

Radio Retailing

The Business Magazine of the Radio Industry

A McCraw-Hill Publication

SEPTEMBER, 1930

THE WORD IS GOING ROUND THE TRADE!

**Eveready
Raytheons are here and . . .
COMING!**

EVEREADY Raytheon 4-Pillar Tubes cost no more than other established makes. . . . Within the past few weeks hundreds of new dealers have stocked full lines of Eveready Raytheons. Their service-men are ordering Eveready Raytheon tube-characteristic charts by the thousands, and are engaged in a nation-wide house-to-house canvass of prospective tube customers. Most important of all, a host of set-owners are asking dealers to demonstrate the superiority of Eveready Raytheon Tubes in their own radios, at home!

This means but one thing—a realization that quality reception requires quality tubes—and that the patented 4-Pillar construction of Eveready Raytheons puts them head and shoulders above the common run!

Eveready Raytheons come in all types, and fit the sockets of every standard A. C. and battery-operated radio in present use. Ask your jobber, or write us now for the names of jobbers near you.

Service-men! Information and sales helps, designed for your use, will gladly be sent to you free. Among them is a blue-print, giving engineering data on Eveready Raytheon 4-Pillar Tubes. Write our nearest branch.

NATIONAL CARBON COMPANY, Inc.
General Offices: New York, N. Y.
Branches: Chicago, Kansas City, New York, San Francisco
Unit of Union Carbide and Carbon Corporation



Eveready Raytheon 4-Pillar Tubes

“PROVE to my satisfaction that Brunswick can out-perform any set on the market in selectivity”, said a prominent upstate New York dealer, **“and I’ll guarantee that Brunswick will out-sell any set in this market!”**

Located in a territory notorious for its difficult receiving conditions, with one powerful station blanketing the ether, this dealer was naturally skeptical. His sales depended absolutely upon his being able to supply his customers with a radio that would cut through the all-powerful local station and give them a choice of out-of-town programs.

Brunswick engineers gladly met his challenge. They offered to make a wide open test under any conditions, against the most selective competing set he could name.

He picked a model widely known for its selectivity — a brand that had

PIN-POINT SELECTIVITY IS A

led in sales in his district because of that very reason.

The test was made in a room in a hotel located only a few blocks away from the broadcasting station.

Point-for-point, this dealer checked the two instruments. Brunswick won —*hands down*—not only on selectivity, but also on distance, tone quality, and ability to shield out local interference coming from the hotel elevators, and nearby power-stations.

“All right,” said the dealer with a grin, “you can sign me up. This town is going Brunswick from now on!”

BRUNSWICK RADIO CORPORATION —
MANUFACTURERS OF RADIO, PANATROPE AND
RECORDS — NEW YORK, CHICAGO, TORONTO —
SUBSIDIARY OF WARNER BROS. PICTURES, INC.

FEATURE OF THE NEW BRUNSWICK



Brunswick

RADIO

MULTI-RECORD RADIO

No. 14 Stromberg-Carlson. Equipped with automatic record changer. Capacity 12 records (10 or 12 inch). Uses 10 tubes. Provision for connecting Electrical Remote Control. Solid walnut cabinet. Scarcely larger than a radio alone. Height, 47 inches; Width, 31½ inches; Depth, 20¾ inches. Price, less tubes, East of Rockies . . . \$645.00



CENTER

OF ATTRACTION

YOUR store becomes the community's center of radio attraction the instant it contains the New No. 14 Stromberg-Carlson.

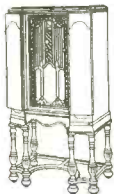
In your store, just as at the big radio shows, all eyes turn toward the marvelous, and almost human, record changing mechanism of this instrument. All ears turn toward its magnificent tone whether reproducing broadcasting from far or near or reproducing

a dozen records of mixed sizes without aid of human hands.

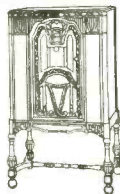
In your show window, in your store lobby, or on your sales floor, you can have no greater "center of attraction" than the New No. 14 Stromberg-Carlson offers you.

And the name "Stromberg-Carlson" itself forms a center of attraction, because: "There Is Nothing Finer Than a Stromberg-Carlson."

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

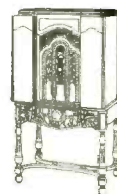


No. 12 Grand Console. Uses 10 tubes. Automatic Volume Control. Silent Visual Tuning. Provision for connecting Electrical Remote Control. Solid Walnut Cabinet. Price, less tubes, East of Rockies . . . \$355.00



No. 10 De Luxe Low Console (left). Uses 4 Screen Grid Tubes. Price, less tubes, East of Rockies . . . \$259.00

No. 11 "Convertible" Console (right). Uses 4 Screen Grid Tubes. Price, less tubes, East of Rockies . . . \$285.00



1894

Stromberg-Carlson

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



1930

The Ideal Speaker for Automobile
or Mantle Type Sets

UTAH

**NEW
JUNIOR**

ELECTRO-DYNAMIC SPEAKER



Answering the demand for a sturdy compact quality speaker Utah presents the New Junior. Extremely sensitive—Marvelous clarity and volume—

No distortion

Model	List
506 — 110 Volts D.C. Single Output Type	\$10.00
511 — 110 Volts D.C. Push Pull Type	10.00
510 — 6 Volt Battery Type Unit	10.00
510B — 6 Volt Battery Type Unit in Baffle Box	12.00

Overall Diameter of head, 8½ inches.

Manufacturers are urged to **Wire or phone for Complete Specifications, Prices and Samples**

New Carter Catalog—20 pages, picturing and describing the new Carter Channel Selector switch and many other items.

New Utah Catalog—showing New Electrofarad Hi Capacity Condenser, Wavemaster Antenna, Phonograph Pick-up, etc.

Your copies await your request. Simply address

SALT LAKE CITY

NEW YORK

TORONTO, CANADA

UTAH RADIO PRODUCTS CO., 1737 S. Michigan Ave., Chicago

BOSCH RADIO

1. Automatic Volume Control
2. Full Tone Control
3. Top to bottom Selectivity
4. Electrical Tuning Meter
5. Push-pull Amplification
6. Speaker Mute
7. Five Tuning Condensers
8. Massive Audio Unit

Model D (Right)—A console so decidedly away from the usual that it expresses rare elegance and charm. It is 47 1/4" high, 28" wide and 14 1/4" deep. It is a 9-tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph-speaker pick-up connection and illuminated kilocycle tuning scale. Designed for AC-25 or 60-cycle operation or DC operation.
 Price, less tubes . . . \$195.00



Model B (Below)—The richly grained walnut woods so beautifully matched give this console a pleasing individuality. It is 44 1/2" high, 26" wide and 14 1/4" deep. Has sliding doors, built-in electro-dynamic speaker and 8-tube receiver. Designed for 25 or 60-cycle operation.
 Price, less tubes . . . \$159.50



Model E (Left)—A graceful console, gorgeously designed in beautiful matched walnut woods. It is 50 3/4" high, 28" wide and 15 1/4" deep. It is a 9-tube receiver, has full automatic volume control, electrical tuning meter, tone selector, speaker mute, phonograph-speaker pick-up connection and illuminated kilocycle tuning scale. Designed for AC-25 or 60-cycle operation or DC operation.
 Price, less tubes . . . \$250.00

Model A (Below)—A delightfully pleasing open console most beautifully proportioned with highly patterned woods. It stands 39 1/4" high, is 26" wide and 12 1/4" deep. Built into the cabinet is the Bosch Radio 8-tube receiver and electro-dynamic speaker. Designed for 25 or 60-cycle operation.
 Price, less tubes . . . \$144.50

Bosch Motor Car Radio
 and
 Bosch Motor Boat Radio
 offer extra sales and
 profit-making
 opportunities



Bosch Radio Consoles express decidedly new and finer art in Radio furniture; they are beautiful—they are practical—they fully meet present market conditions. Combine this cabinet craftsmanship with Bosch Radio performance and you have a quality balance which not only creates sales but keeps substantial profits forging ahead of ordinary lines.

Bosch Radio covers the whole buying range with outstanding values in every price class from \$144.50 up, less tubes.

Bosch Radio answers the demand for Radio improvements with complete selectivity on both high and low wave lengths; efficient performance on antenna from 5 to 100 feet; 8 tube models with four screen-grid tubes; 9 tube de luxe models with five screen-grid tubes; push-pull amplification; 5 tuning condensers; single tuning control; full automatic volume control; electric tuning meter; speaker mute.

Write for information of Bosch Advertising and Bosch Merchandising in your territory.

Bosch Radio is licensed under patents and applications of R.C.A., R.F.L. and Lektophone. Prices slightly higher west of the Rockies and in Canada.

AMERICAN BOSCH MAGNETO CORPORATION
 SPRINGFIELD, MASSACHUSETTS
 BRANCHES: New York Detroit Chicago San Francisco
 Canadian Distributor—RADIOCRAFT CORPORATION, Ltd., Ottawa, Ontario



In your store

Grebe stages a drama
with a profit climax

ANOTHER original Grebe idea: the *7-check test. Here is store merchandising that stages demonstrations for you—drama with profit at the climax. Instead of attempting to lure the consumer with glib phrases, this plan sells him Grebe radio on actual performance. The large window display pulls him in—the counter display holds him—the test card shows him how to select his set with a definite realization of the kind of an enjoyment it will bring into his home.

By means of a simple scoring method, the 7-check test shows at a glance how the new Grebe compares with any other set for (1) Tone, (2) Control, (3) Selectivity, (4) Sensitivity, (5) Decorative quality, (6) Construction and (7) Value. How to judge these qualities and appraise every radio accurately is clearly told in non-technical language.

With the moderate-priced AH1 presented as a companion line to the refined and improved SK4, Grebe dealers and jobbers face confidently the issue brought before the public in the 7-check test.



