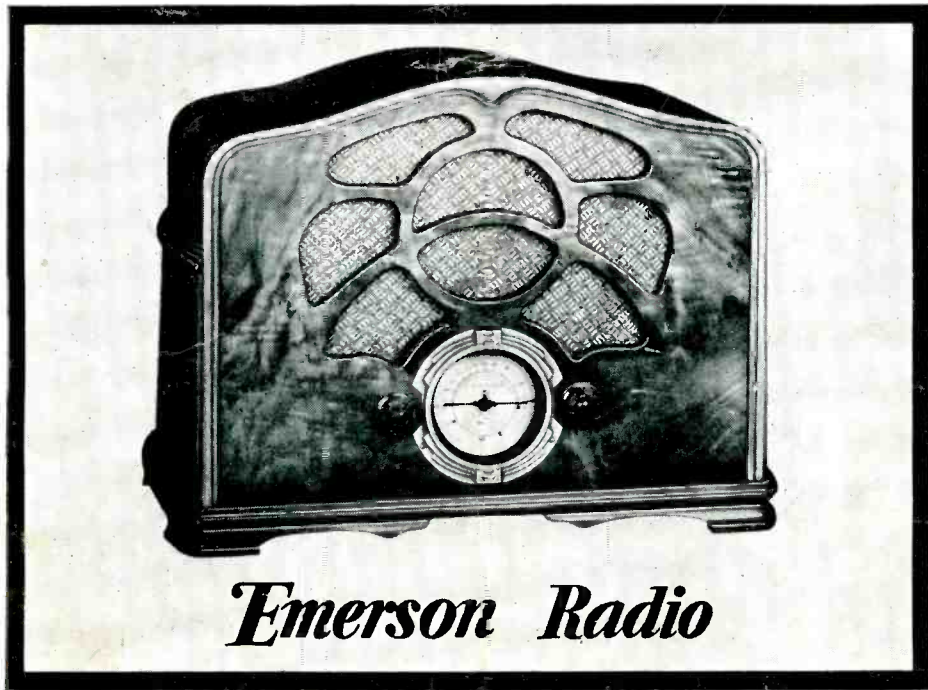


Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

The 1935 Emersons Are Ready for Action!

With new ideas, new technical developments, new methods of radio merchandising, a new plan of type style and price grouping, Emerson Radio represents the industry's most outstanding distributor and dealer opportunities.



Emerson Radio

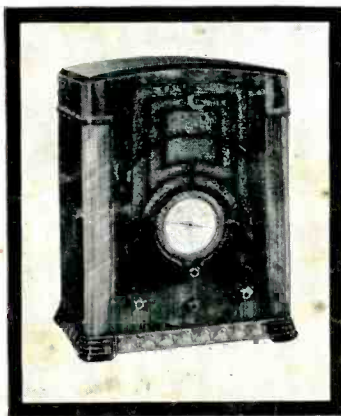


American
and Foreign
AC-DC

Model 38
6-tube superheterodyne. International short-wave channel—19 to 55 Meters, plus standard broadcast and police calls, 170 to 550 Meters.

\$39⁵⁰

With Radiotrons



All-Wave, AC Model 71

7-tube Superheterodyne. 13 to 550 Meters. Four illuminated tuning bands. Large table model.

\$69⁵⁰

With Radiotrons

Four typical models in Emerson's new line of practically "balanced" American and Round-the-World Receivers. Ten sets in all with list prices ranging from \$17.50 to \$99.50.

All-Wave
Model 770

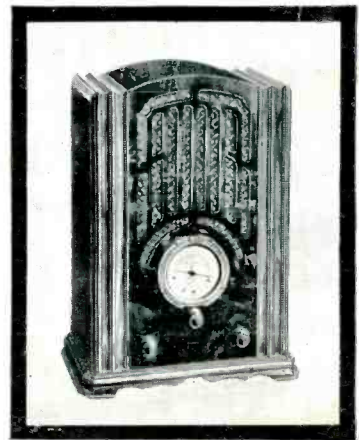
7-tube
Superheterodyne
Console



13 to 550 Meters. Four illuminated tuning bands. 12-inch dynamic speaker.

\$99⁵⁰

With Radiotrons



American and Foreign

6-tube Superheterodyne. 19 to 55 Meters, plus 170 to 550 Meters. Receives standard, intermediate and important foreign short-wave programs.

Model 45 **\$44⁵⁰**

With Radiotrons

EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Ave., New York, N. Y.

AUGUST, 1934



YOU'LL BE ON TOP OF THE WORLD IN 1935 WITH **ZENITH** TRIPLE FILTERING RADIO!



If you've been hiding your head to opportunity...get your eyes open! The era of short wave radio is here! Millions of homes with old sets are going to go shopping for *short wave* radio! Zenith Long Distance Radio is here...and the prices are right...you'll *sell* this line fast!



We'll make this prediction: In a few months no radio set will be in the running if it isn't equipped for short wave reception... *both European short wave and standard reception!*



That's why Zenith Long Distance Radio for 1935 incorporates short wave *plus* Triple Filtering...an advanced method that *sifts* out noise and brings in far distant stations sharp and clear.



Maybe you're skeptical. If you are, just compare the Zenith line, model for model, with *any other radio!* Compare it for *price*, too! You'll be convinced... so will your customers... that the Zenith 1935 line is *unquestionably the finest radio for the money.*

Inquire about the Zenith franchise... *details immediately!*

ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Illinois

The Decca Snowball Starts to Roll!

BING CROSBY
and
GUY LOMBARDO

have recorded their first
selections as **EXCLUSIVE**
recording artists for

DECCA RECORDS, Inc.



GUY LOMBARDO

WATCH
FOR FURTHER
ANNOUNCEMENTS



BING CROSBY

DECCA RECORDS, Inc.

JACK KAPP, Pres.

E. F. STEVENS, Jr., Vice-Pres. and Gen'l Mgr.

Applications for Dealerships
Now Being Received

799 Seventh Ave.
NEW YORK

Address Applications to
Sales Department.
DECCA RECORDS, Inc.
799 - 7th Avenue, New York

A CAR RADIO WITH THE

● GENTLEMEN!
WITH THIS SWEET



Tune in on *more sales* and *better profits* with this amazing NEW model car radio—the Arvin *Joy Ride*. It's the smartest sale trump that will be played in the car radio business this year. A *great* little radio with *Airplane Type* remote control dial that may be put in the instrument panel or on the steering column. And it's a pleasure to install this set—it goes in any car so easily.

Without a doubt the Arvin *Joy Ride* is the best sales bet on the car radio market. It's a big-time

radio—a 6-tube set with 6-inch speaker—at a price the average car owner can afford to pay. But don't confuse it with other low-priced sets—because the Arvin *Joy Ride* is such a good car radio that it really ought to sell for more money.

Stock the Arvin *Joy Ride*—push it for all it's worth—and watch your car radio volume and profits go 'way up. The sooner you get acquainted with this new addition to the Arvin family the more you'll profit. Call an Arvin jobber—or write us.

NOBLITT-SPARKS INDUSTRIES, Inc., COLUMBUS, INDIANA • Also Makers of Arvin Hot Water Car Heaters

NEW ARVIN JOY RIDE MODEL NO. 16

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Signposts on the Path to Progress and Profits

THOSE who read the financial pages of the newspapers and study the corporation reports are given concrete evidence of the vast improvement which the radio industry has made in the past twelve months. The second quarter reports of a great number of the leading manufacturers of radio equipment have been published during the past few weeks and one reads of net profits of hundreds of thousands of dollars for the three-month period compared to losses or small gains for the comparable period of the preceding year. And "As Maine goes so goes the nation," so too, as the manufacturer profits so profit also the distributor and dealer.

ILLUSTRATIVE of the spirit which is animating radio men these days the following excerpt from a letter recently received from a distributor in the drought-stricken section in Nebraska is pertinent. He writes: "For more than twenty-seven days a blistering sun has kept our thermometer bouncing around 110 to as high as 117 degrees. The wheat crop is gone, the corn crop is practically gone, but we are in luck because we have a government that has seen fit to come out and aid. In spite of the drought condition that does exist in the State of Nebraska and Western Iowa, we are adding three men to our selling organization and are looking forward to an increase in sales. We may go down, but when we go out it's out to sell something." That's fighting talk and good to hear.

FOR the past few months laudatory comments have appeared in these columns on the cooperation which has been achieved within the industry. The wholesalers have effected a strong nationwide organization in a remarkable brief period; members of this association are cooperating with the committee of the manufacturers' group in the working out of a plan, the Five-Point Plan, which will coordinate the efforts of the three branches of the industry, manufacturers, wholesalers and retailers, in a concentrated drive to sell modern radio to the public, and now the merchants are getting together to eliminate the destructive policies of price cutting and chiseling, granting of excessive allowances and discounts and kindred profit-killing practices. At a

recent meeting in New York City the merchants of the city enthusiastically proclaimed themselves in favor of—no discounts whatsoever to the public on cash sales, limited trade-in allowances, minimum down payments and weekly payments and a restricted period in which payment is to be completed. They also voted in favor of opposing the payment of extra discounts to favored dealers on the part of the wholesalers. The wholesalers agreed to cooperate but point out that the dealers must themselves discontinue certain practices such as the patronizing of fly-by-night set makers. All in all, the trade is taking the high road to profits and is doing it in an aggressive and heartening fashion.

