.

With an initial order of ten carloads, the Platt Music Company, one of the largest merchandisers on the coast, began placing orders immediately.

Columbia to Distribute Fada Radios

Columbia Phonograph Company, San Francisco, has been appointed exclusive distributor for Northern California, Nevada and the Hawaiian Islands of F. A. D. Andrea, Inc., manufacturer of Fada radio. Columbia has been serving dealers in their territory for many years with Columbia radio, Columbia phonographs, Columbia records and Columbia phonograph-radio combinations.

Lew A. McEachran, 325 Fifth street, San Francisco, is northern California representative for the Trojan Company, manufacturers of receivers.

The Julius Bluthner Company of America has been organized by Fred W. Schmidt, Rudolph Schlad and Louis Danz, to be the exclusive agent in the United States for Bluthner grand pianos made in Leipzig. Temporary headquarters have been established at Anaheim, Cal., but will later be located at Los Angeles.



“There Is a Big Market for a GOOD Radio at a Low Price—and Don’t Let Anybody Tell You Otherwise.”



Super-heterodyne
 Seven tubes
 Pentode
 Two multi-mus
 Screen-grid
 Tone control

\$39⁹⁵

Attractive Dealer Discounts



The International

MOGUL

YOU can sell the International Mogul distinctly in the QUALITY merchandise class. For it IS quality, every transformer, condenser, resistor—even down to the smallest lock washer.

Designed under the engineering supervision of Dick Leitner, it is a real one hundred per cent super, every tube functioning to full capacity. It has distance getting ability that makes the best of them sit up and take notice. Tone—where is there any better?

It has everything that makes a sale—full-vision dial, pentode, multi-mu, tone control, a very attractive cabinet—and a price that clinches.

Write or Wire

INTERNATIONAL RADIO CORPORATION

Phone PLeasant 4166

700 E. Florence Ave.

Los Angeles, Calif.

Phoenix Refrigerator and Radio Dealers Hold First Annual Show

The Phoenix Refrigerator and Radio Dealers Association held its first annual refrigerator and radio show October 6-9 at 312 North Central avenue, Phoenix, Arizona. Displays of ten national food dealers and 16 dealers in electrical refrigeration and radios had booths at the show. There were two shows daily. Civic officials participated in the opening of the show.

The association is newly formed and has for officers: O. W. Watkins, president; Sam Kahan, vice president, and J. S. Arnold, secretary and treasurer.

James R. Reid has been elected president and treasurer of Montana Distributors, Inc., distributors for Echophone radios, Eveready Raytheon tubes, and Eveready radio batteries. Russel Fryburg is vice president and secretary of the company.

Helena, Mont., radio dealers are in the midst of their annual fall campaign with the slogan: "A Radio in Every Home." Dealers participating are: Sherman Music Co., Simpson Radio Co., Dickinson Piano Co., Radio Sales and Service Co., The Radio Shop, Smith Motor Co., Palmquist Electric Co., Burgan Motor Service, Inc., Ed Walker.

Only Exclusive Radio

That handling radios exclusively can pay is evidenced by the success of both Fred Albers and the Radiola Shop, the only two Salt Lake shops who have not strayed into other merchandising pastures.

Albers made a modest start in an upstairs office building location and has since expanded into a Main Street storeroom.

The Radiola Shop, Fourth street, has featured R C A exclusively since it entered the local business field.

The Kerr Radio Shop, formerly located at 215 W. 19th street, Cheyenne, has moved into larger quarters at 215 W. 18th street. Gordon Kerr is manager of the store, one of the finest of its kind in the city.

With an expenditure of \$200,000 KSL, Salt Lake City, will increase its plant to the specifications outlined in the order from the Federal Radio Commission, according to Earl J. Glade.

Both the transmission plant on Fifth street, South, and the studio and mechanical equipment in the Vermont building will undergo changes and improvements.

BRUNSWICK HOLDS SALT LAKE MEET

The Z. C. M. I., Salt Lake City, Brunswick distributor, recently held a sales meeting and luncheon for dealers. C. T. McKelvey, general sales manager for the Brunswick Radio Corporation, New York, and L. W. Sturdevant, Pacific Coast representative, were in attendance. Manager Parry of the Z. C. M. I. wholesale department arranged the affair.

The radio department of the Z. C. M. I., Salt Lake City, has been moved from the second floor to the main floor, giving it a better "spot."

Motor Equipment Company, Salt Lake City, has been reappointed Sparton distributor by the Sparks-Withing Company, Sparton manufacturers, Jackson, Mich.

Mack's Radio Corp., a new store owned by Oscar McCormack, has opened at 317 Cedar street, Sandpoint, Idaho.

Utah Ulectra Company, 1127 East 21st street, South, only radio manufacturer in Salt Lake City, has just put out a new model Ulectra.

G. E. DEALERS MEET IN PHOENIX

Thirty-five Phoenix and out-of-town General Electric radio dealers recently heard factory officials discuss new developments in radios, sales plans and phases of radio distribution at a meeting in the auditorium of the Central Arizona Light and Power Company. Six General Electric officials headed by A. W. Krueger, division manager of supply sales with headquarters in Los Angeles, attended the meeting. Others were: M. C. Gerster, Pacific Coast manager for General Electric; F. J. Airey, division manager General Electric Supply Co.; J. D. Ryan, C. G. Griffith and D. W. P. Larnach, all with headquarters on the coast.

Salt Lake City's Mountain States Music and Radio Trades Association has postponed the October meeting from the first to the third Friday, October 16. J. M. Perlewitz will be the speaker at the October meeting.

Renewed interest in the association was manifested at the September "rejuvenation" meeting, which was attended by virtually every dealer and distributor. Non-members were guests of the association.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of Western Music & Radio Trades Journal, published monthly at Los Angeles California, for October 1, 1931.

State of California, County of Los Angeles, ss.

Before me, a Notary, in and for the State and county aforesaid, personally appeared Wallace M. Byam, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Western Music & Radio Trades Journal, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in Section 411, Postal Laws and Regulations, printed on the reverse side of this form, to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Marion E. Byam, Los Angeles, Calif.

Editor—Wallace M. Byam, Los Angeles, Calif.

Managing Editor—Donald McDowell, Los Angeles, Calif.

Business Manager—Wallace M. Byam, Los Angeles, Calif.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Marion E. Byam, 1220 Maple Ave., Los Angeles, Calif.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.)