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

* Copyrighted

MAGNAVOX DYNAMIC SPEAKERS



ARE, TO THE PUBLIC, THE GUARANTEE OF
PERFORMANCE
 IN THE RADIO RECEIVER
 YOU BUILD OR SELL . . .

Undeniably, almost every radio receiver sounds well in its demonstration to the customer. Originally, that was enough.

That time has passed. Today, customers are no longer content with the single question, "how does it sound?"—they ask another:

"How will it sound?"

When they ask that question of receivers equipped with Magnavox Dynamic Speaker units, the answer is clear cut and direct:

"The Magnavox Dynamic Speaker in this set is guaranteed for the life of the set, against hum, rattle, or any speaker fault."

Read that guarantee over again. It means something to your customers. It should mean something to you.

It should mean your insistence upon receivers which are Magnavox-equipped.

It should mean profits—tangible, in-the-cash-register profits.

Think it over.

LICENSED APPARATUS



THE MARK OF THE GENUINE

THE MAGNAVOX COMPANY

ESTABLISHED 1911

Executive & Sales Offices: 155 East Ohio Street, Chicago, Illinois

ATWATER KENT RADIO

with the
GOLDEN VOICE

Here's your Ammunition!

One great line on which to *concentrate*—new inside and out—

Complete in its range of prospect appeal—

Magnificent new models—harmonious, satisfying—

Exclusive Quick-Vision Dial, for instant, accurate tuning—all stations always in sight and uniformly separated for easy selection

on every part of the dial—
Perfected Tone Control, emphasizing bass or treble at will—four definite shadings of the Golden Voice—

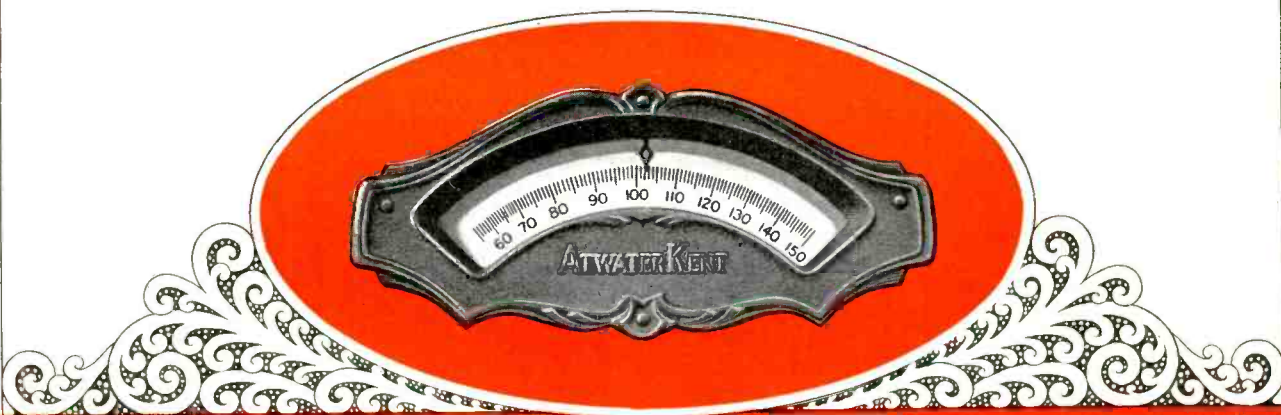
Precedence in Screen-Grid—longest experience, a year in advance—

Amazing range and power—

And finally, Atwater Kent workmanship throughout.

THE NEW QUICK-VISION DIAL

an exclusive Atwater Kent feature—the year's outstanding advancement



Entire dial in full view all the time, for instant reading from any angle. Uniform kilocycle graduations from end to end, widely spaced for easy tuning at every point—made possible

by a wonderful compensating mechanism, developed in the Atwater Kent Laboratory. Velvety, accurate action. Large legible figures, fully illuminated.

ATWATER KENT

RADIO

with the

GOLDEN VOICE

Read how CONCENTRATION PAYS

Excerpts from letters to Atwater Kent distributors:

"We have handled several other lines, but for the past five years we have stuck exclusively to your set.

"We feel that we cannot allow the proper attention to an article when we have two or three competitive lines."

—E. B. Degenring & Company,
Elizabeth, N. J.

"During this past year, when many radio dealers have complained about the radio business, we have shown a very fine net profit. We do not have the duplication of demonstration nor do we have the sales resistance we had, and the net result has been that our organization has made more sales at a reduced selling cost."

—C. P. Meyers, Ft. Wayne, Ind.

"Our sales for 1929 were more than double those of 1928, with a net profit of nearly 2% more for the same volume of business than was shown the year before. Now, no amount of persuasion could induce us to carry more than one line of radio, and that one line will be and continue to be Atwater Kent."

—Cohn Brothers, Portland, Ore.

"We went Atwater Kent exclusively, three years ago, and give

you five reasons why: 1. It shows you are sold on the product offered for sale. 2. Enables dealer to carry adequate stock on less investment. 3. Simplifies service, lowers stock of repair parts. 4. Confines purchases to one jobber. 5. Necessitates contact with only one finance company."

—Earp Music Co., Graham, Tex.

"We have felt a decided selling stimulus in having a clear-cut objective: the sale of an Atwater Kent Radio rather than the sale of one of several radios."

—Johnston Brothers, Minneapolis

"Our past year has been a successful one, thanks to your line of Atwater Kent Screen-Grid and your sincere cooperation. We will be with you in 1930 again, exclusively."

—G. W. Patterson, Kendallville, Ind.

"One hundred percent A.K. spells a lot for the radio dealer. Since 1923 we have sold A.K. and that only. After the first year it came home to us that one line was enough. A.K. seemed to require less service, and during the years following many makes of radio passed out of the picture, but A.K. stood out in front always,

requiring very little service, always popular and easy to sell."

—Larry A. Morgan, Toledo, Ia.

"We have handled Atwater Kent exclusively with gratifying results. We will continue to handle only Atwater Kent Radio with the knowledge that when the sale is made service costs will be negligible, and our customer will be a satisfied Atwater Kent booster."

—Rausb Electric Co., Pittsburgh, Pa.

"In radio we have always sold Atwater Kents exclusively. With eight other lines shown in our town we have continually dominated the market and have from season to season sold more sets than all of our competitors put together."

—Garrison's, Anthon, Iowa

"It is true that we have had some very promising offers from radio manufacturers, termed as keen competitors, nevertheless we have kept the Atwater Kent Radio exclusively. We consider it far more profitable to stick 100% to one line. With Atwater Kent we get a considerably greater turnover on our investment."

—Still Furniture Co., Moultrie, Ga.

ATWATER KENT

RADIO

with the

GOLDEN VOICE



MODEL 75
Radio-Phonograph
Combination

Finished in American walnut with rubbed top. Matched butt walnut front panels and apron. Top piano-hinged and with automatic support. Ample and accessible record compartment.

Less Tubes
60 Cycles—110 Volts A. C. . . \$195.00

ON THE AIR—Atwater Kent
Radio Hour—Sunday Evenings,
9:15 (Eastern Standard Time),
WEAF network of N. B. C.



MODEL 70
Lowboy

Finished in American walnut with rubbed top. Matched butt walnut front panels and apron.

Less Tubes
60 Cycles—110 Volts A. C. . . \$119.00
25 Cycles—110 Volts A. C. . . \$129.00
110 Volts Direct Current . . . \$129.00
Battery Operated \$99.00



MODEL 74
Table

*Prices slightly higher west of
Rockies and in Canada*



MODEL 76
Highboy

Finished in American walnut with rubbed top. Matched butt walnut front panels and doors. Doors muffled with felt for silence.

Less Tubes
60 Cycles—110 Volts A. C. . . \$145.00
25 Cycles—110 Volts A. C. . . \$155.00
110 Volts Direct Current . . . \$155.00
Battery Operated \$125.00

Finished in American walnut with matched butt walnut front panels, top and back. All four sides are finished. It may thus be placed anywhere in room.

Less Tubes
60 Cycles—110 Volts A. C. . . \$125.00
25 Cycles—110 Volts A. C. . . \$135.00
110 Volts Direct Current . . . \$135.00

ATWATER KENT RADIO with the GOLDEN VOICE

Meet the Atwater Kent DISTRIBUTOR

Go into the whole proposition with him. Let him show you by facts and figures how you'll trim your inventory, lower your overhead, speed up your turnover, and come through the year with a far better NET than ever before, by *concentrating* on Atwater Kent.

ATWATER KENT MANUFACTURING CO.

A. Atwater Kent, President

4733 Wissahickon Avenue

Philadelphia, Pa.

“Our CeCo Radio Tube sales have increased 30% in the last two years—proof of CeCo’s high reputation.”

A. MOROFSKY, Amco Radio Stores, Inc., New York, N. Y.

“The tremendous dealer acceptance of the CeCo Selling Plan, ‘They’re Better or You Don’t Pay,’ indicates this will be the greatest year in CeCo history... The public is responding generously, because CeCo Radio Tubes must be good to be sold with such liberal assurance... If you want more profit and goodwill, write for our portfolio.”

DO YOU KNOW?

1. CeCo is recognized in the Radio Industry for leadership... financial soundness... and stability.

2. Forty-two specialty engineers are constantly working to improve CeCo Radio Tubes.

Ernest Bauer
**PRESIDENT
CECO MANUFACTURING CO., INC.
PROVIDENCE, R. I.**

CeCo

1930

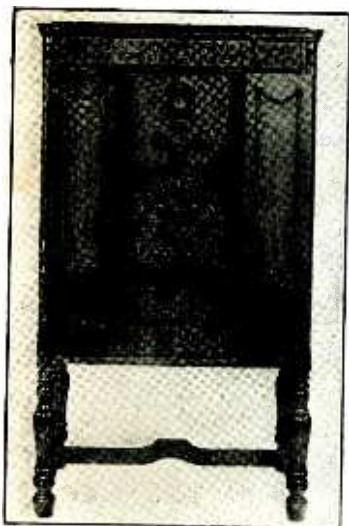
Radio Tubes



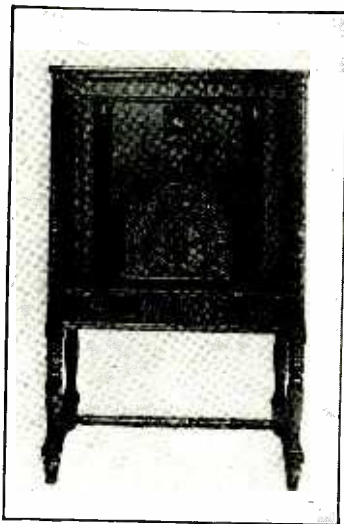
● CeCo Radio Tubes are licensed under patents and applications of Radio Corporation of America and affiliated companies.