THE formation of a new company to manufacture talking machine records indicates in no uncertain fashion the comeback of this branch of the radio-music industry. If more proof were required as to the increasing popularity of recorded music glance at the illustrations and descriptions of the new lines now being introduced and which occupied many pages in the July and current issue of RADIO MERCHANT. Manufacturers are including combination models in their offerings of new merchandise and dealers will do well to give thought to the aggressive "pushing" of these models for in addition to the higher unit of sale they offer a most valuable avenue for repeat sales of records week after week.

OTHER signposts which indicate the path which the trade is following are: the action of the Federal Trade Commission in issuing complaints against four (to date) concerns charging them with wrongfully appropriating the names of well-known manufacturers and applying them to sets manufactured or assembled by themselves; the pressing of charges by the Better Business Bureau against a salesman in the radio retail center in New York City for wilfully misrepresenting the make of a set.

VERILY the road to better times is well studded with signposts that clearly indicate the direction in which the industry is traveling and the narrow, tortuous pathway of a short time back is broadening to a wide, concrete boulevard.

C. L. Fanton Sells Three Out of Every Five Floor Prospects. Attractive Store Atmosphere, Tie-Ups With National Advertising and Strict Credit Control Are Factors in His Success

THERE are three important essentials that enter into the successful merchandising of radios and refrigerators: display, advertising, and credits. By applying the oil of originality and common sense to each of these, I have continued to prosper, even when other merchants were going out of business or complaining of hard times."

The speaker was Clinton L. Fanton, who for ten years has owned and operated Fanton's Radio Shop in Riverside, California.

Believing that display is the major thing, Mr. Fanton has a most unusual radio shop. The interior of his store always presents the setting of a lovely home. He completely changes this every month, even to getting new furniture. Arrangements with a local furniture store enable him to do this. The effect is always complete so as to give a real "lived-in" home atmosphere. Ash trays, flowers, books, bric-a-brac, potted ferns, end tables, pictures, tapestries give these homey touches, though not all these may be used at one time.

In such a restful atmosphere customers may sit in comfortable overstuffed chairs and listen to the radio. The room is never overcrowded, and is so arranged that people may sit near or far from the radio as they may desire. The location of each radio is changed every two days. This eliminates the probability of prospects coming in to see a radio and a week later returning to find the same radio in the same place, and arriving at the conclusion that no radios have been sold during this time, so maybe that particular set is not such a "hot" seller.

Refrigerators are displayed in the rear of the radio department, each refrigerator being shown on a tiled floor island, an arrangement which is most effective. In both departments shaded lights are used to eliminate glare, and generally there are a few soft-colored lights to add to the general effect.

IN commenting on his methods Mr. Fanton said, "We sell three out of every five floor prospects. We do this by having our refrigerator and radio departments entirely separate. Thus we can hold the complete attention of the prospect on whichever item she is interested in. Our methods of selling our refrigerators (Frigidaire) and our Philco radios are much the same, so in describing the system I shall speak only of the radios.

"We get better results by selling up . . . that is, we display the cheaper sets in front, and work back to the more expensive ones. The difference is so great that the customer sees the money value right away. In arranging displays I always build a background around one particu-

Fanton's Average

lar set, and this is the last one we work up to, providing, of course, that the prospect's finances will allow the purchase of this set.

"One hundred and five dollars is the average price radio we sell. However, we don't talk price until we find out about the prospect: where he lives, where he works, if he owns his own home, and any other information we can pick up. Such knowledge gives us an excellent idea of what price set the prospect can afford, and whether or not he is apt to be a good risk. We always go out to the home of a prospect before we close a deal. The interior of his home can tell us much. We would rather lose a sale before we close the deal than afterwards. It saves us money.

"We sell our radios 100 per cent. In the past twenty-four months we have not had one repossession. We have a large wall map of our sales territory, which we worked out ourselves. It serves a double purpose. First, when a prospect gives us his address, we can look at this map and immediately determine from his location just how good a risk he probably is . . . that is, whether he lives in the rent district, the poor, better or prosperous home owners' district, and so on. Of course this is only general, but it gives us much to go on. Pins placed on the map show the location of every customer to whom we have sold a radio.

SECOND, red reprints by the black lines show the areas of interference where the radio owner should expect noise. We always show this map to the customer so he will know what to expect, and not listen to the radio in the store and then be disappointed at it in the home.

"I employ no outside salesmen, so I have to use advertising methods that are effective enough to not only get people interested in our radios, but to actually bring them into the store. We have built up a system at private dances that has and is netting us excellent results. We furnish the music for these dances free of charge, using a phonograph system and fifteen records, which are plenty for a full evening. We put in our own decoration with cutouts about the phonograph, and spotlights on the set which we use for the speaker system orchestra. All the music is arranged beforehand. We sell many Victor records in this way, as many people ask for the number of certain ones they particularly like. This also centers people's attention on our radios and brings in many new prospects.

"Not two dealers in a hundred take advantage of the national advertising put out by their companies. I tie up with it at every opportunity . . . in my newspaper advertising, and in the regular weekly ad I run in a grocery paper which is distributed among some 1,500 local people. National advertisements carry a distinct message to the public which dealers would do well to heed and tie up with.

"We have also accomplished much in the way of getting prospects into the store by mailing out a set of three original cards. The first is a plain card, merely bringing

Pulling...



Their weight in the boat

ABSENTEE owners have never controlled the destinies of the Hygrade Sylvania Corporation.

The men who own the major portion of the stock are all active in managing the business. They work hard. They put the success of their company above all else. They pull their weight in the boat.

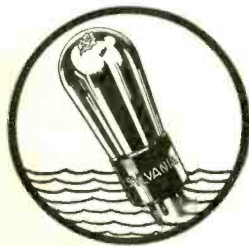
This unswerving loyalty to one ideal is a large part of the reason why Hygrade Sylvania has increased its financial and dealer strength, even during the years of depression. Throughout 1930, 1931, 1932, 1933 . . . and today . . . the company's credit rating has always been AAA1.

The radio set owner has been given a high quality, carefully inspected tube. The radio set manufacturer has had expert

technical help and advice. It was Hygrade Sylvania who first pioneered the development of new and more efficient tubes for automobiles . . . and later, the new 6.3 volt group of tubes.

Dealers and jobbers are assured sound merchandising, fair price protection policies. They benefit from the partner-like aid of the financial, engineering and sales departments. These advantages, combined with the fine quality of Sylvania Tubes, provide unmatched sales opportunities.

The support of a company like the Hygrade Sylvania Corporation can mean much to your business. Write us for further details. A letter puts you under no obligation. Hygrade Sylvania Corporation, Sylvania Division, Emporium, Penna.



Sylvania

(Reg. U. S. Pat. Off.)



THE SET-TESTED RADIO TUBE

RCA-Victor Enters New Season With Emphasis on Quality

E. T. Cunningham, President, Predicts Better Era at Distributors' Convention—Sales and Ad Plans Outlined

RCA-Victor jobbers from coast to coast attended a national distributors' convention at the Stevens Hotel in Chicago, August 6 and 7, at which the new RCA-Victor instruments for the coming season were introduced. This convention was noteworthy for the enthusiasm accorded the new product by the jobbers together with the practicability of the sales and merchandising plans presented by the various RCA-Victor executives.

The convention was opened Monday morning by W. R. G. Baker, vice-president and general manager of the company, who in a short address of welcome introduced E. T. Cunningham, president of the company and one of the foremost figures in the radio industry. Mr. Cunningham received an ovation from the jobbers who realized that in all probability he would not only discuss merchandising and manufacturing activities as applied to the RCA-Victor organization, but would also give invaluable data and constructive information pertinent to the industry as a whole.

The jobbers were not disappointed, for Mr. Cunningham's address, which lasted for a period of two hours, was one of the finest and most logical discourses that was ever offered to a radio wholesale organization. He discussed every phase of the radio industry and summed up his faith and confidence in the future of radio by the following statement:

"Four years of depression, during which the radio industry has struggled with declining markets, falling price

levels and chaos have thoroughly demonstrated how destructive mere price competition can be. It is unfair to everyone concerned. It is unfair to the consumer, because it leads to an inferior, cheapened product; and it is unfair to the manufacturer, the wholesaler and the retailer, because it does not permit a fair profit.