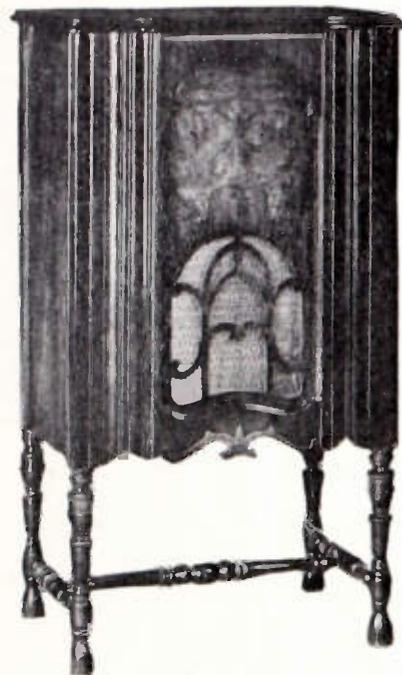
None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contains statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

WALLACE M. BYAM,
Business Manager.

Sworn to and subscribed before me this 13th day of October, 1931.
(Seal) Henrietta B. Floyd.

(My commission expires May 6, 1933.)



Tyler Cabinet Co., Ltd.

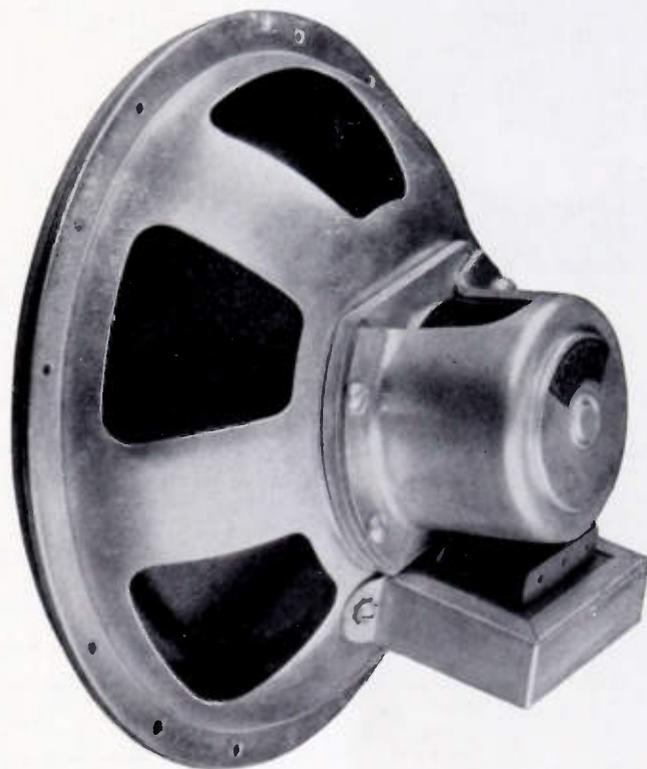
Manufacturers of

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Lafayette 1621

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THEN YOU, TOO, WILL DEMAND

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A PRODUCT OF THE LANSING MFG. CO., LOS ANGELES, CALIF.

Exclusive Sales Representative

W. BERT KNIGHT, INC.

1646 W. ADAMS BLVD.

LOS ANGELES



HOT SE

By RICHARD G. LEITNER

Technical Editor

THE imminence of the Super-Heterodyne Receiver as an important factor in radio merchandising this year, and for some time to come makes it important at this time for those engaged in the design of commercial receivers to apply themselves closely to the design problems and fundamental theory associated with this type of receiver.

In presenting this paper the writer has in mind rather than the exposition of new theories and facts, a review of the principles involved with which technicians are familiar, but such a resume is considered timely. Specific problems will be considered in the order of their importance.

General Problems of Design

The transformer alone must be considered as a part of a complete radio frequency amplifier from which certain predetermined results are to be obtained. The performance of the amplifier as a whole may be classified under three general headlines; overall voltage amplification to be obtained, selectivity required, and method of control. These will be treated in the order mentioned.

In order to obtain sensitivity of the order of one microvolt per meter, which is necessary to make the Super-Heterodyne Receiver worthy of its name and reputation, voltage amplification in the intermediate frequency amplifier should be from 4000 to 7000. This can be accomplished easily with two cascade stages, each having a gain of from 65 to 85. Some receivers are being built with but one I. F. stage, and the lack of gain in the low frequency amplifier is partly compensated by additional audio or signal frequency amplification or both. However, the two stage I. F. amplifier is almost universal at the present time, and will be considered as the accepted standard. The same general theory of design, of course will apply to any number of stages.

Selectivity

Selectivity in this type of amplifier, as

well as all other types, operating at high frequency, in order to meet the ideal standard, would be such that the interference ratio would be infinite at ten kilocycles off resonance, and zero over a band exactly ten kilocycles wide. This, of course, has never actually been accomplished, but in a low frequency amplifier for use as the I. F. unit of a Super-Heterodyne Receiver it can be more nearly approached than in any other type of receiver circuit. For reasons that become more apparent as the discussion proceeds, the best form of transformers for the purpose is one in which both primary and secondary are tuned. The frequency of resonance for either one of the tuned circuits will be

$$f = \frac{1}{2 \pi \sqrt{LC}} \quad (1)$$

When circuit one, whose frequency we will designate as ω_1 , is coupled to circuit two, whose frequency we will designate as ω_2 , magnetically due to mutual inductance, the system will respond to two frequencies which will hereafter be designated as ω' for the lower frequency and ω'' for the higher frequency.

Figure 1 shows how these peaks, widely separated for large values of K, gradually merge into one as K is reduced the value of $\omega' - \omega''$ varying between zero and infinity. The value of I_2 between peaks falls less sharply than I_1 . With a fixed current in the primary, the value of I_2 rises slightly as K is reduced since energy in the circuit becomes more nearly confined to one frequency. A critical value of K will be found where the two peaks will be so spaced that a fairly uniform flat top response will be observed. The steepness of the sides of the response may be controlled more easily than any other way by the shielding material introduced into the fields of the coils as illustrated in some of the accompanying curves. Let us as-

sume now that a band width of 5 kilocycles is desired for maximum selectivity. (This may be broadened in favor of fidelity for local reception by the introduction of resistance.) We first select two peaks about 3 kilocycles apart. Then, for 175 kilocycles as the center of the band we get from (4) and (5).

$$K = \frac{W'' - W'}{W} \quad (6)$$

and a value of K in the neighborhood of .02.

for the determination of K, we have

$$K = \frac{M}{\sqrt{L_1 L_2}} \quad (7)$$

Or

$$M = K \sqrt{L_1 L_2} \quad (8)$$

and where L_1 equals L_2 , which is the usual case, then

$$M = KL_1 \text{ or } L_2 \quad (9)$$

To measure M first measure L_1 , then L_2 , then connect L_1 and L_2 in series, assisting and call this L_s . Then

$$M = \frac{L_s - L_1 - L_2}{2} \quad (10)$$

Or where L_1 equals L_2

$$M = \frac{L_s - 2L_1}{2} \quad (11)$$

The band width may then be predicted by

$$W'' - W' = WK \quad (12)$$

Figure 2 shows coupling too loose. This transformer would attenuate high frequencies and be extremely critical to tune. Figure 3 shows the same transformer with coupling slightly increased. Note the flat top, not quite wide enough in this case for good fidelity. Figure 4 shows the same transformer with same adjustments, but with a copper shield in place. The band width has been slightly increased, and the sides of the resonance curve are more uniform. Figure 5 shows the transformer with slightly increased coupling again, and with one of the circuits slightly mistuned. Figure 6 shows the result of correct alignment under the same conditions as Figure 5. Figure 7 shows the effect of adding an iron shield

SERVICE TIPS

with the circuit adjusted as in Figure 6. Figure 8 shows the effect of further increasing the coupling with the same shielding as Figure 7. In this Figure K is too large, and we find ω' and ω'' beginning to spread, destroying the band pass effect obtained in Figure 7.