Three Potent Facts

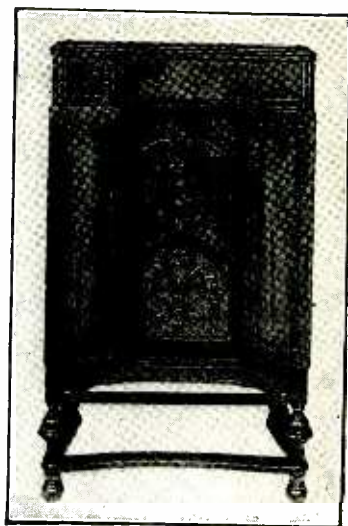
FOR THE RADIO DEALER



HIGHBOY—Two-door cabinet in rich brown walnut with satin finish. Super-heterodyne circuit, 9 tubes—four of which are screen-grid. Equipped with *Tone Control*.



LOWBOY—a distinguished example of early American cabinet design. Harmonizes beautifully with any surroundings. Super-heterodyne circuit, 9 tubes—four of which are screen-grid.



RADIO-PHONOGRAPH COMBINATION—Rich brown walnut with satin finish. Super-Heterodyne circuit, 9 tubes—four of which are screen-grid. Has *tone control*, new, improved electrical phonograph reproduction and home recording device.

1

This season will be overwhelmingly a screen-grid Super-Heterodyne Radio year.

No dealer's line will be complete without this new type receiver.

2

The most profitable super-heterodyne for you to handle will be that one with the widest public acceptance.

3

In the homes of America there are 80 millions of products bearing the G-E monogram.

The housewife has confidence in General Electric — confidence born of actual experience with General Electric products.

Therefore the logical screen-grid Super-Heterodyne for the progressive radio dealer is

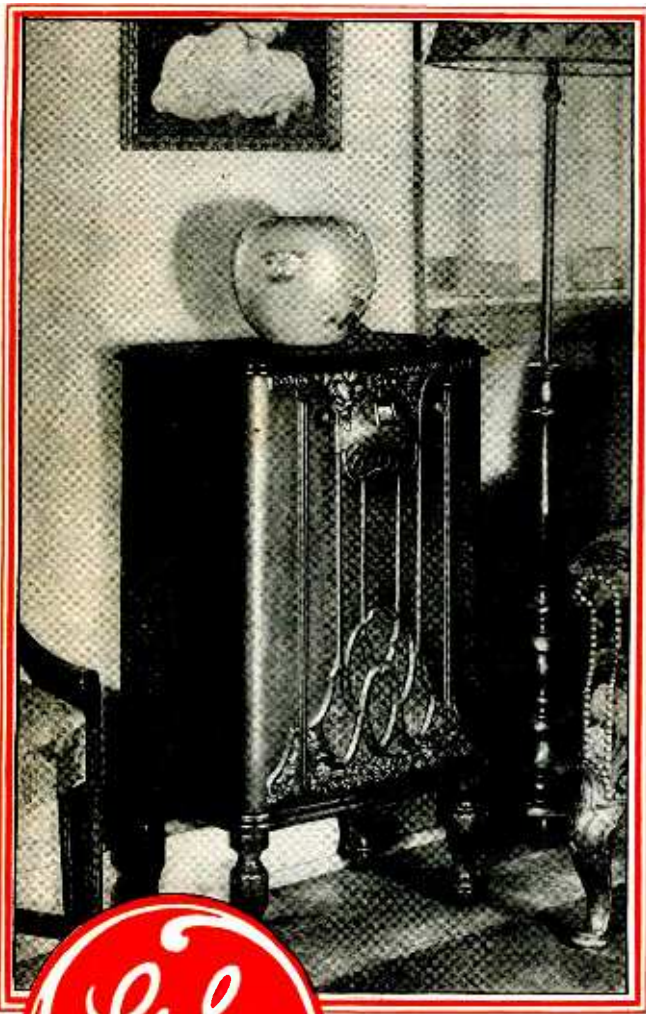
GENERAL ELECTRIC

FULL RANGE RADIO

Bearing the G-E monogram

GENERAL ELECTRIC RADIO is introduced to the public this month with the largest radio announcement that has ever appeared in the Saturday Evening Post and Collier's—the opening of an aggressive, continuous advertising campaign... a sensational nation-wide radio broadcast... striking newspaper displays and a burst of trade-building dealer helps.

And the General Electric Radio



THE hundreds of people in your community who are in the market for a small low-priced set want the G-E monogram on their radio just as much as those who are interested in the higher priced models.

To open this tremendous market to the G-E Radio Dealer General Electric has produced this new Studio Lowboy.

In its own price class, it has no superiors—it is the outstanding radio value of the season.





Dealer will have a **COMPLETE** line including this new low priced model

Compact in size ($34\frac{5}{8}''$ x $20\frac{1}{2}''$ x $12\frac{7}{8}''$) and unusually attractive in appearance, it not only represents a marvelous price attraction to the dealer's store but it caters to a triple market—homes where space is limited — the low price market — and also as a second set sale.



BRIEF SPECIFICATION

*7 tube A.C. operated
Screen-grid receiver
Four tuned circuits
Power screen-grid detector
Push-pull audio
New type dynamic reproducer
Compound type volume control
Horizontal drum station selector*

Get in touch with your G-E Radio Distributor *today* and learn full details of this wonderful addition to the General Electric Line.

GENERAL  ELECTRIC
RADIO

IN ALL
THE WORLD

NO RADIO LIKE THIS!



Available in three models:
The Queen Anne (Standard)
The Louis XVI Highboy
The Elizabethan Combination

Yes, there IS something NEW in Radio Receivers this Fall—a receiver of such outstanding excellence and so utterly different from any you have ever seen—that there will be an immediate and insistent demand for it by radio connoisseurs throughout the country.

The New Victoreen Super Heterodyne

is built for those who want the best. It occupies the same position in the Radio field that Packard, Cadillac and Lincoln do in the Automobile field. It is the standard of quality. It has unparalleled sensitivity and selectivity, and *tone quality* such as you have never heard before.

In the new Victoreen you see the marvelous Super Heterodyne circuit at its very best. *In every detail* unstinted care has been used.

Here is a wonderful opportunity for you to make real profits this season.

We are making deliveries NOW. Write or wire.

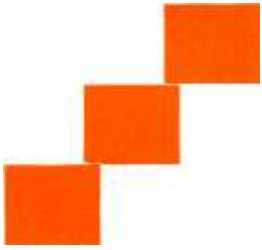
THE VICTOREEN RADIO COMPANY
2825 Chester Ave., Cleveland, Ohio



The CIRCUMNAVIGATOR



VIGOROUS NEW SALES PLANS



SPARTON dealers this year will receive the benefit of the most vigorous and keenest factory merchandising plans ever inaugurated by any radio manufacturer, including the gigantic Sparton Scholarship Award. These will be supported by a broadened price range, and a reputation second to no other in the world. Sparton franchises are still available to dealers who are *merchandisers* and who have demonstrated their ability to tie in with big plans.

THE SPARKS-WITHINGTON COMPANY
{Established 1900}

JACKSON, MICHIGAN, U. S. A.

Pioneers of Electric Radio without batteries of any kind



SPARTON RADIO

"Radio's Richest Voice"



(506)



Every Tube You buy and sell ... test with the

MODEL 400

Readrite

Counter Tube Tester

Here's the answer to how to check all your tubes, quickly and accurately. It's the new model 400 Readrite—a Counter Tester that conveniently sits on the counter to give an accurate test of any tube. It connects to A.C. supply—gives mutual conductance quickly of heater type and other tubes in general use.

Simple, accurate, complete. All parts correctly shielded in the beautiful baked enamel steel case. Convenient tube chart with each tester.

Order yours today.



Look over the Readrite line. Send for new catalog describing and illustrating Readrite Ohmmeters, Test Sets, Voltage Regulators, Resistors, Panel and Portable Meters for A.C. and D.C.

READRITE METER WORKS

Established 1904

6 COLLEGE AVE., BLUFFTON, OHIO

\$12_{net}

Your jobber can supply you. If ordered direct remittance must accompany order.

The biggest thing in 1930-31 Radio-TONE CONTROL

RADIART FULL RANGE TONE CONTROL

opens up a new market of over 8,000,000 set-owners

Manufacturers of
Sound Amplification
equipment licensed
by R. C. A.
and associate
companies.



There is more profit
for you in this
\$7.50 quality item.

Capacity and induc-
tance in a bridge cir-
cuit give FULL RANGE
control. Installa-
tion is simple; the
power tubes merely
fit thru adapters.

MORE than 8,000,000 people who bought sets prior to NOW are without Tone Control . . . they want it! Millions of dollars in national advertising have made them conscious of the need for it.

Radiart Full Range Tone Control overwhelmingly meets this demand, for it controls the whole audible scale. This unit will actually increase the brilliance of the treble above normal reception as well as deepen and mellow the bass.

Tone Control is the thing to push this year—and Radiart is the only Full Range control available—it is the tone control of 1932.

Write at once — the market will move rapidly. There is a Radiart Standard Tone Control (list \$2.95) to meet price competition.