"I believe that radio is entering a new and better era. The tremendous pressure of the prolonged depression is easing off and a vast, four-year-old replacement market awaits constructive selling efforts. In this new era which we now seem to be entering, sound merchandising methods must again assert themselves. Without such sound merchandising radio must degenerate into a racket.

"With its heritage of maintaining high quality in home entertainment over a period of more than thirty years, the RCA-Victor Co. will enter the new radio season with the emphasis more than ever on superior quality. The new RCA-Victor radio instruments will be distinguished for quality of workmanship throughout, from every detail of cabinet to every detail of the operating mechanism. The great technical and manufacturing strides which have been scored in the past few years have made it possible to pass on to the public the greatest value per dollar in the history of the industry, without sacrificing good quality in order to beat prices down. In the coming season, therefore, we will continue to do our part in elevating radio merchandising out of the futile,



E. T. Cunningham

destructive price competitive class."

During the course of this meeting Vice-President Baker discussed very briefly the outstanding mechanical and constructional features of the new RCA-Victor line, stating that details would be more fully presented at a later meeting. J. W. Burnison, manager of manufacturing, gave the jobbers an intimate idea of the coordination and efficiency which now characterize every phase of RCA-Victor manufacture. He invited the comments and criticisms of the jobbers in connection with their daily problems and emphasized the fact that the Victor plant was open at all times for the inspection of the jobbers and their organizations. After luncheon Mr. Baker introduced M. F. Burns, merchandising manager of the RCA-Victor Co., Inc., and one of the most popular members of the radio trade. Mr. Burns welcomed the jobbers to the convention and then introduced E. H.

(Continued on page 40)



RCA-Victor Distributors' Meeting at Chicago

OFFICIAL HOTEL HEADQUARTERS

for the



NATIONAL ELECTRICAL EXPOSITION

September 19 to 29

MADISON SQUARE GARDEN • NEW YORK

Only four short blocks to the Lincoln Hotel, official headquarters for the exposition, and one of New York's newest and largest hotels.

See our display at Booths Number 218 and 219... next to the broadcasting studios on Exposition floor

\$250
SINGLE

\$350
DOUBLE

TWO ROOM SUITES FROM \$7.00

1400 outside rooms, each with bath and shower, cabinet radio and servidor
...PLUS all the advantages of a **4 STAR HOTEL IN NEW YORK**



FOR BUSINESS...One block to Broadway and Times Square, 3 blocks to Fifth Avenue and eight minutes to Wall Street.



FOR DINING...Three fine restaurants...the coffee room, the main dining room (with dancing) and the Tavern Grill.



FOR RECREATION...Sixty-nine theatres within six blocks. Express subway to Polo Grounds and Yankee Stadium.



FOR QUIET SLEEP...High above the noisy clatter of the street, our 32 stories of fresh air and sunshine assure you quiet rest.

Hotel



LINCOLN

JOHN T. WEST
Manager
FRANK W. KRIDEL
Managing Director

44TH TO 45TH STREETS AT 8TH AVENUE • NEW YORK

Decca Records, Inc., Formed With Veteran Executive Staff

E. R. Lewis, Jack Kapp, E. F. Stevens, Jr., and Milton Rackmil Are Officers of New Firm—All Are Long Identified With Record Industry

The music-radio industry learned with considerable interest ten days ago of the formation of Decca Records, Inc., with headquarters at 799 Seventh avenue, New York. The executives of this company, who have all been identified with the record industry for many years, are F. R. Lewis, chairman of the board;

manager of the record division and also becoming identified with the Brunswick Record Corp. as vice-president and sales manager. More recently he was the general sales manager of the Columbia Phonograph Co., Inc., and he brings to his new activities an exceptionally comprehensive knowledge of



Jack Kapp

Jack Kapp, president; E. F. Stevens, Jr., vice-president and general manager, and Milton Rackmil, treasurer.

E. R. Lewis has for years been managing director of the Decca Record Co., Ltd., of London, England. Jack Kapp needs no introduction to the music-radio industry for he has been identified with the music arts for over twenty years. During the past two decades he has been one of the recognized leaders in the development of the record industry and in recent years has not only been in close touch with recording activities in this country, but has made several trips abroad in order to thoroughly familiarize himself with available recording talent in the world's greatest musical centers. In addition to his thorough familiarity with every phase of recording, Mr. Kapp was also identified with the merchandising of records many years ago and therefore knows the requirements of the dealer so far as the successful merchandising of records is concerned.

E. F. Stevens, Jr., is another veteran of the record industry, having a host of friends among dealers from coast to coast. For a number of years he was associated with the Brunswick-Balke-Collender Co., subsequently joining the Brunswick Radio Corp. as general sales



E. F. Stevens, Jr.

record merchandising which will undoubtedly enable him to cooperate to maximum advantage with Decca dealers in the profitable development of their sales volume.

Milton Rackmil, treasurer of Decca Records, Inc., was formerly identified with the Brunswick Radio Corp. and the Brunswick Record Corp. in important executive positions.

Jack Kapp, in commenting upon the formation of Decca Records, Inc., stated: "I believe a few simple facts concerning our newly organized company will be of interest to the trade. We have completed our line-up of talent, which we believe includes the greatest group of outstanding names ever assembled under one label, such as Bing Crosby, Guy Lombardo, Mills Brothers, Ethel Waters, Dorsay Brothers and many others. Detailed announcement will be made within the next thirty days regarding these artists and their first recordings. We are not quite ready to outline our complete advertising, merchandising and selling plans, but we can assure the trade that we are going to offer them an opportunity to make real money backed up by sound, substantial sales policies."

Herb Young Rejoins Grunow Organization

Appointed Regional Manager Covering New York, New Jersey and New England—Long Identified With Trade

H. C. Bonfig, vice-president in charge of sales of the General Household Utilities Co., Chicago, Ill., manufacturer of Grunow refrigerators and radio sets, announced this week the appointment of Herbert E. Young as regional manager of the company with headquarters in New York. Mr. Young will cover New York metropolitan territory, New England and New Jersey, working in close contact with Grunow distributors and Grunow dealers in the development of their sales activities.

The news that "Herb" Young has rejoined "Bill" Grunow's organization will undoubtedly meet with enthusiasm from Grunow jobbers and dealers throughout the East for it means the resumption of a wonderfully successful business relationship between two of the most popular radio men in the country.

Back in 1926 when the Grigsby-Grunow Co. was manufacturing battery eliminators Herb Young joined the organization and after a period of six years advanced steadily forward in various important executive posts until he became vice-president and general sales manager of the company. His return to a Grunow organization at this time cannot fail to be of material and practical help to Grunow distributors and dealers, for Herb Young's merchandising training is based on an experience



Herbert E. Young

of over twenty years that comprises every phase of the marketing of radio, musical and specialty products.

William Humphries who has been associated with the sales staff of the General Household Utilities Co. for the past few years, will remain in metropolitan territory, working under Mr. Young's direction.

American Bosch Officials and Distributors Hold Conference

New Models Demonstrated at Meeting at Waldorf-Astoria Hotel—Roy Davey Explains Sales Promotion Program

A sales convention of factory officials and distributors of the United American Bosch Corp.'s radio division was held at the Waldorf-Astoria Hotel, New York City, on July 17, and was attended by approximately one hundred and ten enthusiastic jobbers. The new American Bosch radio receivers were demon-

RADIO MERCHANT, and the sales promotion program of the United American Bosch Corp. This program which calls for twenty-six weekly broadcasts over thirty-eight stations will be dedicated to an "Explorers' Club." Captain James P. Barker, sailing skipper, will conduct each program and a noted explorer will be a



Arthur T. Murray



Roy Davey

strated and were received with much acclaim.

Complete descriptions and illustrations of the new American Bosch receivers appeared in the New Products Section of the July issue of RADIO MERCHANT.

Arthur T. Murray, president of the company, made the principal address at the morning session in which he reviewed the status of the radio industry during the past year. Inasmuch as Mr. Murray is chairman of the radio set division of the Radio Manufacturers' Association and Code Authority Representative for the industry, he was amply equipped to review the progress of radio in a most interesting fashion. He told of the accomplishments of the United American Bosch Corp. and the development and preparations entered into prior to the introduction of the new models. F. J. Mackey followed Mr. Murray and gave an exhaustive description of the technical and engineering phases of the new product.

Following luncheon which was served in the Jansen suite Roy Davey, general sales manager, told of the promotion plans of the radio industry, dwelling in detail on the five point plan which was described in detail in the July issue of

guest each week. A complete description of this American Bosch activity appears elsewhere in this issue. Mr. Davey described the ways and means by which American Bosch dealers will benefit from the broadcast.

Dinner was served in the Empire room and at its conclusion the entire party made a specially conducted tour of Radio City as guests of the National Broadcasting Company and heard an actual radio broadcast from one of the main studios.