In the case of two stages operating in cascade, great care must be exercised in properly shielding all portions of the amplifier carrying high frequency current. The presence of regeneration may easily change the shape of the overall response curve of the I. F. amplifier from the solid curve of Figure 7 to the dotted curve shown in the same figure.

Selectivity of Single Circuit

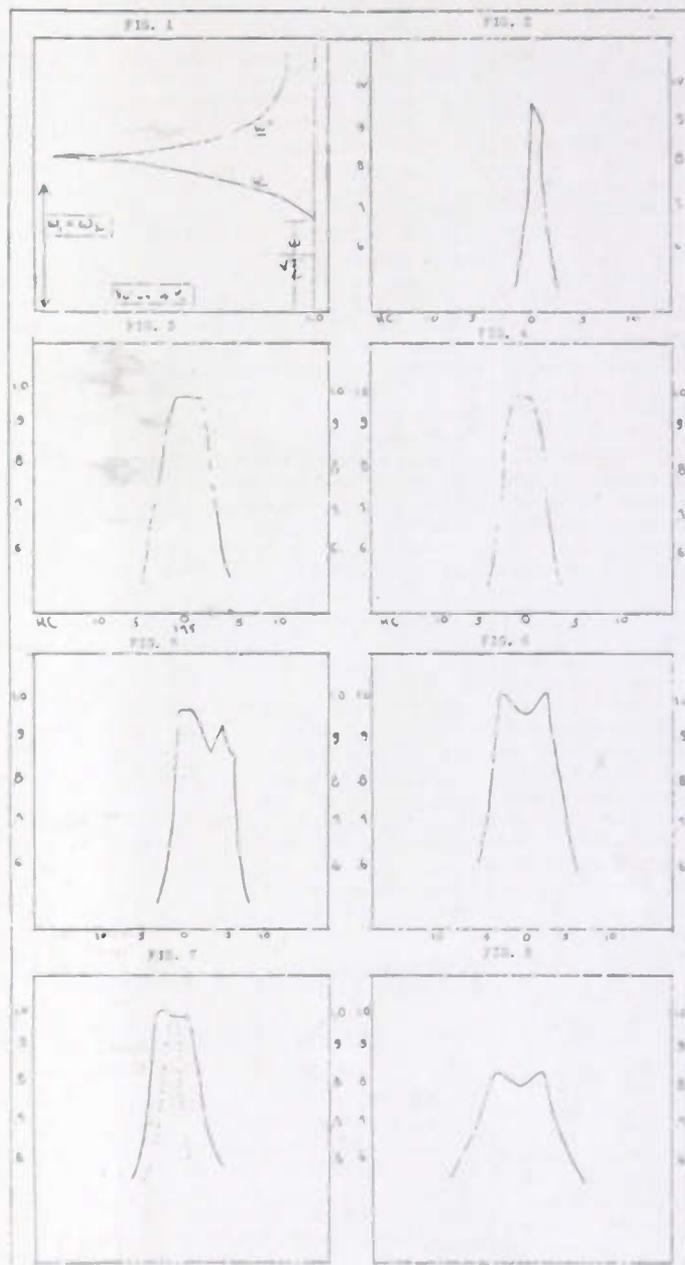
In a series resonance circuit maximum selectivity, that is the sharpest resonance curve, is obtained when

$$\frac{WL}{R} \text{ Or } \frac{1}{WCR} \text{ is small}$$

By maintaining R and LC constant and increasing L with respect to C, then $\omega = WL/R$ is increased in value and the response becomes broad.

In a parallel resonance circuit these expressions become $\omega = LR$ and $R/\omega C$ so that the variation of these ratios has the opposite effect. Since we are dealing in this case with parallel resonance, greater selectivity will be obtained with small values of L and larger values of C. Incidentally, as L is reduced, R automatically drops due to the lower DC resistance and also reduced distributed capacity.

At 175 kilocycles the high frequency resistance does not climb nearly as rapidly as at the broadcast signal frequencies. The principal increase in resistance is due to the distributed capacity of concentrated inductances. In a layer wound coil the distributed capacity is actually lower when the coil is wound in many layers than if the same number of turns were wound in two layers, due to the fact that the capacities of the individual layers may be considered in series. Thus, when the number of layers is increased for a given number of turns, the coil approaches a single layer solenoid. The exact ratio of width to number of layers will vary in individual cases and can best be determined by experiment for any given set of conditions.



Gain of a Single Stage

In a parallel resonance circuit the equivalent series resistance is expressed

$$r = \frac{L}{CR} \quad (13)$$

Where L is in Henries
C is in Farads
R is the high frequency resistance in Ohms.

With the usual range of L and C used at 175 kilocycles in intermediate frequency amplifiers and assuming high frequency resistances of from 50 to 100 ohms for the primaries, load impedances from 300,000 to 1,000,000 ohms may be

realized, resulting in very great voltage amplification when 224 tubes are used.

It will be noted here that while a reduction in the value of L will favor selectivity, it will result in a considerable reduction in the equivalent series resistance, thus reducing the gain per stage. In practice, a compromise may easily be effected, since the gain changes more rapidly than the selectivity. The gain of a single stage may be varied easily between 40 and 300 with values of L from 5 to 15 milhenries and with values of R from 40 to 150 ohms.

Thus, it will be seen that the selection of the exact values will depend upon the conditions to be fulfilled in the individual case of design.

RADIO FREIGHT RATES REDUCED

Effective October 11 the rail freight rates on radios, bouth carload and less than carload, from Los Angeles to the Northwest were reduced considerably. Rates on phonographs also were reduced. The new rates should increase the Southern California manufacturers' advantage in the Northwestern markets.

The Southern Pacific had applied for permission to establish the new rates effective September 11, but the tariff was postponed because of protest from the steamer lines.