THE RADIART CORPORATION
13229 SHAW AVE. • Sound Equipment Engineers • CLEVELAND, OHIO

Radiart

Full Range
TONE CONTROL

BASS INTERMEDIATE TONES TREBLE

TRADEMARK, 31 1930

This graphic chart shows how the Radiart Full Range Tone Control commands the whole range. The lower keyboard shows the limits of standard tone controls.

Usual Control Limit

BASS INTERMEDIATE TONES TREBLE

Radiart FULL RANGE TONE CONTROL

Please send me information on Radiart Tone Controls and dealer merchandising plans.

NAME _____

ADDRESS _____

Would you like to receive a copy? Write to The American Weekly, 959 Eighth Ave., at 57th Street, New York City.



Which brand of goods would you sell?

SUPPOSE you had to choose between stocking one of two competitive brands of goods—A and B, which yield the same percentage of profit.

You know that brand A is to be advertised in The American Weekly, while brand B is to be advertised in any other magazine you wish to name.

Which brand would you select to sell?

Before deciding, consider these significant facts. With its nearly 6,000,000 circulation,

The American Weekly carries the advertising messages to the largest number of possible purchasers. It reaches one out of every four families throughout the entire nation, or twice as many families as are reached by any other magazine.

It stands to reason that when you stock and display *any* brand of goods advertised in The American Weekly, your sales and profits should be greater—*twice greater*—than if advertised in any other magazine.

What is the American Weekly?

The American Weekly is the magazine distributed through seventeen great Sunday newspapers from seventeen principal American cities. It concentrates and dominates in 536 of America's 812 towns and cities of 10,000 population and over.

IN EACH OF 185 CITIES IT REACHES ONE OUT OF EVERY TWO FAMILIES

IN 132 MORE CITIES, IT REACHES 40 TO 50%

IN AN ADDITIONAL 102 CITIES, IT REACHES 30 TO 40%

IN ANOTHER 117 CITIES, IT REACHES 20 TO 30%

—but that's not all. Nearly 2,000,000 additional families in thousands of other communities regularly buy The American Weekly—making the unprecedented national total of nearly 6,000,000 families who read The American Weekly.



No
Sir!



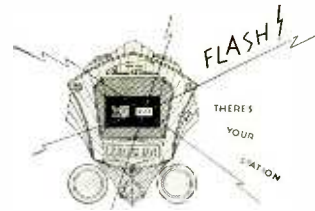
Today's Sale Isn't Tomorrow's Trouble

THE set you sell today isn't making trouble for you tomorrow—if it's an Edison. The homes that possess Edisons are proud to have them—and the satisfaction increases.

Because the Edison was *perfected* before it ever left the Laboratories of Thomas A. Edison, it gives the splendid, powerful, trouble-proof reception rightfully expected of it.

Because Edison prices are stable, no customer ever has occasion to reproach himself or you for having paid too much. Customers feel that they get their money's worth—and they do.

So one Edison helps to sell many more. Profit—and build—by selling the Edison.



FLASH! There's your station

Alone among radios, the Edison possesses **Light-O-Matic Tuning**, which instantly, easily and accurately brings in your favorite stations, announcing each arrival with a flash of crimson light.

EDISON LIGHT-O-MATIC RADIO

DESIGNED AND BUILT IN THE LABORATORIES OF *Thomas A. Edison* ORANGE, N. J.

EDISON DISTRIBUTORS:

ATLANTA, Southern Electric Supply Co., 81 Marietta St. . . . BALTIMORE, Girard Phonograph Co., Pythian Bldg. . . . BIRMINGHAM, Seals Piano Co., Inc., 1814 Third Ave. . . . BOSTON, George H. Wahn Co., 737 Boylston St. . . . BUFFALO, Alliance Motor Corp., 1460 Main St. . . . CHARLOTTE, N. C., American Hardware and Equipment Co. . . . CHICAGO, Edison Distributing Corp., 3130 So. Michigan Ave. . . . CINCINNATI, Edi-Radio Mart, 622 Broadway . . . CLEVELAND, B. W. Smith, Inc., 6545 Carnegie Ave. . . . DALLAS, Edison Distributing Corp., 500-502 Elm St. . . . DENVER, Whitney Sporting Goods Co., 1640 California St. . . . DES MOINES, Stoner Piano Co., 914 Walnut St. . . . DETROIT, E. A. Bowman, Inc., 5115 John R. St. . . . GRAND RAPIDS, Morley Brothers . . . GREEN BAY, WIS., McIntyre-Burrall Co. . . . INDIANAPOLIS, Peerless Electric Supply Co., 122 So. Meridian St. . . . KANSAS CITY, Townley Metal & Hardware Co., 200 Walnut St. . . . LOS ANGELES, Fey & Krause, Inc., 1616 So. Figueroa St. . . . MEMPHIS, Russell-Heckle Co. . . . MILWAUKEE, McIntyre-Burrall Co., 1628 Fond du Lac Ave. . . . MINNEAPOLIS, The Belmont Corp., 316 So. 3rd St. . . . NEW HAVEN, Risley-Leece Co., 16 Whalley Ave. . . . NEW ORLEANS, Capital City Auto Co., Inc., 829-39 St. Charles St. . . . NEW YORK, Blackman Dist'g Co., Inc., 28 West 23rd St. . . . OGDEN, Proudft Sporting Goods Co. . . . ORANGE, N. J., Edison Distributing Corp. . . . PHILADELPHIA, Girard Phonograph Co., Broad and Wallace Sts. . . . PITTSBURGH, Fort Pitt Distributing Co., 909 Penn Ave. . . . PORTLAND, ME., Talbot, Brooks & Ayer, 269 Commercial St. . . . PORTLAND, ORE., North Coast Electric Co., 329 Everett St. . . . RICHMOND, Benton-Bailey Co., Inc., 220 Hull St. . . . ROCHESTER, Alliance Motor Corp., 613 Culver Rd. . . . SAGINAW, Morley Brothers . . . SAN FRANCISCO, H. O. Harrison Co., Ltd., 1200 Van Ness Ave. . . . SEATTLE, North Coast Electric Co., 206 Third Ave., South . . . ST. LOUIS, Staffelbach & Duffy Co., 918 Franklin Ave. . . . TAMPA, Tampa Radio Corp. . . . WATERBURY, Sprague Electrical Supply Co.

THE *Supreme* OF 20

THE NEW PACENT

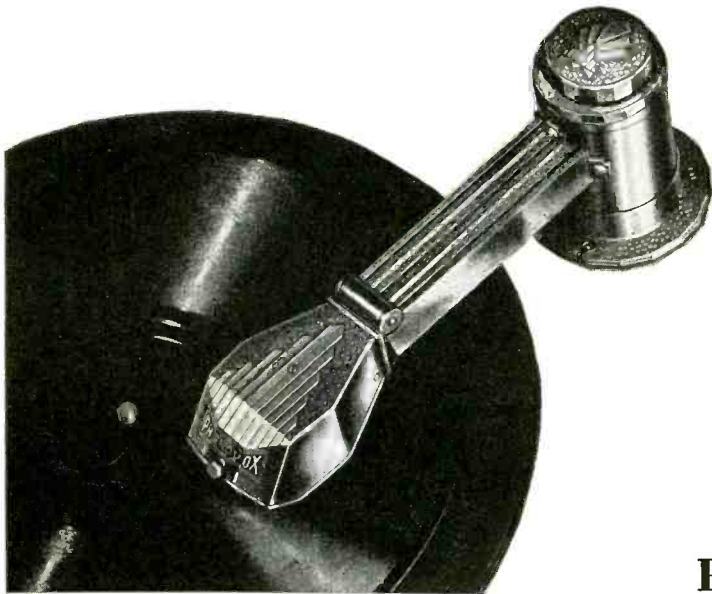
CATALOG No. 107

RADIO WORLD'S FAIR

Madison Square Garden
New York City

Sept. 22nd—27th, 1930

PACENT BOOTH CC-10



LISTEN to the new MASTER PHONOVOX—It will be an amazing experience for you. Notice how precisely and faithfully those minute tone shadings of voice and instrument are brought out—how life-like the reality of the original recording is preserved and emphasized.

Then remember that this *new* MASTER PHONOVOX has 12 features that make it the greatest value in pick-ups today—the fastest selling, most profitable pick-up you can possibly handle—and it sells for \$15.00. Write for literature of our entire line of Radio and Electric Equipment—be fully posted on Pament! Push the Pament Line of Products and make money.

PACENT ELECTRIC CO., Inc.

PIONEERS IN RADIO AND ELECTRIC

Licensee for Canada:

P A C E N T

ACHIEVEMENT YEARS

MASTER PHONOVOX

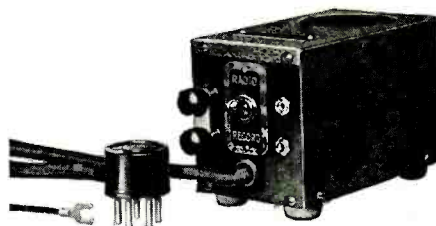
Three more high-value PACENT PRODUCTS

PACENT ELECTRIC PICKUP BOOSTER

CATALOG No. 43

A compact, inexpensive unit for use with radio sets having a power detector and one stage of audio, giving a tremendous boost to pickup volume without distortion. Can be connected by anyone in two minutes.

No. 43—\$10.00 less tube. Slightly higher West of the Rockies and in Canada. Especially recommended for BOSCH · SPARTON · PHILCO · MAJESTIC · RADIOLA and other A. C. sets having but one stage of audio amplification.



PACENT ELECTRIC PHONOGRAPH MOTOR

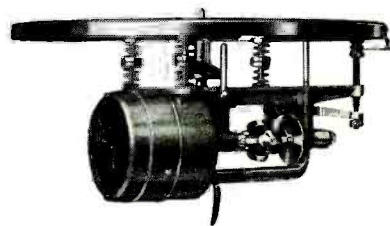
CATALOG No. 140

Rugged, sturdy, quiet, extremely economical in operation, the Pacent Electric Phonograph Motor meets every requirement of radio-phonograph use.