Congratulations, Russ

Russell Hunting, manager of the refrigeration division of E. B. Latham & Company, 250 Fourth avenue, New York City, distributor of Leonard refrigerators, is receiving the congratulations of his many friends in the trade upon the arrival of Miss Marie Ellen Hunting, who made her debut on June 23. Mr. Hunting is now the proud father of three boys and one girl, and under the circumstances it is not difficult at all to understand the reasons behind his enthusiastic efforts to stimulate the sale of Leonard refrigerators in metropolitan territory.

Sylvania Announces Tube List Price Revisions

In a special edition of "Sylvania News" sent to the trade the latter part of last month the Hygrade Sylvania Corp. announced list price revisions as of August 1 to meet competitive changes. Dealers were urged to sell complete sets of tubes to the public in view of the lower prices. Stanley N. Abbott, sales manager of the replacement sales division in an announcement to the trade said: "Sylvania dealers will not only be kept in a competitive position in relation to competitive price cuts, but they will continue to enjoy the same generous margin of profit as heretofore." The bulletin stressed the company's protection policy which provides every dealer, through his Sylvania jobber, full price protection on all Class "A" tubes purchased 30 days previous to a list price reduction, and on all Class "B" and Class "C" tubes purchased 60 days previous to a list price reduction.

Guy Lombardo Records First Selections for Decca

Decca Records, Inc., New York City, announced this week that Guy Lombardo had recorded his first selections as an exclusive Decca Record artist. Guy Lombardo is world famous as directing one of the most successful and popular orchestras the musical world has ever known and in the short space of five or six years he has attained a world-wide reputation. The executives of Decca Records, Inc., state that in addition to the recordings of Guy Lombardo there will be announced very shortly the first recordings of a number of prominent artists who have signed contracts to record for Decca catalog.

Kennedy for Congress

Formal announcement has been made by the Hunts Point Democratic Club, the regular Democratic Organization of the Third Assembly District of New York, that James A. Kennedy will run for Congress this year.

Mr. Kennedy has been very active in New York political circles since his departure from the radio field. His friends in the radio industry will remember that he was at one time vice-president and sales manager of Arthur H. Lynch, Inc., and that later he became New York representative for the Jensen Mfg. Co. Mr. Kennedy's brother, Martin, has been United States Congressman from the Yorkville, New York, District for a number of years.

Noblitt-Sparks Industries, Inc., Columbus, Ind., manufacturer of Arvin car radios, for the six months ended June 30, reported net income after depreciation, Federal taxes and other charges of \$140,632, compared with \$25,707 for the same period of 1933.



District service representatives of the RCA Victor Co. from coast to coast, headed by E. M. Hartley, manager of the Service Division, convened in Camden for more than a week to study sales policies and new equipment. Here they are in front of the executive office building in Camden. At top, left, is Mr. Hartley, Service Manager; W. H. Bohlke, Camden; G. A. Toepperwein, Camden; J. Mauran, Boston; E. A. Johnson, Detroit; George Allen, Camden; C. C. Aiken, Camden; O. V. Swisher, Kansas City; F. B. Ostman, Camden; and A. E. Jackson, Los Angeles. Bottom row, W. W. Jones, Philadelphia; W. L. Jones, New York; S. D. McIntosh, Dallas; H. M. Leighley, Atlanta; E. C. Cahill, Chicago; Charles Herbst, Chicago; J. E. Heney, Pittsburgh. George Urey, San Francisco, was unable to attend

CANDOHMS

ARMoured WIRE WOUND RESISTORS

STANDARD EQUIPMENT IN LEADING SETS

REPLACEMENT CATALOG

New Complete Catalog Now Ready
Send Today for Your Copy

THE MUTER CO.

1255 South Michigan Ave., Chicago

Precision Now Rebuilding Jewell 533 Tube Checker

The Precision Apparatus Corp., Brooklyn, N. Y., specializing in the modernization of obsolete tube checkers, is now ready to rebuild the Jewell No. 533 Tube Checker.

Features of this model provide for testing all standard radio receiving tubes issued to date, provision for future releases, double test on rectifiers and dual purpose tubes, a complete new aluminum-etched panel, new dial scale plate—English type, reading direct in turns of “replace,” “weak,” “good,” and a complete new wiring system. The price for modernizing the Jewell No. 533 Tube Checker is \$19.75 net.

In addition to the Jewell No. 533, the Precision Apparatus Corp. is in production on the modernization of the following obsolete tube checkers: Jewell Nos. 214, 534, 535 and 538; Weston Nos. 676, 677 and 678; Dayrad No. 381; Arcturus No. 27, and Sylvania Nos. 538 and 678.

New Flechtheim Catalog

A. M. Flechtheim & Co., Inc., New York City, has just released its latest catalog, No. 27, dated 1934-35. The current effort is a profusely illustrated 8-page catalog printed in two colors, orange and purple. The catalog presents one of the most complete parts replacement lines in the industry giving detailed descriptions of all Flechtheim products inclusive of Flechtheim carbon resistors, automobile suppressors, dry electrolytic condensers.

Yaxley Issues Replacement Control Manual

The Yaxley Manufacturing Co. announces the publication of a new, com-

plete replacement control manual. It is said to be the first complete publication of this nature and is authoritatively accurate. It is a 120-page volume, so arranged as to enable the service man to tell the proper control at a glance. It also contains much valuable reference information and instruction. It is free and may be secured by writing the Yaxley Manufacturing Co., Indianapolis, Ind.

The new Yaxley universal line of replacement volume controls embodies many new features that greatly improve volume controls and at the same time simplify stocks necessary to service most radio sets. Fifteen controls will service 90 per cent of all sets—four controls will service 1,398 sets; one control alone services 618 sets, through the new improvements.

Some sets using antenna cathode circuits require a fixed resistance varying from 100 to 500 ohms. The new Yaxley controls are equipped with an adjustable stop, permitting them to be set at any desired value.

Your Obsolete Tube Checker Can Be Brought Up-to-Date

MODERNIZE WITH “PRECISION”

JEWELL No. 538
Tube Checker,
After Re-Building,
Tests 210 Various
Tube Nos.



ALSO AVAILABLE MODERNIZATIONS FOR

- JEWELL No. 214
- JEWELL No. 533
- JEWELL No. 534 (Panel)
- JEWELL No. 535 (Panel)
- ARCTURUS No. 27 (Panel)
- SYLVANIA No. 538

- WESTON No. 676
- WESTON No. 677
- WESTON No. 678
- DAYRAD No. 381
- SYLVANIA No. 678

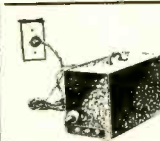
48-HOUR SERVICE

WRITE FOR OUR PLAN

PRECISION APPARATUS CORPORATION,
821 E. N. Y. Ave., Dept. RM., Brooklyn, N. Y.
Send your plan for modernizing our

(Make)

(Model No.)



UNIVERSAL A.C. Humless Power Supply

This absolutely silent power unit was developed by Universal engineers to supply perfect, pure direct current at 200 v. and 20 mls. direct from any 110 v. 50-60 socket. Completely banishes all battery annoyances. For use with condenser microphones, photo-electric cell amplifiers, etc., etc. Will also supply both A and B D.C. current to amplifiers of condenser or other type microphones using No. 230 tubes. A precision-built unit of typical Universal quality offered at a sales-compelling price.

DEALERS NET CASH \$23.52

Universal Microphone Co., Ltd.
424 Warren Lane, Inglewood, Calif., U. S. A.

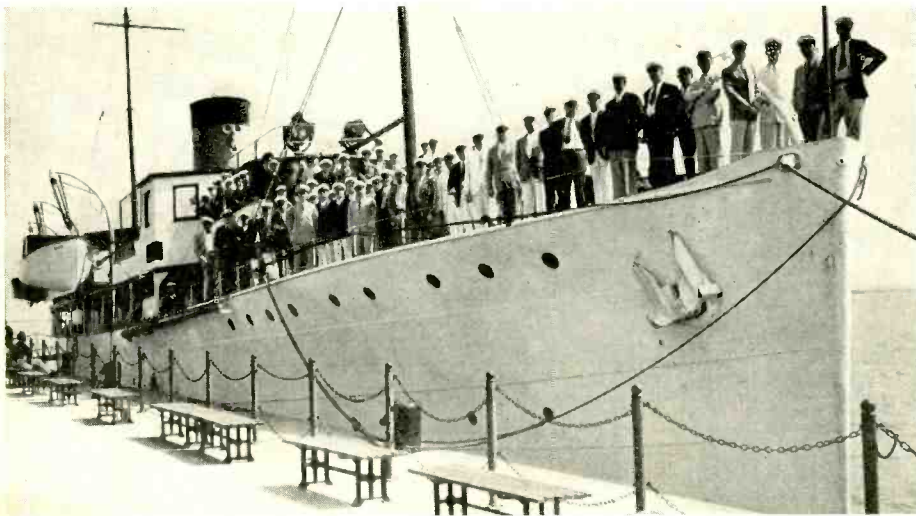
Zenith Distributors Attend Annual Convention in Chicago

Introduction of New Models Is Highlight of Gathering—Advertising and Sales Promotion Plans Outlined—Cruise Aboard "Mizpah"

One hundred and ten Zenith radio distributors from all over the United States and from more than a dozen foreign countries attended the Zenith Radio Distributors Convention, held at the Edgewater Beach Hotel, Chicago, July 16, 17 and 18.