Because of the boat lines having a commodity rate on radios from Los Angeles to Seattle and Tacoma and not to Portland, the new carload rates on cabinet radios are lower to the Washington cities than to Portland. The carload rate on cabinet sets and radio parts to Tacoma and Seattle is 89½ cents per 100 pounds; to Portland, 98 cents, minimum 12,000 pounds. This minimum, by the way, cuts 50 per cent off the previous minimum of 18,000 pounds.

The new less-than-carload Los Angeles to Portland is \$2.02½ on console types, \$1.70 on box types, \$1.35 on phonographs; to Tacoma and Seattle, \$2.29 on consoles; \$1.91 on boxes and \$1.52½ on phonographs. Radios and talking machines combined travel to Portland in carload lots for \$1.13, to Tacoma and Seattle for \$1.35½. A combination gives Spokane a carload rate of \$2.08 on cabinets, and less-than-carloads of \$4.12½ on consoles and \$3.77 on boxes. On talking machines the Spokane l. c. l. is \$2.74½ and the carload \$2.31½. On mixed cars of radios and talking machines the new Los Angeles to Spokane rate is \$1.99.

The old carload rate on consoles to Portland was \$1.26, minimum 18,000 pounds; the new is 98 cents, minimum 12,000 pounds. The old l. c. l. was \$2.35; the new is \$2.02½. This gives some idea of the extent of the reductions.

New S. O. S. Store

The famous radio distress signal, S. O. S., has a new radio meaning now in Portland. G. A. Singer, J. E. Payne and Ralph V. Shorthill have opened the S. O. S. Radio Store at 402½ Morrison street and say that the name means sales or service. They are handling Remler radios and Arcturus tubes. Mr. Singer is an old-time music tradesman, having been with the Reed-French Piano Company before the days of the phonograph, and has continued in the music business since, handling pianos, phonographs and radios. Mr. Shorthill is a veteran radio man. Mr. Payne is new to the business. L. W. Ballard will serve the firm as technician.

Portland Dealers Insist Sets Must Pass Fire Laws

Hereafter Portland's ordinance demanding the approval of the National Board of Fire Underwriters on all radio sets and equipment is to be strictly enforced and officials of radio shops and department stores selling in violation of the ordinance will be arrested. City Commissioner A. L. Barbur has declared following a somewhat heated hearing on the ordinance.

As attorney for Lipman, Wolfe and Company, department store, Clarence J. Young argued that the ordinance should be enforced to the letter, but that the inspection for approval as to fire hazard should be made by the city electrical department rather than by the national board, which he termed Chicago Fire Underwriters. He said that all the equipment needed would be a thermometer, an ammeter and a screwdriver, at a total cost of \$40 to \$50. Later he revised this to add a \$2 wire gauge.

Commissioner Barbur grew heated at this point and said that about every bootlegger brought before the council put up the same argument that he had been arrested when the men across the street had been allowed to escape. Barbur said that if these same people who were arguing for strict and equitable enforcement of the law would themselves obey the law no inspector would be needed, but that if the dealers would not obey it voluntarily, a thousand inspectors

couldn't enforce it strictly. He said that in the past the inspector had been warning the stores that violated the ordinance, but that hereafter he would cause arrests to be made without warning.

Harold W. Johnson appeared as attorney for the Oregon Radio Trades Association and said that the association was agreed that the ordinance should be enforced 100 per cent irregardless of that fact that the dealers and distributors represented would have to take a heavy loss on unapproved sets taken in on trade-ins. The ordinance would redound to the public good, he said.

L. D. Heater called attention to the fact that due to the existing depression it was necessary to repossess many sets that were good sets, sold in accordance with the laws a year or so ago, but that did not bear the required approval. He said that the dealers could hardly afford to write off such sets as a total loss when some of them still had \$150 outstanding on them, or sell them to peddlers for \$5 to dispose of in the country.

Johnson reiterated that the membership of the associated wanted the ordinance enforced to the letter against new sets, trade-ins and repossessed radios.

Inspector Payne said that about 100 fires had been caused by defective sets, in answer to a parting question.

Fred Mast Elected President Seattle Radio - Music Ass'n

Other officers elected were Hugh Campbell, Fraser-Paterson, vice-president; Ward Davidson, Z-D Radio Corporation, second vice-president; Charles W. Stewart, Sunset Electric Company, re-elected secretary and treasurer.

Members also approved nominations for the board of directors, which comprises representation of the various groups connected with the association. Those chosen to head these groups were:

Piano, James Sipprell, Sipprell's University Music Store; phonograph, John Repp, Harper-Meggee, Inc.; radio wholesale, Hall Barringer, Brunswick Radio Corp.; radio retail, G. A. Schilling, Sherman, Clay & Co.; small goods, Gus Middleton, Northwest Conn Co.; sheet music, Harvey Woods, Woods Music Store; broadcast, Bert Bryant, KJR.

Retiring officers were R. F. Meggee, president, and Hugh Campbell, second vice-president.

Fred Mast, manager of Rhodes radio department, was elected president of the Radio and Music Trades Association of Seattle at a recent noon meeting at the New Washington Hotel.

Engelbart & Saelens have opened a radio sales and service store at 471 Washington street, Portland. The firm will specialize in servicing.

HAMILTON MADE SALESMANAGER

V. Hamilton, formerly Northwest district manager for National Union, with headquarters in Portland, has been promoted to assistant sales manager. He has already left for his new headquarters in New York. He has been succeeded in the Northwest territory by Joe Marsh, formerly with Harper Meggee Company at Butte, Montana, and as territory salesman in Oregon.

Charles Reisdorf, manager of the Domestic Electric Appliance Company, Seattle, has taken on management of the radio concession at Fisher's Department Store, Everett, Washington, and has placed Neal Wallberg in charge. Neal is a veteran radio man, having been with L. C. Warner in Oregon years ago.

Oregon To Elect New Officers

A president, a vice-president and two directors are to be elected at the next meeting of the Oregon Radio Trades Association. The next regular meeting is scheduled for November, but there are good prospects for an earlier special meeting.

President Joe Hallock of Hallock, Watson and Yonge, is resigning because his duties take him out of town a great deal of the time and therefore he cannot devote the necessary time to association activities. Vice-President A. F. Holmboe, Jr., of Star Electric Company, is now in the radio business in Vancouver, Washington. Carl Englebart, who became director when he was with Daynite Service Company, withdrew when he severed connections with Daynite, and with Maurice Salens opened a shop of his own. He is again a member, however, representing Englebart & Salens. Director Norman Hayes of General Radio Corporation has withdrawn.

Cronin Distributes Bosch

The Cronin Distributing Company, 88 North Eighth street, Portland, Oregon, has been appointed distributors for American Bosch Radio for the Portland Trading Area, according to officials of the United American Bosch Corporation. The territory includes the State of Oregon and several southern Washington counties.