It is of the squirrel cage induction type, eliminating sparking and other troublesome noises. A felt friction cone drives the 12-inch turn-table, acting as a cushion against shock and noise. The motor is spring mounted.

Designed for 110 volt, 50 or 60 cycle operation. Power consumption only 25 watts. Operates ten hours for 1½¢.

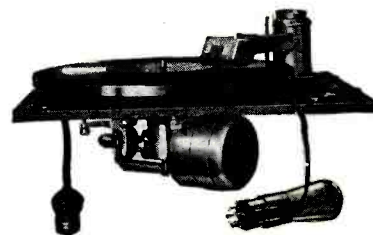
\$25.00. Slightly higher West of the Rockies and in Canada.



PACENT RADIO-PHONOGRAPH CHASSIS

CATALOG No. 301-K

Equipped with the marvelous new 107 MASTER PHONOVOX. Complete with the Pacent Motor, connection cords, needle cups, adapter, etc.
List Price, \$50.00



91 Seventh Avenue, New York, N. Y.

REPRODUCTION FOR OVER 20 YEARS

White Radio Limited, Hamilton, Ontario

P A C E N T

and now —

\$ 63³⁰

Complete with
Matched Certified
Clarion Tubes



Here are a few reasons why
Clarion Jr. will roll up
additional profits for
Clarion dealers:

- Triple
Screen-grid
- Screen-grid
Power Detector
- Completely
Shielded
- Push-pull 245's
- Tone Control
- Local-distance
Switch
- Full
Electro-dynamic
Speaker
- Illuminated Dial
- Phonograph Jack

Battleship construction
throughout. Ample sensitivity to
bring in distant stations. Selectivity
rivaling the most expensive radios.
Beautiful walnut cabinet with decorative
burl overlay.

THE MIGHTIEST MIDGET ON THE MARKET

Clarion Jr.

RADIO

Clarion Distributors

BIHL BROTHERS, Buffalo, N. Y.
 BOETTICHER & KELLOGG
 Evansville, Ind.
 BLACKMAN DISTRIBUTING CO.
 New York City, N. Y.
 CAROLINA LUGGAGE CO.
 Greensboro, N. C.
 DAKOTA ELECTRIC SUPPLY CO.
 Fargo, N. D.
 J. E. DILWORTH COMPANY
 Memphis, Tenn.
 DUDA-MYERS CO., Hastings, Nebr.
 ELECTRIC LAMP & SUPPLY CO.
 St. Louis, Mo.
 R. F. & W. R. FITCH, Oskaloosa, Ia.
 FORT SMITH RADIO CO.
 Fort Smith, Ark.
 FRONT COMPANY, Wheeling, W. Va.
 WILLIAMS HDWE. CO.
 Minneapolis, Minn.
 GREENVILLE TEXTILE SUPPLY
 Greenville, S. C.
 HERBERT HORN, Inc., Los Angeles, Calif.
 W. E. & W. H. JACKSON
 San Francisco, Calif.
 KELVINATOR-SYRACUSE, Inc.
 Syracuse, N. Y.
 M. & M. CO., Cleveland, Ohio
 McINTYRE & BURRALL COMPANY
 Green Bay, Wisconsin
 McLENDON HDWE. CO., Waco, Texas
 HARRY MOLL, Inc., Denver, Colo.
 NATIONAL ACCESSORIES, Inc.
 Omaha, Nebr.
 PATTERSON PARTS CO.
 Cincinnati, Ohio
 RAY & WALKER HDWE. CO.
 Chattanooga, Tenn.
 REPASS AUTO & RADIO SUPPLY
 Waterloo, Iowa
 E. M. WILSON & SON, Newark, N. J.
 ROBERTS AUTO & RADIO SUPPLY
 Philadelphia, Pa.
 ROCKEFELLER ACCESSORY HOUSE
 Sunbury, Pa.
 H. C. SCHULTZ, Inc., Detroit, Mich.
 SHARAR-HOHMAN, Inc., Rochester, N. Y.
 STANDARD SUPPLY CO.
 Portsmouth, Ohio
 STAUFFER, ESHLEMAN & CO.
 New Orleans, La.
 STERN & COMPANY, Hartford, Conn.
 TOWNLEY METAL & HDWE. CO.
 Kansas City, Mo.
 UNION TIRE & SUPPLY CO.
 Burlington, Iowa
 U. S. RADIO CO. OF PA., Pittsburgh, Pa.
 WAKEM & WHIPPLE, Inc., Chicago, Ill.
 ISAAC WALKER HDWE. CO., Peoria, Ill.

with TONE CONTROL

THE MIGHTIEST MIDGET ON THE MARKET

YOU HAVE BEEN EXPECTING IT—and here it is—the greatest “little” radio on the American market—a small edition of “The Greatest Radio Value at any Price”—Clarion.

Clarion Jr. is a husky young radio—truly a “chip off the old block.” Engineered *first* to be a good radio, and *second* to fit the midget size cabinet, we offer Clarion Dealers a typical TCA Product, outstanding in price and performance.

Clarion Jr. will “speak for itself” alongside of any so-called “Midget” set (and many of the big radios)—and the answer will be obvious—Clarion Jr. leads the small radio field by a big margin—just as Clarion Radio leads among the console models.

No need to tell live wire radio dealers of the sales possibilities offered by Clarion Jr., which opens a new field of buyers who are buying NOW!

Why just “pull through” the season when you can get Clarion Jr. from your Clarion distributor at regular discounts and on regular terms and make some money—NOW. Write, wire or phone—but *do something!*

TRANSFORMER CORPORATION OF AMERICA

Keeler and Ogden Avenues, Chicago

Licensed under R. C. A. and Associated Company Patents; Member R. M. A.

Cable Address “CLARION, CHICAGO” All Codes Used

Clarion Radio

THE GREATEST RADIO VALUE AT ANY PRICE

SENTINEL'S

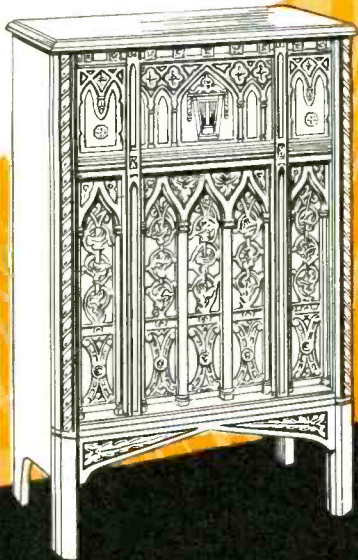
practical
CONVINCING
TEST
means
DEALERS
SALES



MODEL 11

Model 11 has tone control—a seven tube screen grid chassis with 3 screen grid tubes—two in two stages of tuned radio frequency amplification and one a power detector. One 227 tube, resistance coupled, two 245's in push-pull, and one 180 rectifier. Electro Dynamic Speaker. Beautiful cabinet of burl and butt walnut.

\$130 Less Tubes



MODEL 15

Model 15—Tone Control—seven tube screen grid chassis—3 screen grid tubes. Electro Dynamic Speaker. Antique walnut cabinet in distinctive Gothic design, superbly ornamented.

\$137.50 Less Tubes

IN principal cities throughout the United States strong consistent Sentinel newspaper advertising is asking radio buyers to make this simple test:

Compare Sentinel—tone for tone—with any radio at any price, to determine *excellence*. Then contrast Sentinel with the same set—dollar for dollar—to find *value*. This straightforward challenge, backed by Sentinel's high quality, is already bringing dealers large sales.

Tone Control is merely one feature of Sentinel value

Every proved feature of fine radio is here in the new Sentinel. Tone control—naturally. Screen grid—of course. Tone that is really thrilling. Cabinets of distinguished beauty.

Yet Sentinel prices are pleasingly low. Every vital part of Sentinel is made at one profit under one roof—in a plant with 8 years' experience in fine radio manufacturing.