The three-day meeting started off

manager. The explanation of Zenith's national advertising theme was also presented in a unique way, incorporating a marionette show that effectively explained the theme tying in with the national copy to appear in major city newspapers. Identical ads will also appear in magazines.



Zenith Distributors Aboard Comm. McDonald's Yacht "Mizpah"

with the most unusual method of presenting the 1935 Zenith line. E. A. Tracey, vice-president in charge of sales, opened the session with a series of introductions of the Zenith personnel. At this point, Mr. Tracey told the distributors that the new Zenith 1935 line would speak for itself.

With Mr. Tracey acting as the cross-examiner, each set ostensibly spoke from the stage for itself. The model talking for itself told of its superior features and described its chassis and cabinet. This unusual presentation of the models incorporated the use of the microphone hook-up, giving the impression that the set was doing its own "talking."

One of the high spots of the three-day meet was a dinner at the famous French Casino and Follies Bergere.

The second day session opened with the dramatic presentation of Zenith's new DeLuxe model, listing at \$750, a 25-tube musical instrument, by C. T. McKelvy, assistant sales manager. This instrument was spontaneously acclaimed by the convention as unquestionably the ultimate in radio receiving sets of this character.

Following the presentation of the DeLuxe musical instrument, Zenith's advertising and sales promotion plans were presented by Marshall Allen of the Charles Daniel Frey Advertising Agency and Parker H. Ericksen, advertising

The afternoon session included a trip to the broadcasting studio to hear an audition of a series of programs to be put on the air this Fall.

The third day, the entire distributor organization was taken by bus to the Navy Pier to board Commander McDonald's yacht, Mizpah, for a cruise to Benton Harbor, and a trip through the House of David. The return trip across Lake Michigan was made in the afternoon, the Mizpah docking at the grounds of A Century of Progress at 8:30 P.M. World's Fair goers, who watched the Mizpah approach, saw the decks lined with radio distributors in naval caps and whiskers, the gift of Zenith's president, Eugene F. McDonald, Jr., who made the presentation after the delegation had lunched with the genuinely whiskered members of the House of David. The entire party left immediately for the Streets of Paris, where dinner was served.

In commenting on this convention, Mr. Tracey stated, "The reaction of our distributors to the new 1935 Zenith line, as well as to our advertising and sales promotion plans was indeed highly gratifying. Our distributors were in accord in their views that the Fall of '34 will undoubtedly be a big year for Zenith and this opinion was substantially backed by orders placed at this convention."

Orchestras Sign New Brunswick Contracts

Hal Kemp, Ted Fio Rito and Anson Weeks to Record for the Brunswick Catalog Exclusively

The Brunswick Record Corp., New York City, announces new contracts with three of its outstanding dance orchestras: Hal Kemp, Ted Fio Rito and Anson Weeks—on an exclusive basis. All three will remain on the Brunswick label.

Kemp and his crack band have been recording for Brunswick records without a break since 1927, featuring an ultra-modern style and a bold rhythm that is unique among the dance orchestras of the country. For the last two years Kemp has been a tremendous hit at the Blackhawk Restaurant in Chicago, and it is expected that he will continue in this prominent midwest spot for the coming season. There is also a possibility that he may take his orchestra to an important eastern spot in the Fall.

Fio Rito, a Brunswick artist for the last two years, is at present on a vaudeville tour with his clever band of entertainers, en route to the West Coast. He will play again at the famous Coconut Grove in Los Angeles.

Anson Weeks, also hailing from the Far West Coast, is currently playing at the magnificent Trianon Ballroom, Chicago, but on August 31 will replace Guy Lombardo at the Waldorf-Astoria Hotel, New York City.

New Stewart-Warner Models Introduced

(Continued from page 28)

the Stewart-Warner Corp. had done and would continue to do its part in constructing and promoting the sale of quality radio merchandise. "We believe that we are manufacturing the sets that are destined to become the accepted standard for comparison in the entire field.

At this point Mr. Hiter donned a set of "blinkers" such as are used on race horses that are known to "give up" when competition presses. "To get over this particular point," said Hiter, "I'll borrow a trick from the race track. As you probably know, there are many thoroughbreds that have all the equipment—the speed, the stamina, the weight-carrying ability—to be winners every time they start, but simply because they are bothered by competition, they 'quit' and lose. A wise trainer will order such a horse to run in 'blinkers' so that he can see in only one direction—straight ahead—he gets out in front and stays there—runs a winning race and wins the stakes.

"Now when it comes to the actual selling of the Stewart-Warner line I am going to ask you distributors to 'put on the blinkers'—forget competition. Remember only this; you have the finest sets in the field, you're off in front.

News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

C. T. Lawson Heads New Frigidaire Post

Promoted to Manager of Household Division of Company—Is Widely Experienced in Specialty Field

Promotion of Charles T. Lawson, department store division manager for Frigidaire Corp., to manager of a newly formed household division with supervision over all household refrigerator sales in the United States, was announced recently by H. W. Newell, vice-president.

Mr. Lawson fills a post that has been vacant since the promotion a year and a half ago of Frank R. Pierce to the sales managership of the corporation, Mr. Newell stated.

A colorful individual widely known throughout the specialty and merchandising selling fields of the country, Mr. Lawson becomes the directing sales chief of an army of 18,000 Frigidaire household salesmen active in dealer-

ships and in department store outlets.

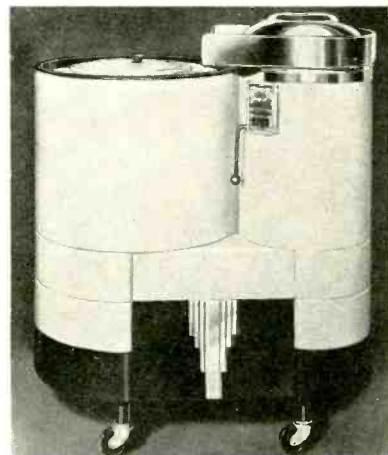
Born in Virginia 39 years ago, Mr. Lawson obtained degrees as a mechanical and electrical engineer at Virginia Polytechnic Institute. Upon graduation he became a member of the sales apprentices' class of Westinghouse Electric and Manufacturing Company at East Pittsburgh, Pa., training along with E. B. Newell, chief engineer and research director of Frigidaire, under the famous scientist, Benjamin G. Lamme.

He returned to Westinghouse after the war for a period of less than a year when he came to the Day-Fan Electric Co., Dayton, as sales manager. This company, manufacturers of radios, electric fans and motors, promoted him to vice-president in charge of sales in 1924, and in 1929, when it was taken over by General Motors and became the General Motors Radio Corp., Mr. Lawson became general sales manager, a position he held until withdrawal of General Motors from the radio field.

He joined the national headquarters organization of Frigidaire in May, 1932, as founder and manager of a new department store division.

trays producing 3.2 pounds of ice; porcelain bottom in food compartment; removable basket for fruits, eggs, etc.; white porcelain table top, and patented door check. List price \$77.50. RADIO MERCHANT, August, 1934.

NATIONAL METAL PRODUCTS CO., Waterloo, Ia. Watermatic washer Model 100 employs new continuous washing action which is said to operate with same efficiency on dainty clothes or heavy soiled garments. One of the outstanding features of the model is the pressure drier which eliminates wringer. This drier is said to remove all surplus water from clothes evenly in 1½ minutes.



Watermatic Model 100

Another feature is the automatic washing control which permits the housewife to set a convenient time regulator and at the end of the set time the washer automatically shuts off. Motor and moving parts are grease-packed at factory, so for average home use the Watermatic washer will never require oiling or greasing. Is modernized in appearance with graceful lines. RADIO MERCHANT, August, 1934.

New Products in the Allied Field

CROSLY RADIO CORP., Cincinnati, O. Crosley Chest Shelvador, lift top type. Has a capacity of 2 cubic feet net and 4.2 square feet shelf space, while door is of Shelvador type, making available additional storage space for small articles of food. Uses standard Crosley compressor with ¾-h.p. motor. Two ice trays have a minimum capacity of two pounds of ice. Chest refrigerator is finished



Crosley Chest Shelvador

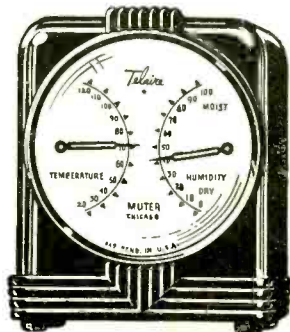
in white lacquer, black trimmings and stamped brass, nickel-plated hardware. Interior and top are of porcelain. Exterior dimensions are: 36 inches high; 23½ inches wide and 20½ inches deep. List price \$72.50 in the East and \$75 west of the Rockies.