The Cronin Distributing Company is a subsidiary of the P. J. Cronin Company, Portland automotive jobbers, and is headed by A. M. Cronin, Jr., president, and A. M. Cronin, Sr., secretary. Cronin, senior, is president and general manager of the parent company. Glenn Edwards will supervise American Bosch Radio sales and promotional work. The Cronin Distributing Company is a pioneer in the Oregon radio distributing field.

The first store of its type in the Northwest, featuring under one roof the entire General Electric line of home appliances, John Lowe Walker, Inc., recently held its opening at 4538 University Way, Seattle. The store was formerly known as the Tenth Avenue Radio Shop and was located at 4708 Tenth, Northeast.

J. K. Russell of Russellite Manufacturing Company, Ltd., Los Angeles, has established temporary headquarters at the St. Francis Hotel, Portland, while scouting for distributors for Road Scout, an automatic auto light that turns with the wheels.

LANSING CO. TRIPLES SALES

It is remembered that during the 1930 Radio Show the Lansing Mfg. Company of Los Angeles, manufacturers of Lansing speakers, were at that time moving into their new modern plant. Since then they have steadily increased in production and have tripled this during the past year.

The maximum capacity of the new plant is two thousand speakers per day and J. B. Lansing and Kenneth Decker, heads of this concern, are justly proud of the progress of their product and the wonderful cooperation they have received from local radio manufacturers.

Lansing speakers today are acknowledged leaders in that field. Constant research work and engineering in advance of the actual release of new models of radio receivers have made it possible for Lansing to be abreast of all new developments. Their laboratory now boasts of future contemplated models which may not be called into use for several years to come, but it is a policy of the factory to constantly develop and promote new ideas. Such a factory in metropolitan Los Angeles has made it possible for many local manufacturers to supply a speaker in their chassis which is especially engineered and developed for that particular circuit.

Exclusive sales distribution of Lansing speakers recently arranged with W. Bert Knight, of W. Bert Knight, Inc., Los Angeles, now eliminates the sales end entirely from the factory. The new sales plan allows full coverage on the entire Pacific Coast and for more specialized work on manufacturing and selling.

G. E. HOLDS DEALER MEET

The need for thoroughly up-to-date methods in distributing, selling and financing the purchase of radio sets was stressed recently by H. C. Gerster Pacific Coast radio manager of the General Electric Company, in an address to 140 General Electric radio dealers, who met at the Benson Hotel, Portland.

Gerster introduced the sets in the new General Electric radio line. On the program with him were G. A. Boring, division manager of the company; O. A. Alderman, northwest radio manager; H. Garfinkel, northwest manager of the Commercial Credit Company, and R. A. Pearson, manager of the General Electric Company in the Portland territory.

H. A. Anderson, 214 South Western avenue, Los Angeles, has moved his radio service and sales to 236 South Western avenue.

Large Attendance Registered At Sparton Radio School

COLUMBIA REPORTS SALES INCREASE

A. A. Trostler, general sales manager of the Columbia Phonograph Company, has returned to his office following a five weeks' trip, during which time he visited all Columbia branches. Sales meetings were held at all points, where he discussed new Columbia policies covering general merchandising plans.

Sales of the Columbia Phonograph Company, Inc., showed a decided increase during September over the previous month, and early reports indicate that October will outdistance September, according to W. C. Fuhri, vice president of the company.

It was during August that Columbia brought out the Dry Cleaner and Washer and the new line of Tele-focal Radios. These products found immediate dealer acceptance and sales have been exceptionally good. Every week since their introduction has shown a steady increase in sales of the new products. Every indication points to a strong fall and winter business for the company.

Large attendance was registered at the recent Sparton Radio School, held at Jackson, Mich., under the direction of J. J. Lynch, service manager of the Sparks-Withington Company. Factory field service engineers and the service representatives of the entire distributor and dealer organization attended the lectures. Discussions covered every detail of the new Sparton home, automobile and police receivers, the Sparton ensembles and the new Sparton radio talkie-movie unit, the Visionola. Instructors included: S. S. Seeley, Fred Whitlock and Fred Pacholke, C. J. Kayko, G. W. Volkenant, Harold Olsen and K. E. Brooks.

Arthur Spencer, well known in the radio trade, has joined the San Francisco office of the Columbia Phonograph Company, Columbia and Fada distributors. Spencer will represent these two lines in the valleys.

E. T. Smith, known as "Radio Smith," Gilroy, Cal., has moved into larger quarters in the Masonic building. In addition to radios he carries a complete line of household appliances.

Radio Tube Manufactures End "Clause 9" Controversy

An understanding has been reached for the settlement of all of the anti-trust law suits instituted against the Radio Corporation by radio vacuum tube manufacturers who are not operating under license of the patents of the Radio Corporation of America. This is with reference to actions brought against the Radio Corporation for alleged violation of the Clayton Act, by reason of the so-called "Clause 9" license agreement between the Radio Corporation of America and radio receiving set manufacturers.

Companies who joined in the un-

derstanding with Radio Corporation are: DeForrest Radio Co., Mellotron Tube Co., Vesta Battery Co., The Van Horne Co., Schickering Products Corp., Gold Seal Electrical Co., Universal Electric Lamp Co., Republic Radio Tube Co., Mutual Electric Lamp Co., Continental Corp., The Sunlight Lamp Co., Marvin Radio Tube Corp., Radex Corp., Globe Electric Co., Arcturus Radio Tube Co., Duratron Radio Tube Corp., Gold Seal Mfg. Co., Supertron Mfg. Co., Cleartron Vacuum Tube Co., Diamon Radio Tube Co., and Poughkeepsie Gold Seal Co.

James D. Jordan, well known in engineering circles, has joined the Ken-Rad Corporation, Owensboro, Kentucky, as chief engineer of the commercial division. Jordan left the Ken-Rad Corporation in 1928 to take charge of the tube division of The Grisby-Grunow Company.

J. E. Rickard, service manager for the Brunswick Radio Corporation, recently addressed meetings of the East Bay and San Francisco Servicemen's meetings. He gave a technical talk on the Brunswick line.

SPOKANE SEES NEW RCA'S

Sixty-five retail dealers from eastern Washington, northern Idaho, and western Montana attended a meeting recently in the show-rooms of Harper-Meggee, Inc., Spokane, of the first showing west of Chicago of new models of the R. C. A.-Victor radios and combinations. S. E. Carter, factory representative from the Camden, N. J., factory, was present to assist C. M. Anderson, manager of Harper-Meggee.

WEST LEADS IN SETS PER FAMILY

Washington, D. C.—How nearly saturated is the retail radio set market in the West?

The answer, according to U. S. Census figures just released, is "not yet." Thousands of homes remain to be sold. The thousands of homes already having sets will be markets for replacements.