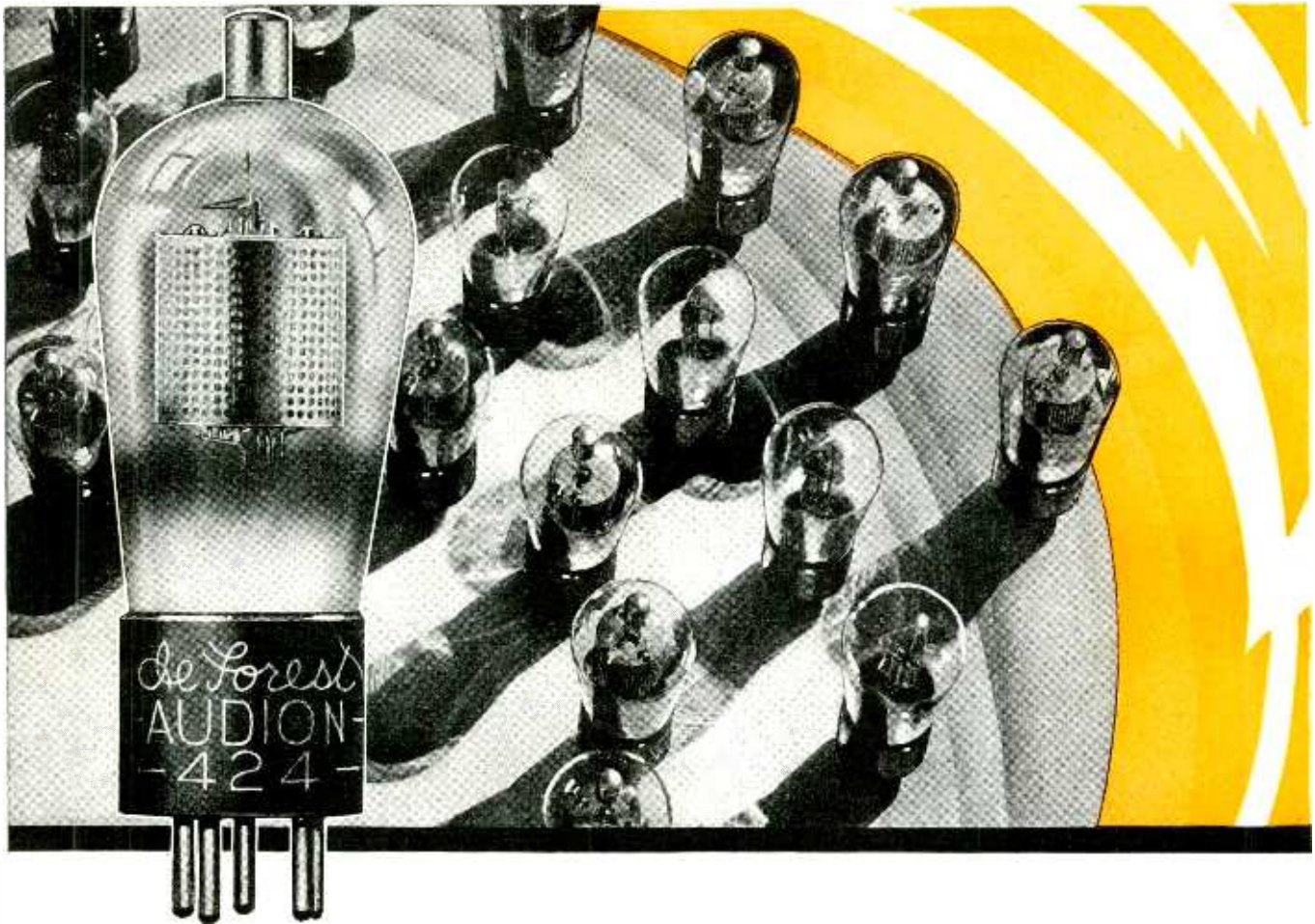
If you have not already seen the new Sentinels, see them today, at your Distributor's show room. A wide range of models from \$99.50 to \$180, including a radio-phonograph combination. You will find them—dollar for dollar—tone for tone—the finest, *most profitable*, in radio.

United Air Cleaner Corporation

9705 Cottage Grove Avenue

Chicago, Illinois

SENTINEL



Watch your service calls drop when you push de Forest Tubes

IT pays you to handle de Forest Radio Tubes because they stand up longer under constant use—your profits are not erased by an excess of service calls.

You can get behind de Forest Tubes with full enthusiasm, knowing that they will give the listener the satisfaction he should get out of his set.

Rigid mechanical construction, the sturdiness of the element assembly, the husky, non-fragile oxide-coated filament, the improved insulation of the cathode heater and the higher vacuum of these precision-built tubes are some of the features which contribute to their long life.

Once again: Don't overlook the lowered prices on de Forest Tubes. The recent reduction of 20% to 25% gives you one more powerful selling weapon to help you expand your business on radio sets, as well as on tubes.

DE FOREST RADIO COMPANY, Passaic, New Jersey

BOSTON · NEW YORK · PHILADELPHIA · ATLANTA · PITTSBURGH · CHICAGO
ST. LOUIS · KANSAS CITY · DENVER · LOS ANGELES · SEATTLE · DETROIT
MINNEAPOLIS · DALLAS · CLEVELAND

Export Department: 304 E. 45th Street, New York City, N. Y., U. S. A.

de Forest
(AUDIONS)
RADIO TUBES



We have brought to radio a priceless reputation



WE have brought to radio the reputation of General Motors. Our business must uphold a worldwide renown for sound practice, for progressive policies, for permanence, for fair dealing, for an ability to create extraordinary value. ¶ That is why we have built an exclusive dealer organization comprised of men able to meet unusual requirements of character, integrity, and responsibility. That is why we have put service on a national basis—with expertly-manned, thoroughly-equipped service stations at strategic points throughout the entire country. That is why we have developed an exceptional product—distinguished in appearance, impressive in performance, equipped with the new Visual Tone Selector which lets you emphasize bass or treble at will. ¶ Judge how well we are meeting the obligations of our inherited reputation. Go over our dealer franchise feature by feature. You will find it the kind of agreement under which you prefer to conduct your business, representing the type of product you prefer to sell . . . a distinctive product . . . a Product of General Motors. Inquiry by wire or letter will bring complete information.

GENERAL MOTORS RADIO CORPORATION, DAYTON, OHIO

The Biggest Value Ever Offered in a Radio Set Analyzer



Dealers' Price \$73.12
List Price - - - \$97.50

The Jewell Pattern 199 is unequalled in accuracy, speed, and simplicity of operation by any other analyzer of comparable price.

WHY consider inferior set testers when a Jewell Pattern 199 Set Analyzer, proved through more than two years' service, costs so little?

Accuracy is vital in a radio service instrument. The large meters of the Pattern 199 are inherently accurate. These meters have been proved on thousands and thousands of industrial applications. Their clearly marked legible scales are easy to read accurately.

Why consider an instrument that requires an encyclopedia to tell how to operate it? The Jewell Pattern 199 is so simple to operate that if you leave the instruction book at home you need experience no difficulty.

Why experiment with cheap, inferior testers? The Jewell Pattern 199 is built to the highest standards by an exclusive man-

ufacturer of instruments. The only changes in the Pattern 199 in more than two years are adjustments to take care of new factors in radio equipment.

In the Jewell Pattern 199 you get a proven set analyzer—there are more than fifteen thousand of them in service today—an analyzer with two large, easy-to-read meters—an analyzer that is inherently accurate, durable and reliable—an analyzer that is simple to operate—an analyzer that makes every worthwhile field test—at a price made possible only by quantity production.

Again we repeat—you may be able to buy some kind of a set analyzer for less money, but you can't get as much for your money in any other analyzer on the market as you get in the Jewell Pattern 199.

30 YEARS MAKING GOOD INSTRUMENTS
JEWELL
Pattern 199 Set Analyzer

Jewell Electrical Instrument Company
1642-A Walnut St., Chicago, Illinois

Mail your 16-page bulletin describing the Pattern 199 Set Analyzer and other Jewell Service Instruments.

Name-----

Address-----



Watch Perryman go ahead this year. The full page newspaper advertisement shown opposite is the first in a national newspaper campaign to support radio dealers in a drive for new, profitable business.

Watch Perryman this year. But don't be content to watch from the side lines. Get into the thick of the push to put radio tube business on a sound, paying basis. Join the Perryman distributor-dealer organization. Get acquainted with the liberal Perryman policies that have bound together an energetic army of jobbers and dealers and

kept them loyal to Perryman year after year. Get acquainted with the Perryman tube, a product of extraordinary merit, built in a model, modern factory, protected by rigid inspection and delivered with a liberal guarantee to back up every sale and satisfy every customer.

For full information about

Perryman tubes, prices, discounts and sales helps, write today. Use the coupon.

Perryman Electric Co., Inc., Hudson Boulevard, North Bergen, N. J.

Perryman Electric Co., Inc.
North Bergen, N. J.

Gentlemen:

What are you going to do to help me get business this year?

RADIO TUBES

ADVENTURES of the PROFITWISE DEALER



SALESMAN: Everybody'll want Limburger Radio Tubes—What'll I put you down for?

PROFITWISE DEALER: Put me down for a sap if I ever change from Sylvania!

Most Sylvania dealers feel that way. Which isn't surprising, for Sylvania dealer protection really protects. Sylvania prestige has steadily increased. And Sylvania sales keep mounting with the same consistency.

Sylvania

RADIO TUBES

Licensed Under RCA Patents



SYLVANIA PRODUCTS COMPANY, Emporium, Penna.

it's the tube that makes the radio

A MCGRAW-HILL PUBLICATION. ESTABLISHED 1925

SETS

and TUBES

and PUSH

—the Answer

WITH the exit of dog days and the approach of crisp autumn weather, comes the need for clear and serious thinking concerning the job ahead. What will be the character of the fall and winter market and what must be done to establish retail radio business on a profitable foundation?

Let's be frank.

Dealers must reconcile themselves to the fact that, strictly speaking, but two radio commodities will offer volume building possibilities during the next ten months—sets and tubes. Furniture, separate speakers and parts will probably represent less than ten per cent of the average radio merchant's gross sales.

Second, our readers must realize that "spontaneous" sales (over the counter or on the floor, transient business) are rapidly fading into the background of our glamorous past. The dealer who would thrive must this year *promote* business by outside contacting—and like it.

Third, tubes, because of their volume possibilities, should receive special attention. When it is realized that, during 1929, out of every dollar spent for radio receivers and tubes, 25 cents went for the latter item; and when it is realized that, owing to radically changed price conditions, at least 35 cents of every radio dollar will be applied to the purchase of tubes; the live dealer will reconstruct his selling machinery to produce tube business.

What specific methods, then, should the dealer employ? Space permits the listing of a

few suggestions only, as an indication of the task at hand:

The market for sets must be gone over with a fine-tooth comb. The non-set owner must be introduced to the delights of radio. But more particularly the present user should be

cultivated. Dealers must systematically ascertain the age and condition of every set within their territory. Comparative demonstrations should be staged to convince the customer of the vast superiority of today's wonderful receivers, with their many interesting attachments.

While tubes are a less spectacular item, and, therefore, have often been neglected in the past, they will constitute in the future the radio dealer's bread and butter business. How many dealers sell extra tubes with the new set—an excellent idea in case of a blowout in the midst of a feature program? How many dealers sell a complete kit of replacement tubes? How many dealers keep a card index record of the life of tubes in the field and, at the proper time, make a comparative demonstration of the improved tonal quality of reception with new tubes even if the old ones appear to be functioning properly to the accustomed ear? How many dealers have trained their servicemen to be radio tube salesmen and offer special commission inducements for this type of business? How many dealers make periodic free home inspections of the condition of the set and its tubes?