RADIO MERCHANT, August, 1934.

Further information on Crosley products appears in advertisement on page 31.

NATIONAL REFRIGERATION CORP., Dayton, O. Line of National refrigerators consisting of three models and featuring the use of the new National Prestat valve which is an exclusive National development which eliminates the customary float-valve mechanism. Model L-46 has a net capacity of 4.26 cu. feet; Model L-58 has net capacity of 5.52 cu. ft.; and Model L-67 has net capacity of 6.42 cu. feet. Models have porcelain interior and lacquer exteriors, semi-concealed hardware, chromium-plated; Mullins all-porcelain evaporator; three trays with a capacity of 84 ice cubes (all models); outside mounted temperature control; eight speeds; automatic defrosting and 1/6-h.p. Leland motor. RADIO MERCHANT, August, 1934.

MUTER CO., Chicago, Ill. "Telaire" air meter which tells at a glance the humidity and temperature of a room. Is attractive in appearance, being contained in a genu-



"Telaire"

ine Bakelite case 3½ inches wide, 4½ inches high, 2 inches deep. Weight, packed, 8 ounces. List price \$2; in Canada, \$2.75. RADIO MERCHANT, August, 1934.

LEONARD REFRIGERATOR CO., Detroit, Mich. Lift-lid, chest-type refrigerator with shelf space of 4.3 square feet and 2 cubic feet net volume. Features include an eight-position temperature selector, two freezing

Graybar Distributing Thor and Meadows Washer Lines

Distribution arrangements have been completed between the Hurley Machine Co., of Chicago, and the Graybar Electric Co. involving practically nationwide handling of Hurley household washer and ironer lines, according to announcement by President Edward N. Hurley, Jr. The Hurley company's Thor washers and ironers will be distributed by Graybar in Texas, parts of Spokane and Tacoma, Wash., ten counties of New York State, and Florida, Tennessee, Georgia, Mississippi and Alabama.

Graybar will handle the new Meadows line of the Hurley Co. in practically all other sections.

Barton Washer Sales Jump

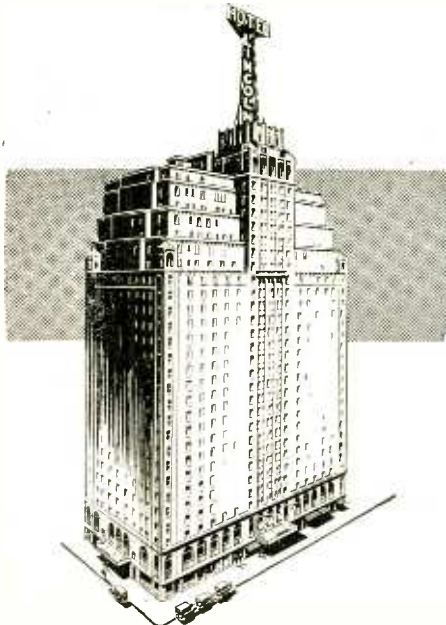
June household washer sales of the Barton Corp., West Bend, Wis., were 165 per cent ahead of June, 1933, in units, following a May increase of 143 per cent over May, 1933, A. H. Labisky, president, announces. Unit sales for the first six months of this year increased 106 per cent over the first half of 1933.

Radio Merchant, August, 1934

Hotel Lincoln Is Show Headquarters

Named as Official Hotel for Visitors to Electrical Exposition at Garden—Will Exhibit at Show

The Hotel Lincoln, New York City, is to be official headquarters for the delegates to the Electrical Exposition at Madison Square Garden, September 19-25, 1934. The Lincoln will exhibit at the show, showing the equipment of one of its typical two-room suites. Typical



Hotel Lincoln

Lincoln services will be exemplified and explained. The part the electrical fixtures play in the guest's comfort and the convenient room radio will, of course, form a prominent part of the exhibit.

The reason the exposition officials chose the Lincoln for headquarters hotel is that, in addition to its having every modern facility provided at moderate rates, it is located within four short blocks of Madison Square Garden, on Eighth Avenue. Many rooms at the Lincoln will be set aside for private showing of various electrical companies, who will repeat last year's special sales campaigns during the trade show. The sample room rates have been scaled very reasonably.

During the Electrical Exposition last year approximately 500 electrical manufacturers registered at the Lincoln for an average stay of seven days. A half dozen prominent radio companies rented large rooms, in which their products were exhibited. This year, as the Lincoln has been named specifically as hotel headquarters, the indications are strong that the number of delegates will double or treble the total of those staying at the hotel. One company alone expects to have approximately 200 of its jobbers at the Lincoln for a conference during the show.

Phenomenal Increase in Crosley Refrigerator Sales

An increase in Crosley Shelvador Electric Refrigerator unit sales of approximately 115 per cent for June as compared to the same month last year, was announced by Powel Crosley, Jr., president of the Crosley Radio Corp. Total refrigerator sales reached the high point of 25,250 units compared to 11,750 for June, 1933.

The Crosley company entered the electric refrigerator manufacturing field three years ago, and in that relatively short period has swept into a commanding position, showing the most rapid growth of any concern in the history of the industry. During the fifteen-month period, ending June 30, 134,490 Crosley refrigerators were sold, as compared to 42,657 for the similar period ending June 30, 1933.

The phenomenal expansion of the Crosley electric refrigerator division is the result, Mr. Crosley believes, both of his company's pioneering activities in developing a quality unit for the low-price field and its development of the exclusive Shelvador feature—a patented recessed door providing approximately 50 per cent additional storage space. This feature, according to Crosley engineers, is probably the greatest forward step in home refrigeration since the invention of the electric refrigerator.

So great has been the demand for refrigerators this season, Mr. Crosley said, that production for the most part has lagged from 10,000 to 45,000 units behind current orders. Single orders for trainload lots of from 10 to 48 cars were common.

Purchases Assets of the Trupar Mfg. Co.

Dallas E. Winslow, president of the Winslow-Baker-Meyering Corp., announced that his corporation had acquired the assets of the Trupar Mfg. Co., of Dayton, O., manufacturer of Mayflower household and commercial refrigeration and air-conditioning equipment, from the trustee, E. P. Larsh. Trupar has been operating in trusteeship for several weeks past.

According to Mr. Winslow, production of Mayflower household and commercial equipment will be interrupted only one week. Distribution of Trupar products will be continued through the channels established by the former Trupar management.

The sale of assets included the electric pump and water softener, as well as the air conditioning divisions of the company, which has been engaged in the manufacturing of electric refrigeration equipment since 1927.

Other subsidiaries of Winslow-Baker-Meyering Corp. in the refrigeration field include Copeland Refrigeration Corp., of Mt. Clemens, Mich., and the Zerozone Refrigeration Corp., Chicago, Ill.

Named Sales Manager of National Carbon

John M. Spangler Promoted to General Sales Manager of Company—Is Widely Known in Radio Industry.

John M. Spangler, who is personally known to hundreds of officials and salesmen throughout the country in the railroad, electrical, hardware, radio and automotive fields, has been made general sales manager of the National Carbon



J. M. Spangler

Co., Inc., according to an announcement just issued by the company.

The promotion is the latest of a series of advances which began almost with Mr. Spangler's initial connection with the National Carbon Company in 1915. Previous to that, he had devoted two years, following his graduation from Penn State College, to railroading with the New York Central, where he was connected with the signal department, chiefly in Albany and Rochester, N. Y.

His effort to get wider sales experience, and his transfer to National Carbon, led to his assignment as a salesman in the company's railroad department. Three years later he had risen to the managership of the railroad division at Cleveland.

In 1923, Mr. Spangler went to Chicago to take over the direction of western division sales. A few months later he became manager of the western division, one of the three national organization units of the company. He remained in Chicago in this capacity until 1930, when he took over the management of the eastern division in New York. Later he became associated with the general sales division, and was made assistant general sales manager a year ago.

The appointment of J. L. Leban as representative for Ken-Rad radio tubes in the Eastern territory is one of interest to the trade.

RCA-Victor Jobbers Attend Sales Meeting

(Continued from page 30)

Vogel of the RCA-Victor sales division, who has been identified with the merchandising of musical and kindred products for many years. Practically the entire afternoon was given over to Mr. Vogel's presentation of the new RCA-Victor line for the coming season. He stressed the outstanding mechanical, constructional and musical features of the product. Motion picture slides were used to emphasize each and every detail of the chassis construction, with particular reference to the "Magic Brain" which is an exclusive feature of the RCA-Victor line for the new year and which will be the keynote and theme of the company's merchandising and advertising program. The instruments themselves were then introduced to the distributors and as each model was presented it was received with enthusiastic acclaim; the jobbers being particularly pleased with the exceptionally attractive, distinctive and artistic cabinets that characterize the entire line. These instruments are described in detail in the New Products Section of this issue of RADIO MERCHANT.