That the West is radio-conscious is indicated by the fact that six of the western states have a higher percentage of homes equipped with radio sets than the average of 31 states for which figures have been announced. These 31 states and the District of Columbia had a total of 9,974,761 families and 3,121,626 of them owned receiving sets. Thus 31.3 per cent of all families in these states were radio equipped. California, where nearly 52 per cent of the families are radio families, is not included among the 31 states, having been the latest state for which the census figures were released. The other states yet to be heard from are mainly the most populous ones, such as New York, Pennsylvania, and Illinois, and these probably will make some change in the U. S. average.

The radio set population figures were gathered by census takers in the course of their house-to-house canvass. Radio was the only industry so favored in the last decennial census.

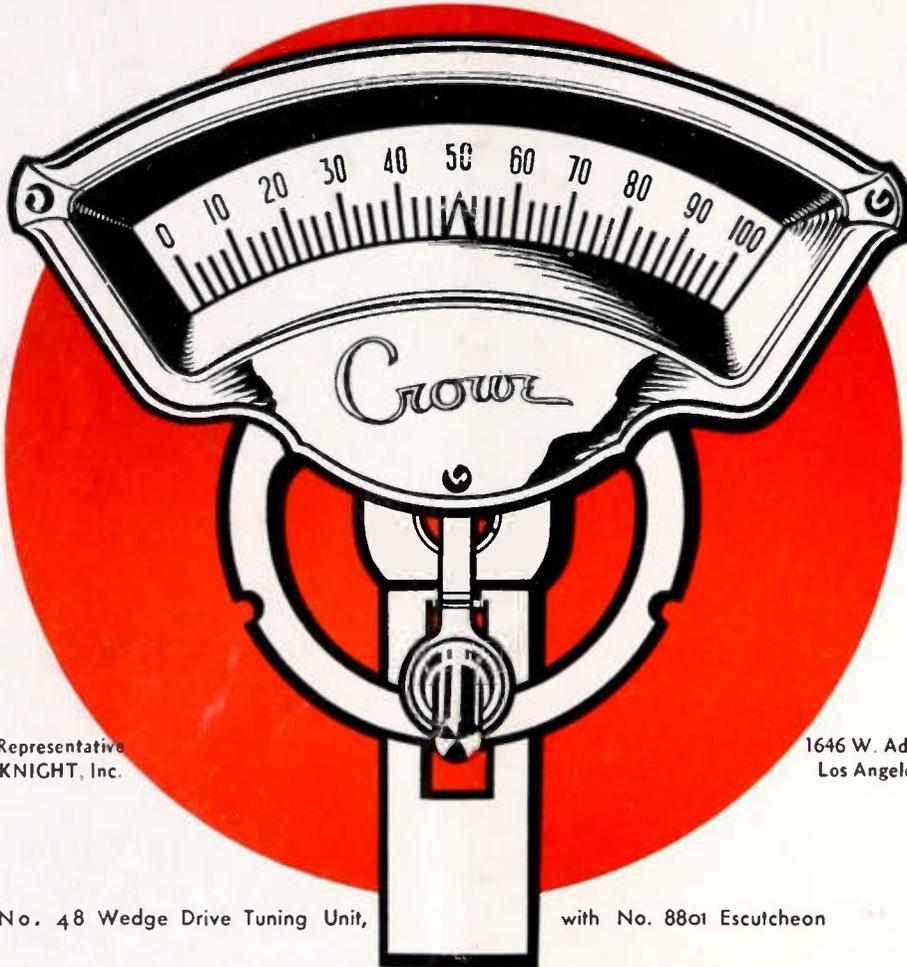
Here is the census data for the eleven western states:

	Number of Families
Arizona	106,630
California	1,618,533
Colorado	268,531
Idaho	108,515
Montana	137,010
Nevada	25,730
New Mexico	98,820
Oregon	267,690
Utah	116,254
Washington	426,019
Wyoming	57,218

Family	Persons Per Family	of Radios	Per Cent
4.5	19,295		9.5
3.5	839,846		51.9
3.9	101,376		37.8
4.1	32,869		30.3
3.9	43,809		32.0
3.5	7,869		30.6
4.3	11,404		11.5
3.6	116,299		43.5
4.4	47,729		41.1
3.7	180,229		42.3
3.9	19,482		34.0

Percentages of families having radio sets in states for which figures have thus far been released range from 5.4 per cent in Mississippi and 7.7 per cent in South Carolina to 54.9 per cent in Connecticut and 57.1 per cent in Rhode Island.

THE **NEW** WEDGE DRIVE



Western Representative
W. BERT KNIGHT, Inc.

1646 W. Adams Blvd.
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No. 48 Wedge Drive Tuning Unit,

with No. 8801 Escutcheon

The No. 48 Wedge Drive Tuning Unit, shown above, is one of the newest developments by Crowe. Its remarkable smoothness and powerful action will appeal to the engineer who needs an efficient, compact unit at moderate cost. The bronze escutcheon shown with No. 48 is No. 8801.

Because of its 5 to 1 ratio, the wedge drive unit is especially well adapted for superheterodyne, short wave, or other accurate tuning. This new drive is available in several styles:

- Full Vision -
- Full Vision with travelling light -
- Several fan styles and other variations -

These units, of which No. 48 is one, are ready for quick delivery with a generous selection of escutcheons to match. Write or wire for samples, describing your needs.

CROWE NAME PLATE & MANUFACTURING CO.

1742 GRACE STREET

CHICAGO ILLINOIS



NEW MERCHANDISE FROM THE FACTORY

Columbia Line

The new Columbia line of Tele-focal radios, manufactured by Columbia Phonograph Co., 55 Fifth Ave., New York City, includes four models. One is a low-boy and compact which carries superheterodyne chassis, while the other low-boy and compact are equipped with tuned radio frequency circuits. The circuit is completely shielded and is extremely sensitive



Columbia Model C-22

and selective. T. R. F. models are equipped with a five tube circuit—two Multi-Mu tubes, Pentode, one C-24 and one C-80. A static compressor is combined with the tone control. Cabinets are of walnut.

New Clarion Models

Three new Clarion Super-Heterodyne Models, Nos. 84, 85 and 94, are in production by Transformer Corporation of America. Designed in eight and nine tubes, they have as features: Pentode super-power amplifier, until recently not obtainable except with two 245's in push-pull; variable tone control. Model 94 is equipped with the Super-Sensitive switch; full vision dial and an automatic volume control eliminates fading effects. List prices: Model 85, \$49.95; Model 84, \$69.50, and Model 94, \$89.50.