These, then, are the things to think about from now on. Dealers who get this picture and act accordingly will have no reason to complain.

Front Page NEWS

Radio Week, September 22-28
To Fight South Carolina Tax
Three Manufacturers Stage Comebacks
Other Vital Happenings of the Month

Reviewed by DETECTOR

A PARTY that will make whoopee from the rock ribbed coast of Maine to Catalina's coral sands. Homes visited by Helen Kane's "pooh boop-a-doop"; Jolson's cheery voice; Amos and Andy's affairs of the heart . . . National Radio Week, September 22 to 28, will come right into the home like a boy bouncing back from college and waltzing the family around. Other so-called weeks, limited to printed declarations of such, fade to pale lavender in comparison. For radio, as "Host to the Nation," is a medium that can make itself known and felt.

Sponsored and approved by the National Federation of Radio Associations, plans are now well along towards fulfillment.

The idea is to shake up Mr. Citi-

zen's consciousness to a realization that the air is drenched with many interesting and valuable programs today—that every home is justified in owning at least one set. "It is

♦ ♦ ♦

"The Shortest Way to Town"



The longest way 'round is sometimes the shortest way to town. Indicative of the flexibility of this thing called radio is the above scene. C. R. Feldman (left), president of Transitone listens to a program from London, via shortwave, retransmission and automobile-radio pick-up, while en route to Bermuda with the Philco delegation.



Harry Alter, president of the Radio Wholesalers Association, puts up the first Radio Week poster in front of his Chicago headquarters.

♦ ♦ ♦

time to make people know," says Harry Alter, president of the Radio Wholesaler's Association, "that a dollar will purchase more radio this year than ever before."

To Get Advertising Material

Concentrated action on the part of all radio retailers will bring about results in proportion to their co-operation. Streamers, posters, seals, special advertising displays, newspaper mats and billboard sheets announcing "Radio Host to the Nation" week may be obtained from H. G. Erstrom, executive vice-president of the National Federation of Radio Associations, 32 West Randolph Street, Chicago, at cost prices. Dealers are urged to make lavish use of this material, to gain the greatest cumulative effective throughout the country.

A number of manufacturers have signified their intention of co-operating with the week, which will be held during the same time as the Radio World's Fair in New York City. Omaha, Milwaukee, St. Louis, San Francisco, Seattle and many other cities whose trade associations are members of the NFRA are already arranging plans for its observance.

The executive committee in charge of the event consists of J. Newcomb Blackman, Harry Alter, and H. G. Erstrom, representing the NFRA,

and Bond Geddes, Herbert Frost and Morris Metcalf for the RMA. The National Association of Broadcasters will also co-operate.

Some of the ways in which the week will be celebrated are:

- By election of radio queens
- By bonfires of old receivers
- By proclamations of governors and mayors
- By national radio programs
- By window displays and dealer advertising.

San Francisco will put particular emphasis on Radio Week as it is the present plan to use this promotional opportunity as a means of securing an equivalent of the publicity formerly provided by the holding of a public radio show. This year (see page 59) San Francisco will not hold a public exposition of radio products.

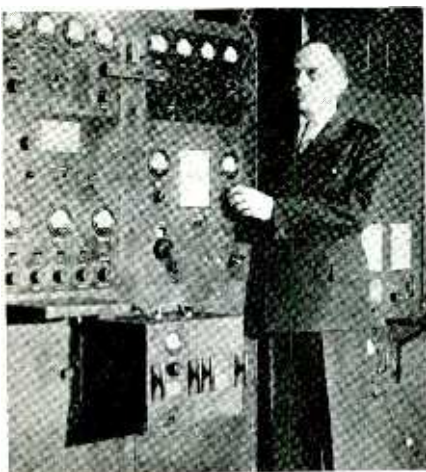
The close of Radio Week will be marked, in many places, by dance festivals, the proceeds of which will go toward the purchase of radio sets for the blind or some other charity.

Radio Tax Law Enjoined

CHARLESTON, S. C.—A temporary restraining order against enforcement of the South Carolina law taxing owners of radio receiving sets has been issued by Federal Judge Ernest F. Cochran, after a hearing on a petition filed by Station WBT, Charlotte, N. C. The order was

♦ ♦ ♦

Policing the Air



A master monitor station at Grand Island, Neb., and nine district stations will enable the government to check the wave-lengths of all radio transmitters and to otherwise exercise its legal supervisory powers.

Here is radio inspector Charles C. Kolster at the controls of the new district station at Hingham, Mass.



How They Bring Us Those Airplane Messages

This airy scene, on the roof of the National Broadcasting Company Building, New York City, shows a typical short wave set-up for the reception and transmission of messages to airplanes. Curt Peterson, veteran radio announcer, is at the microphone.

♦ ♦ ♦

made in the test proceedings instituted by the Radio Manufacturers Association challenging the constitutionality of the South Carolina law—the first tax on radio owners imposed in any state.

In granting the restraining order, pending hearing of a petition for an interlocutory injunction before a three-judge court, Judge Cochran said it appeared that immediate and drastic enforcement of the radio tax law might cause irreparable damage and loss. The state law would levy a graduated tax of from 50c. to \$2.50 on owners of radio sets.

RMA New Patent Bureau

Reduction of patent difficulties in radio production and, therefore, manufacturing and selling costs, is the object of a centralized bureau of radio patent information which will be established by the Radio Manufacturers Association in its New York offices. At its mid-summer meeting, July 30, at Niagara Falls, Ont., the board of directors ordered the establishment of a radio patent department in charge of a radio patent attorney. There will be established a complete library of foreign and domestic patent information, available to all its members.

This department will collect, digest, index and distribute patent data.

In further reorganization of the work for the coming year, president Metcalf appointed Harry M. Beach,

Rochester, N. Y., as chairman of the merchandising committee, and H. H. Frost, New York, as chairman of the show committee, having jurisdiction over the policies and operations of the annual RMA trade show and New York and Chicago public shows.

Three Old Friends Staging Comebacks

Kolster, Steinite and Continental Under Aggressive Management

The past month has witnessed definite reorganization programs by the managements of three "old friend" radio manufacturers.

A new plan to terminate the receivership administration of the Kolster Radio Corporation and to reorganize this New Jersey outfit as a going concern was presented the first part of August to Vice-Chancellor Alonzo Church. The proposition was offered by S. P. Woodard & Company, Inc., a New York financial institution. The details of this proposition are too involved for presentation in this column. Suffice it to say, however, that Vice-Chancellor Church has set September 16 to hear the reorganization petition whereby the holders of 825,829 outstanding shares of Kolster common will receive one share of new stock for each three shares of the old.

Another well-known concern, the Steinite Radio Company, Fort Wayne, Ind., reports an optimistic outlook for the early manufacture and shipment of a new line of receivers, according to Oscar Getz, the likable new president of this concern. Mr. Getz is at present touring the country re-establishing contact with distributors and otherwise making plans for the constructive building of this company upon a sound basis.

Also personally interviewed by Detector was Carl D. Boyd, president of the Continental Radio Company, also of Fort Wayne. A new line of sets, which will appeal to the more affluent type of radio buyer, will shortly be marketed by this concern.

Continental has recently been reorganized, refinanced and revitalized. R. J. Beatty is chairman of the board; W. W. Dowdell, vice-president, and John Hockery, treasurer. Mr. Boyd stated that it is expected that the new merchandising plan of this company will bring "Star-Raider" to the foreground of America's higher priced sets.

♦

For other news of the month, please turn to page 74.

An Abe Lincoln Story

At the close of the Civil War, Abraham Lincoln ordered a band on the White House lawn to play "Dixie." "Why, Mr. Lincoln!" exclaimed his visitors, "that's a rebel tune."

"Well," replied Lincoln, "I guess we captured it when we won the war, didn't we?"

The old-fashioned phonograph has disappeared before the radio but the vast library of recorded music remains and logically belongs to the radio retailer's province. Discs enable radio combinations to play past music just as broadcasts enable them to play present. The sale of records and radio-record combinations is worthy of serious study. It affords a chance of double repeat profits from each customer—on records and on tubes.

It's a "Record"



E. F. Kemp of Elder-Johnston, Dayton, Ohio, increased record sales 50 per cent by use of the telephone. Set buyers can be made to repeat on records as well as tubes, he says.

Record sales were taking a nose dive when George Davidson bought out a business in Evanston. His methods sell about 18,000 a year now—a volume built up in eight years.

WHEN Caruso rehearsed the "Girl of the Golden West," David Belasco had him make his singing entrances a dozen times.

"I had never realized before," wrote Mr. Belasco, "that even the best of singers could vary so in the excellence of his delivery."

It is this ability of the radio-phonograph to give the best performance of any artist that endears the record-playing function of this instrument to the music lover.

E. L. Pence, manager of the radio department of the

Rike-Kumler Department Store, Dayton, Ohio, realized that the radio-record player was a true part of radio and destined to grow in popularity. That is why he pushed combinations and records.

Of the 175 receivers sold during the last four months of 1929, three combinations were distributed to one straight radio. At an average price of \$225, Pence claims that the radio-phonograph is the ideal way to "trade up" sales.

"The dynamic speaker, reproducing shadows of



E. L. Pence points out that the weather isn't always ideal for radio reception—and proceeds to sell a prospect on a radio-record player.

View of Rike-Kumler Department Store, Dayton, Ohio.



Opportunity

Selling recorded music is the proper function of all who merchandise radio and combination sets—A chance to double the profit on repeat business

By
Tom F. Blackburn

sound once undreamed of, should not be limited to playing that which is temporarily on the air," says Pence. The music of the past offers a vast library to draw from and should be available, he believes.

Awakening the interest of radio prospects in combinations is done by a demonstration for tone. Radio reception varies according to weather, Pence explains, but with records perfect reproducing conditions may be had at all times. To show what a set will do under ideal circumstances, he slips on a record. The different sexes and ages respond best to these numbers, he finds:

Men—Marches. Numbers like "Anchors Aweigh," "Circus Echoes," "Around the Corner" and "Springtime in the Rockies."