The meeting on Tuesday was opened by Pierre Boucheron, general advertising manager of the RCA-Victor Co., Inc., who gave the jobbers a thorough and intimate idea of the advertising campaign which will be introduced within a few weeks in behalf of the new RCA-Victor instruments. Practically every form of standard advertising will be used to feature these new models and the jobbers were delighted to find that the RCA-Victor line for the coming year will be backed up by one of the most ambitious, aggressive and well-conceived advertising campaigns that the company has ever sponsored. The remainder of the business sessions on Tuesday was given over to a series of short, constructive and worth-while addresses by the following RCA-Victor executives: J. P. Jeter, in charge of battery set sales; L. H. Sullivan, in charge of cabinet manufacturing; E. M. Hartley, service manager; Thomas F. Joyce, advertising manager of the RCA Radiotron Co., Inc., who discussed the profitable merchandising of parts; C. R. King, vice-president and general sales manager of the RCA Radiotron Co., Inc., who gave the jobbers vital data as to the profitable merchandising of tubes and their importance in the radio picture; E. Wallerstein, sales manager of the Victor record division, who told the jobbers how and why Victor records can be merchandised to advantage in their respective localities.

During the course of the afternoon, John Vassos, internationally famous consulting designer, was introduced. Mr. Vassos was responsible for the artistic cabinets in the new RCA-Victor line and he pointed out that these cabinets were designed with the specific purpose of fitting into any home equip-

Store Recording Instrument Introduced



A novel but practicable means of increasing store traffic and stimulating interest in RCA Victor records and Duo combination instruments is provided with the announcement by the RCA Victor Co. of a special store recording instrument for making records of amateur talent at a nominal charge. The new record is intended primarily for dealer's use. The mechanism is housed in a compact walnut-finished chest-type of cabinet measuring 13 7/8 inches by 18 1/2 inches by 14 inches and consists of a microphone, a high quality pick-up, two-speed turntable and an amplifier

ment rather than merely being pieces of isolated furniture.

On Monday evening an informal and most enjoyable banquet was held in the Tower Ballroom at the Stevens Hotel and at the close of the convention the jobbers were unanimous in predicting that the new RCA-Victor line would meet with an enthusiastic welcome by radio dealers from one end of the country to the other.

RCA Radiotron Announces Tube Price Reductions

Substantial price reductions on 61 types of RCA radio tubes, ranging from 5 cents to \$2.50 per tube, were announced on August 1 by E. T. Cunningham, president of RCA Radiotron, Inc. The price reductions, the announcement stated, are in accordance with the company's policy of keeping selling prices in line with manufacturing and distribution costs, and of passing on savings made possible by increased production and manufacturing efficiency.

Lowered tube costs are expected to further increase the volume of radio tube sales because of the stimulus it provides for the estimated 18,000,000 radio set owners to replace old, worn tubes; radio engineers recommend yearly renewal of tubes for maintaining good reception.

Announcement was simultaneously made of an extensive merchandising campaign being launched to acquaint the radio public with the new prices. Newspapers, window displays, and store selling aids will be the backbone of the campaign to show the public how cheaply radio reception can be improved by

replacing worn tubes with Micro-Sensitive RCA radio tubes. Authorized RCA radio tube agents will receive a complete kit of display material for window and store interior as well as a quantity of new price lists, price reference cards and pocket price cards for the serviceman.

Raytheon Issues Portfolio of Merchandising Plans

The Raytheon Production Corp., New York City, has issued an attractive portfolio describing and illustrating its advertising and merchandising plans. Contained in it is a four-page leaflet entitled "A Few Intimate Glimpses Into the Home of Raytheon 4-Pillar Radio Tubes." This shows pictures of various departments of the factory and contains an interesting resume of the company's history and accomplishments. Among the sales aids pictured and described is a window display that is built in a unique double arrangement. One page is devoted to illustrating and describing a series of window and counter displays, and another sets forth data regarding booklets, charts, folders and display stands, all of which have been prepared by experts to assist dealers in merchandising the 4-Pillar tubes. Regarding the trade press Raytheon tells of its support to trade papers and urges dealers to support and read the various publications.

On a page which reproduces typical newspaper advertisement of Raytheon tubes dealers are told that during the past few years more than \$3,000,000 have been spent in familiarizing the public with the product.

American-Bosch Sponsors the Radio Explorers Club on Air

Famous Explorers Being Featured on Nationwide Network on Behalf of Products of United American Bosch Corp.

Beginning Sunday, Aug. 19, American-Bosch Round-the-World Radio goes on the air on WJZ, New York, and a coast-to-coast network of affiliated stations. The new radio program promises to be one of the most outstanding radio promotional plans ever presented on behalf



Col. Theodore Roosevelt

of radio dealers. According to Arthur T. Murray, president of the United American-Bosch Corp., it will provide a radio tie-up unique in the annals of radio broadcasting.

Each program will be conducted as a meeting of the Radio Explorers Club, a new organization sponsored by the makers of American-Bosch Radio.

The club, membership privileges in which will be offered to every radio listener, will be under the personal direction of Captain James P. Barker, famous sea captain, who has had a colorful, picturesque background of adventure and experience in every part of the world. His store of yarns—humorous, instructive and entertaining—will inspire the public with the glamour of foreign lands and strange peoples who can now be tuned into any home via American-Bosch Round-the-World Radio.

To still further whet the appetite for all-wave radio, the Radio Explorers Club will have as its guest at each meeting, a world famous explorer connected with the American Museum of Natural History, New York, probably the most widely known institution of its kind in America. The nation's leaders in the field of exploration, including F. Trubee Davison, Colonel Theodore Roosevelt, Jr., Roy Chapman Andrews, Martin Johnson, Vilhjamur Stefansson and

Margaret Meade, to name only a few, will be among the guest speakers. They will tell of their adventures in little known corners of the world—thrilling, mysterious, hazardous adventures that make front page news! This feature alone will assure millions of listeners to the American-Bosch Radio programs which experts predict will be one of the most popular series ever inaugurated.

Of particular interest to radio dealers is the merchandising phase of the series. While listeners will not be requested to send in tuning knobs or tubes instead of the usual box tops so often asked of radio audiences, measures have been taken to insure for dealers the liveliest form of concrete sales help ever extended by any radio manufacturer. Roy Davey, American-Bosch Radio sales manager, states that the entire plan has been designed especially to stimulate replacement sales and adds that it offers dealers the most powerful sales and merchandising cooperation in the history of the company.

The new line of American-Bosch Round-the-World Radio sets is outstanding not only in technical design but in cabinet beauty. Every set in the line, with the exception of the air cell receivers, has long and short wave range. Two models provide Right-Angle Tuning, an entirely new basic principle in radio design introduced by American-Bosch. All the sets embody such new principles as anchored construction, new type continuous tone control, etc., brilliant tone, etc. With sets of such technical perfection—backed by the outstanding radio promotional campaign, American-Bosch dealers are looking forward to a busy and prosperous, old-fashioned, lively fall and winter selling season.

Stewart-Warner Sales Show Tremendous Gain

The Stewart-Warner Corp., Chicago, Ill., and subsidiaries had consolidated sales of \$9,222,434 for the six months ended June 30, compared with \$3,979,164 in 1933, an increase of 132 per cent, it was recently announced by Frank Hiter,

ARKAY RADIO

**R.K. RADIO
LABORATORIES, Inc.**
6300 NORTHWEST HIGHWAY
CHICAGO, ILL. •

vice-president. For the quarter ended with June sales amounted to \$5,180,712, a gain of 109 per cent over 1933.

Brunswick-Columbia Sign Ellington and Calloway

In line with recent statements of policy, the Brunswick Record Corp. and the Columbia Phonograph Co. announce the acquisition on an exclusive recording arrangement of the internationally famous hot jazz combinations: Duke Ellington and Cab Calloway. At the present time it has not been decided for which catalogs Ellington and Calloway will be utilized, but definite announcements on this point and other interesting developments may be expected shortly. Ellington and Calloway are expected to add lustre to the Brunswick-Columbia popular catalogs already containing many prominent and popular recording aggregations. Calloway, who recently returned from a sensationally successful European concert tour, is now touring the country. Duke Ellington, a sensation last year in Europe—was recently featured in Paramount's "Murder At The Vanities" and also has a spot in the new Mae West film "Belle of the Nineties," as yet unreleased.

All the Leaders Can't Be Wrong!

The leading phonograph record manufacturers come to the leading flock manufacturers for their supplies of

COTTON FLOCKS OF SUPERIOR QUALITY

Write for samples and quotations

CLAREMONT WASTE MFG. CO., Claremont, N.H.