A. K. Auto Set

Atwater Kent Mfg. Co., Philadelphia, Pa., has placed a new automotive radio set on the market, Model 81. Uses a specially developed tuned radio frequency circuit, employing three 236 tubes, two 237 tubes and two 238 tubes, with push-pull amplification, one bank of three condensers automatic volume control large size improved electro-dynamic speaker. Ease of installation is a feature. Entire assembly consists of only three units: the combined set and battery container, which is designed to be supported from the underside of the floor board by four long carriage bolts; the dynamic speaker, which is usually mounted under the cowl, and the remote control, which clamps to the steering column. List price is \$89.50 complete with tubes and B batteries.

14-Tube Zenith

The new Zenith Model 103, manufactured by Zenith Radio Corp., Chicago, is a fourteen-tube set that employs a new circuit called the Hyper-Heterodyne, claimed to be a distinct advancement over the super-heterodyne circuit. It incorporates a foolproof tuning meter, and an automatic line voltage regulator.

Kolster Line

Kolster International Radio Receivers, manufactured by Kolster Radio, Inc., 67 Broad Street, New York, N. Y., include four new models, Models K-60 K-70, K-80 and K-90. Features in Model 90 include: Interstage double band pass, refined superheterodyne, automatic volume control, shunt switch and special dynamic speaker. Prices on the new models range from \$69.50 to \$149.50, with tubes.

Aerial Kit Carton

Belden Mfg. Co., 4689 W. Van Buren, Chicago, has an entirely new carton for the line of Belden Aerial Kits. The new cartons are



Belden Aerial Carton

printed in three colors attractively decorated in the modern manner. Cartons are uniform in size and design.

Plug-in Resistor

A new plug-in type Line Resistor has been developed by the Clarostat Mfg. Co., Brooklyn, N. Y., especially for use in direct-current radio receivers. Designed for set manufacturers who have changed over their 110-volt d. c. sets to use the new 6-volt, 0.3 ampere tubes. The Clarostat Line Resistor may be plugged into a regular two-hole tube-type socket, or it may be obtained with flat prongs, for use in any standard electrical outlet. Line Resistors of various values are available to supply the voltage drop required in reducing the standard line potential to the value needed by the tubes.

New DC Tubes

Seven new DC tubes of the '30 series have been presented by the Arcturus Radio Tube Company, Newark, N. J. These tubes are of two families: the types 130, 131, 132 and 133, which all have a 2.0 volt filament, and the types 136, 137 and 138 are rated at 6.3 volts. The 2.0 volt DC tubes have an unusually low drain. The 6.0 volt DC series are of the heater-cathode construction and are especially designed for use in automobiles, motor boats and direct-current sets.

Silver Jubilee Line

The Silver Jubilee Line, manufactured by Stewart-Warner Co., Chicago, Ill., is comprised of console, portable and midget radios, and a short wave converter. The short-wave converter is offered as a separate unit for operation with practically any standard A. C. set and is a built-in feature in several new numbers. Other features are a new, simplified superheterodyne circuit, using latest Multi-Mu and Pentode tubes. Television terminals, tone control, full vision dial, electro-dynamic reproducers. Cabinets have been given special attention.

New Apex Models

Four new radio sets have been added to the U. S. Apex and Gloritone line, manufactured by the U. S. Radio & Television Corp., Marion, Ind. The company's receivers now ranged from 5-tube to 10-tube super-heterodynes. Two sets, models 7-A and 7-B, are part of the Apex line. Features include automatic volume control, tone blender, spotlight dial, full range mu and pentode tubes. The tubes are two No. 235's, two No. 224's, one No. 227 and one No. 280. In effect, these are eight-tube sets as one of the 224 tubes acts in the dual capacity of oscillator and detector.

Models 99-A and 99-B are part of the Gloritone line. They are five-tube sets, incorporating all the features of the 7-A and 7-B, including the dual functioning tube, which makes them in effect six-tube sets. Model 99-A is a table cabinet 16 3/4 inches high and 99-B is in a console 38 1/4 inches in height. List prices: 7-A and 7-B, from \$47.50 to \$62.45; 99-A and 99-B, \$39.95 to \$52.45.

Radio-Piano Model

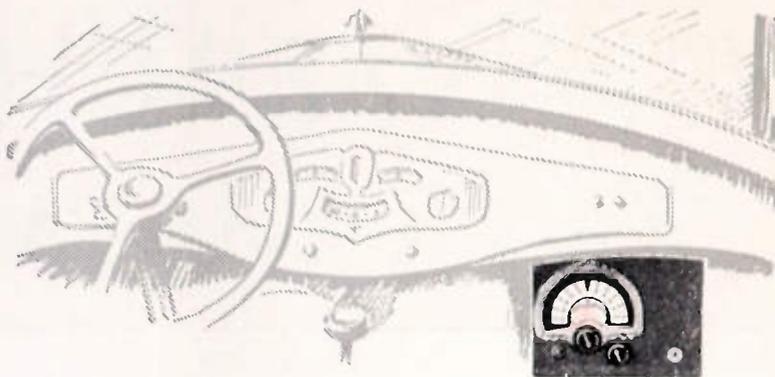
A new Lyric Radio-Wurlitzer Piano combination is offered by All-American Mohawk Corp., manufacturer of Lyric radios. It is designed to meet the requirements of small homes and apartments, conserving space. The



Wurlitzer Piano Radio

Lyric radio chassis is mounted in the lower right side of the bottom panel and is connected with the control panel by means of rods. The speaker is in the lower left corner of the bottom panel and is practically invisible due to the matched coloring of the grill cloth.

"Believe it or not — Here is a statement that we can prove"



Waltham Junior

Automobile Receiver

"I can play San Diego any time, while driving around in Los Angeles."

"I drove to San Francisco and from a few miles beyond Bakersfield, I received KPO all the way into San Francisco."

"I have received a total of 87 different stations in the United States from this set, driving from Los Angeles to Des Moines, Iowa."

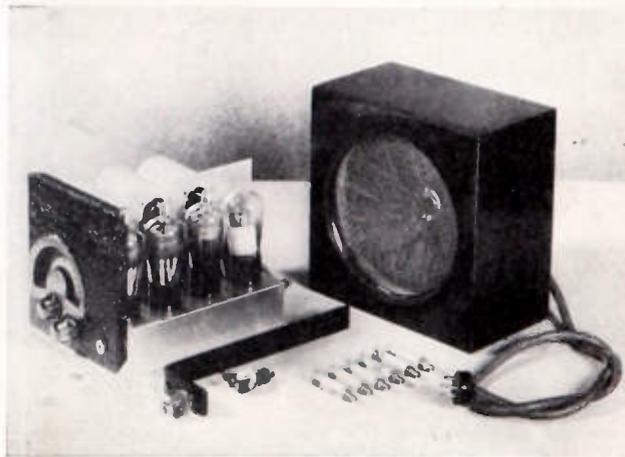
The Waltham is a four-tube set that mounts easily under the dash. A dynamic speaker and a Pentode tube give it tone 99% as good as you get at home.