General Hammond Appointed to Radio Wholesale Code Authority

Well-known Manufacturer Is Named as Federal Administration Member of Board—Has Wide Record of Achievement

The executive offices of the Divisional Code Authority for the Radio Wholesaling Trade have been formally notified that the Federal Administration Member to the Code Authority has been appointed by the National Recovery Administration.

General Thomas Stevens Hammond,



General T. S. Hammond

president of the Whiting Corp., Chicago, is the newly appointed administrator. The members of the Code Authority feel highly elated that an administrator of such outstanding repute, character, and ability has been appointed to their Code Authority. The need for sound, prompt and decisive action on the part of the Code Authority is absolutely necessary and, with General Hammond as the Administration Member, there can be no doubt but what the rulings made by the Code Authority will be eminently fair and sound and that prompt action will be taken on all Code problems, and fair and equitable decisions rendered.

General Hammond accepted this appointment knowing full well the responsibility it entailed and realizing that decisions must be given which might be met with some opposition, but which would be fair to the majority of members of the Radio Trade.

General Hammond was born at Crown Point, New York, October 29, 1883. He was educated at Hyde Park High School, Chicago, and University of Michigan; was one of the popular football players, gaining a place on several writers' All-American teams; at Hyde Park he played with Walter Eckersall and at the University of Michigan with Billie Heston under Coach Yost.

General Hammond has been, successively, purchasing agent, assistant secretary, vice-president and secretary, and is now president and treasurer of the Whiting Corp. (formerly the Whiting Foundry Equipment Co.). He is also a vice-president of Swenson Evaporator Co. for the past fifteen years. He is a past president of the following associations: American Foundrymen's Association, Illinois Manufacturers' Association, National Founders' Association, Electric Overhead Crane Institute, Foundry Equipment Manufacturers' Association, Chicago branch of National Metal Trades Association and has served on numerous committees of the above and similar organizations.

Audio Projector Introduced by M. Weil

Famous Inventor Astonishes Musicians With Brilliant Reproduction Made Possible by New Device

Maximilian Weil, well known for his contributions to the art of faithful reproduction, recently introduced a new invention. In its report the New York Times said:

"A new method of recreating and projecting sound, which provides the auditory illusion of tone arriving at the ear from a wide angle, as from a large number of musicians playing on a stage instead of from a single point as when music is produced by a loud-speaker, was given its first demonstration here.

Music intercepted from a local station, or reproduced from a recorded selection, was given with such brilliance over the system, compared with the tone emitted by a standard radio-phonograph unit utilizing the same source of program that well-known musicians who heard the test said they were amazed at the fidelity and realism attained. Tones not heard through one instrument were prominent in the other, in good balance with the other orchestra instruments.

"The 'audio projector,' as the device is called by its inventor, Maximilian Weil, New York electro-acoustic consulting engineer, is scarcely larger than the average-sized radio cabinet or console now utilized in the home. The electrical amplifier and radio set employed is no different from thousands of other such apparatuses in use today, Mr. Weil said. However, the mechanism that transforms the tones from electrical to acoustic energy and gives the vibrations the illusion of realism is far different, he added."

Triumph Mfg. Co. Organized in Chicago

Manufacturing Service Test Equipment and Radio Devices—Former TCA Officials Head Firm

The Triumph Mfg. Co., Chicago, Ill., was recently organized to manufacture service test equipment and radio devices. Heading the company is J. J. McCarthy, formerly vice-president, treasurer and works manager of the Transformer Corp. of America. E. J. Doyle, previously secretary and chief engineer of the Transformer Corp. is directing engineering research and design, and R. C. MacGregor, formerly sales engineer and service manager of the same company is directing the merchandising activities.

Radio Corp. Statement

General J. G. Harbord, chairman of the board of the Radio Corp. of America, made public on August 1 the statement of income and surplus for the Radio Corp. and subsidiaries for the second quarter of 1934 and for the first six months of the year. Net income for the quarter was \$535,855.95, after interest, depreciation, taxes and other charges. Net income for the six months ended June 30 was \$1,771,580.81, after charges, compared with a loss of \$1,268,211.68 for the same period of 1933. Surplus as of June 30 was \$11,040,671.44 compared with a surplus of \$8,582,972.50 as of June 30, 1933.

National Union Reduces Prices

Effective August 1, the National Union Radio Corp. announced lower list prices, in keeping with such action by other manufacturers in the tube industry. National Union prices, however, remain 10 cents higher on all types throughout the list.

H. A. Hutchins, National Union vice-president, stated that the National Union 10-cent higher list price was being adhered to in an endeavor to afford some degree of reasonable profit margin for service dealers.

Brunswick's latest record release includes "You're a Builder Upper," "What Can You say in a Love Song?" "Fun to Be Fooled," and "Shoein' the Mare," four of Harold Arlen's compositions featured in the Lee Shubert production "Life Begins at 8:40." These four titles are recorded in fox-trot arrangements by Reisman.

TO PIANO MAKERS, DEALERS AND TUNERS

A few sample prices on my specialty as a keymaker of 20 years' experience. All work guaranteed, discount on large quantities.

Recovering tops with grained Ivorine.....	\$4.50 set
Rebrush entire set.....	3.00 set
Scraping and polishing.....	2.00 set

Broken keys carefully repaired.

VICTOR E. NELSON
904 So. 6th Avenue St. Charles, Ill.
Phone: St. Charles 374-R

TO HELP YOU



TELL THE WORLD YOU HANDLE THE BEST .

A MERCHANT is known by the products he sells. Raytheon 4-pillar Radio Tubes are known by the matchless quality and sturdiness they possess.* Tell your customers that you and Raytheons stand together in providing the finest radio reception that tubes can help to give. Raytheon retail sales promotion aids are more effective than ever. Magnificent new window and counter display pieces are now available. The picture above shows the principal ones. In addition there are: Display Stand, Consumer Book, Amateur Folder, Technical Data Chart, Consumer Price List, Dealer's Newspaper Ads. And new Service Equipment Items are available at low cost for dealers and service men.

An excellent *Product*, high-powered *Promotion* and a firm policy of a full list *Profit*—this is the unbeatable combination that makes a Raytheon dealership or distributorship a worth-while opportunity.

**Raytheon 4-pillar Radio Tubes are literally covering the four corners of the earth. Over forty foreign nations are using 4-pillar tubes. Millions of Raytheons are made and sold yearly—for replacements and for 60% of the licensed set manufacturers as initial equipment. More than 20,000 dealers and 800 distributors are making full list profits. The only radio tube with a distinctive and exclusive sales feature—4-pillar construction.*

RAYTHEON PRODUCTION CORPORATION
 30 East 42nd Street New York City
 55 Chapel Street Newton, Mass.
 415 Lake Shore Drive Chicago
 555 Howard Street San Francisco

RAYTHEON

TRADE-MARK

4-PILLAR RADIO TUBES

They sang the song together... 6,000 miles apart...



A baritone in London...Diana Wynyard in California



More than 6,000 mil

Millions of owners of obsolete sets will see this ad (now running currently in Saturday Evening Post, Collier's, and Time)—the first in a series to appear during 1934-35

YOU are now on the very threshold of what promises to be the most successful radio-selling season in years.

And General Electric is ready for it! Ready with a complete new line of All-wave sets—priced for every purse.

Ready with a dramatic advertising campaign in national magazines . . . consisting of colorful ads that feature news, thrills, celebrities.

Ready with promotional plans that mean profitable business for all General Electric Radio dealers—large and small.

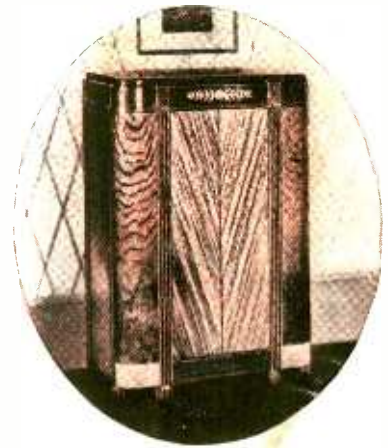
This year there's a new radio market—an obsolete set replacement market that will buy modern radios . . . just as millions of old car owners bought new automobiles this year.

Yes—history is about to repeat . . . and when it does, meet it half-way.

Be ready to serve this enthusiastic market with the finest line of sets ever to carry the G-E monogram.

For full particulars, see your General Electric Distributor. Or write the General Electric Co., Merchandise Dept. Section K-378, Bridgeport, Conn.

Subject to change without notice.



MODEL M-125—One of the new 1935 G-E All-wave consoles. A 12-tube superheterodyne with 5 bands . . . tuning range from 150 to 410 and 540 to 36,000 kc. . . volume output of 12 watts undistorted.

GENERAL  ELECTRIC RADIO