A very sensitive, extra ordinary and exclusive Waltham circuit gives it unusual sensitivity and at the same time it has ample selectivity. It is far superior to the four-tube AC set which four tubes ordinarily bring to mind. Plenty of "wallop" and volume.

It is ruggedly constructed throughout, using steel chassis, cadmium-plated "can't-slip" lock washers and nuts, vibration-proof throughout. Individually shielded coils and tubes, full vision dial illuminated. Two screen grid, one Multi-Mu and one Pentode.

Over-all dimensions are 6¼ x 6 x 8½. This Waltham Junior represents a new era in sturdy construction, scientific hook-up, tone and distance ability in an automobile set—and at a popular price.

"Will perform equally as well as any Automobile Radio — and will out-distance most of them."



As Illustrated—Four Tubes

\$ 39⁵⁰

Complete With Tubes, Less Batteries

Waltham Radio Corp., Ltd.

4228 South Vermont Avenue

VERmont 2809

Los Angeles

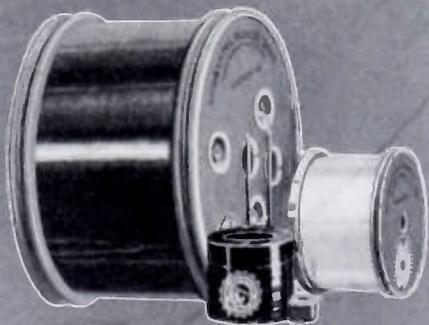
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Radios, Tubes, Parts
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Catalogue on request.



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MAGNET WIRE & COILS

No electrical or radio product is any better than the magnet wire and coils used in its construction.

Inca products are engineered and manufactured by pioneers in the copper wire industry . . . products reliable in quality and uniformity, and dependable in service.

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Fort Wayne, Ind.



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BEST IN COPPER
WIRE PRODUCTS



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SAN FRANCISCO'S

(New Half Million Dollar Hostelry)



HOTEL ROOSEVELT

JONES at EDDY

Every Room with Bath and Shower

Single - - - - -	\$2.00 & \$2.50
Double - - - - -	\$3.00 & \$3.50

**SUITES AND SPECIAL ACCOMMODATIONS
FOR FAMILIES**

Convenient to Theatres and Shops
Radio Connections in Rooms
Spacious Lobby and Mezzanine

Garage Under Same Roof

Indorsed by the

NATIONAL AUTOMOBILE ASSOCIATION

Write for Illustrated Folder

Management of **RENE A. VAYSSIE**

"EASY MONEY"



By LOU WILLIS

Western Manager Grigsby-Cunow Co.

EASY money will be extremely scarce this winter. Business will be harder to get, as the public must be sold and not many dealers are fitting themselves or their salespeople for keener competition. Long discounts, extremely low priced merchandise or the daily prayed for miracle of television will not save the dealer who is unprepared to fight hard for a profitable share of the business.

Big business of today, particularly in the specialty fields, has been built up by making the public dissatisfied with what they have. Newer, better and more efficient models of every kind are being constantly offered to a mass of willing buyers who are ready to pay the price. Statistics of all kinds show that radios are in general use throughout the country. The number of homes without radio grows smaller. Many of the homes without radio today can only afford the most inexpensive sets on which there is no living profit for a radio dealer.

National sales and production figures of the leading radio manufacturers for the past few months show that there is a good market for the latest and newest radio sets. A checkup of distributors' monthly sales sheets prove that quite a number of dealers have been doing a wonderful business while the rest of the dealers have been sitting back awaiting the return of the good old days.

The writer called on a prominent metropolitan radio house one Monday morning before noon. Over ninety radios had been sold that morning. There was no dumping of distress stocks or special sale of cheap merchandise. Just a strong public response to good advertising copy urging people to come to the store and buy. Capable, well directed salesmen readily and without much effort induced bargain hunters to buy better, higher priced sets and make substantial down payments.

The easy money and volume of good business is going to the dealer who goes after the business. The go-getter does well because he has so little competition. There is no secret about his success. Every dealer has the same opportunity to get a share of the general volume of business.

Barrels of printer's ink have splashed miles of paper trying to tell dealers how to make money. Regardless of the language used or the various ideas advanced the basic formula remains constant. Handle one or two lines of strong nationally advertised merchandise. Co-operate in every possible manner with the factory and distributor in their sales plan so that you will benefit by public demand for such merchandise. Keep in mind the public buys nationally advertised goods because of their confidence in the article and not because you happen to be selling it.

To make your potential customers anxious to buy what you have, new ideas and methods are constantly needed. The quickest, easiest and cheapest way to a monthly supply of new ideas is through subscribing to a good trade paper. The paper must be read and the selling ideas imparted to your salesforce. The most successful dealers of today are those who have taken the time to study their trade papers and make use of the help offered.

With a leaner pocketbook and a keener knowledge of what is wanted the buyer of this year will respond more readily to the salesman who has prepared himself to actually sell a radio set.

Lou Willis

now you can sell

AMERICAN BOSCH

Latest model

SUPER-HETERODYNE RADIO



SUPER-HETERODYNE

MODEL 31-H

Other models from \$44.50 to \$142.50
complete with tubes

FOR
\$ **69** 50
COMPLETE
WITH TUBES
and
**HERE
IT IS!**

Read These
American Bosch
1932 Features

- SUPER-HETERODYNE
- PENTODE POWER TUBES
- MULTI-MU TUBES
- SCREEN GRID TUBES
- FAST-HEATER TYPE TUBES
- FULL RICH TONE
- PERFECTED TONE CONTROL
- VOLUME CONTROL
- INSTANT STATION FINDING
- ELECTRO-DYNAMIC SPEAKER
- COMPLETELY SHIELDED
- LARGE CHASSIS — NOT A MIDGET
- IS REAL FURNITURE PIECE — 39 INCHES TALL

And best of all it is American Bosch heavy duty built — built to stand up and not to go out of balance after short usage. Protect your radio reputation — sell right this season. This quality radio is the achievement of engineers who think in terms of radio which will last — not how cheaply it can be built.

Sell this radio now while this low price is in effect. Write to the factory now or the nearest branch for details on the American Bosch Radio line.

UNITED AMERICAN BOSCH CORPORATION

SPRINGFIELD, MASS.

Branches: NEW YORK

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

Read this Good News and Cheer!

The New De Luxe Line That
Carries a BIG Profit!



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



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



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

Look into the Back!

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

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

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

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

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

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

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

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

RCA Victor 

RADIOS

PHONOGRAPH COMBINATIONS

VICTOR RECORDS