Girls—Romantic selections best. Rudy Vallee's "Old New England Moon," "Vagabond Lover" and "Dancing With Tears in My Eyes."

Middle-aged Women—Reminiscent pieces. "Blue Danube," "Alice Blue Gown" and "Sweet Mystery of Life."

Old or Religious Prospects—Pipe organ music best. "Bells of St. Mary's," "Adestes Fideles" and "Monastery Garden."

Foreign Language Group—Native music always appreciated.

Here's another illustration of the wisdom of pushing

records: When George Davidson bought the North Shore Machine Company, Evanston, Ill., eight years ago, the phonograph record business was apparently in a nose dive. This was due to radio's sudden popularity. Last year he sold 18,000 records, according to Miss Florence Kane, who has been in charge of record sales since 1924. The store carries an inventory of 1,800 records of which about 10 per cent are Red Seal. On all types of music an average turnover of about ten times a year is enjoyed. The classical numbers, of course, sell much more slowly than records of the moment.

Markets and Buying Habits

"Who buys records? Young people are the market for dance numbers," states Miss Kane. "Sales take a jump at Easter vacation, in June, and at Christmas when they are home from school or at leisure. We also sell a considerable number through albums sent out on approval to customers whose credit we know is good."

The heart of the record business lies in the buying. There are three indicators of probable sales. Moving pictures are natural pluggers for records, Miss Kane declares. Store purchases are very often predicated by advance demand before release. Again manufacturers

(Please turn to page 78)



Cut Out the Trade Show

“Our Essentials Are
Out of Focus. We
Want A *BUSINESS*
Convention,”

..... says the

industry in no uncertain terms

“**C**UT out the whoopee! Give us a business convention and a bona fide complete showing of next season’s models.”

The industry at large has spoken, and in no uncertain terms, concerning its next national conclave. It believes in the worth-whileness of an annual get-together. But—and this expression was the dominating note in 91 per cent of the hundreds of expressions from dealers and jobbers the country over which *Radio Retailing* has collected—it cares little for grandstand entertainment gestures and it demands a 100 per cent showing of the actual lines that it will be called upon to sell during the coming season.

Business education is what it wants. “Hold the show when the manufacturers are ready—and not before. We’ll wait until such a time,” these men on the firing line declare. June gets the vote by 48 per cent, *providing* this condition can be met by that time. The mid-west, by 64 per cent, is the popular location.

The Time?

It is significant that the exact time was subordinated to the greater consideration of making of the convention a *complete* and *final* showing of next year’s lines, including prices and discounts.

“Set the date so that we can see the actual new models

of *all* the manufacturers, and have the 1932 product on our shelves by Labor Day,” say nine out of ten replies.

June received twice as many votes as the next two favored months, July and August.

What Should Be the Chief Function of a Trade Show and Convention?

To educate the dealer and to perfect co-operative plans. But particularly to provide a convenient means of studying all the new lines, and receive instruction in salesmanship, servicing and better business methods. Also to meet manufacturers’ top executives.

The preceding summarizes the consensus of opinion of over 250 tradesmen.

MANY of the best known men in radio circles replied in detail to our questionnaire. The following excerpts unquestionably mirror the consensus of opinion of the entire retail and distributive branches of the radio trade on this subject, which has assumed such an important place in our industry’s affairs:

Other Pertinent Observations

“*More business and less co-called good times. Also, executives who can make a decision permanently located where they can readily be reached. Competent men*

BALLYHOO!

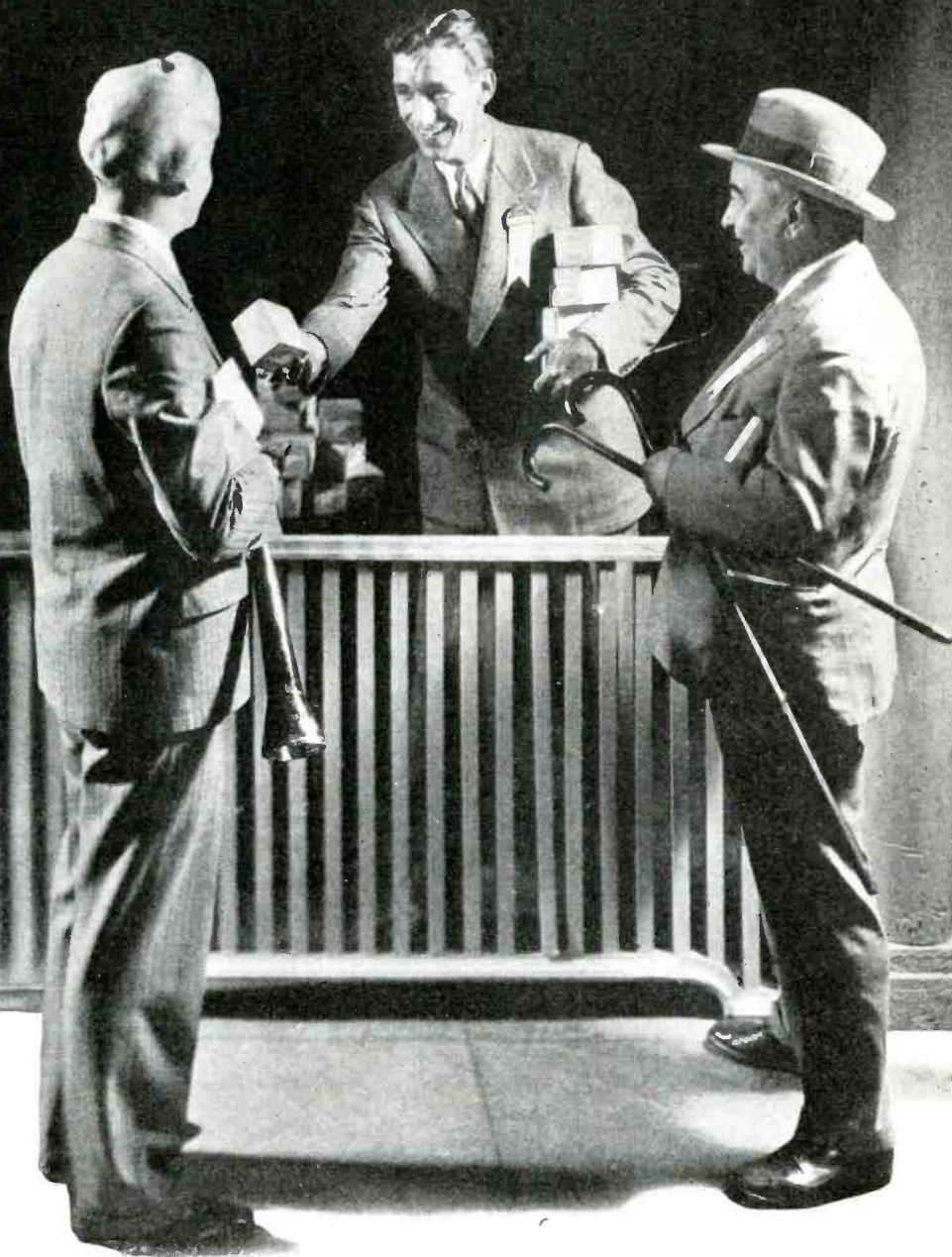


Photo by
LAZARNICK

should be in charge of the booths, with authority to 'talk turkey.' I do not feel it necessary to have special rooms for demonstrations—executives, new lines and demonstration facilities should all be grouped at one spot."

E. E. Hasselquist,
Fox Electric Supply Co.,
Elgin, Ill.

"Manufacturers—don't hold out to see what the other fellow will pull."

Charles T. Kerr,
Poultney, Vt.

"The chief function of a trade show should be to acquaint the dealer with the new models and to plan

manufacturer-dealer co-operation. The dealer should be taught things about merchandising."

James Stump,
Reading, Pa.

"For cryin' out loud—cut out the circus stuff!"

D. P. Paul Co.,
Norfolk, Va.

"Sectional trade shows in the principal buying centers would save money and would make for a more business-like atmosphere; witness the success of the Boston Trade Show staged by the Boston Distributors' Association. No one was permitted to give anything away or to

furnish entertainment." D. W. May,
May Distributing Company,
New York, N. Y.

"To my mind, the chief function of a trade show and convention is for the manufacturers to present to their customers their new line and their new plans for the coming radio season.

Unless this is done, their show has no value other than a holiday."

W. M. Perry,
Perry-Man Electric Company, Inc.,
Columbia, S. C.

"More technical information should be available."

Kladag Radio Laboratories,
Kent, Ohio.

"Combine the radio trade show with the consumer show. Let the public see the new models in June or July—with the manufacturers in a position to make deliveries in August. Admit the consumer free to the radio shows."

L. T. Johnson,
Kimberly Radio Corporation,
Chicago, Ill.

RMA to Assume Complete Management of Next Trade Show

The accompanying box presents the statistical story of *Radio Retailing's* trade show survey—conducted in co-operation with the Radio Manufacturers' Association. It is a matter of major interest that, since the incep-

HOW THEY VOTED

Time	Per Cent	Place	Per Cent
First of year.....	1.7	Some mid-western city..	63.6
April5	An eastern location.....	22.9
May	4.5	In the Far West.....	.8
June	47.8	For sectional shows.....	1.6
July	20.8	For two shows.....	1.3
August	22.5	Same time and place as music convention.....	1.6
September	2.2	Against holding a show.	8.2
No choice	4.3		

tion of this plan to counsel with the trade about this matter, the board of directors of RMA voted, at its July meeting, to assume the complete management of next year's trade show. The board, furthermore, elected Major Herbert H. Frost to the position of chairman of the show committee. Major Frost was one of the founders of the Radio Manufacturers Association and its first president. He has had a wide experience in trade organizations and convention operation work. He will be given wide responsibility in formulating and carrying out any revision of policies which may follow as the result of studying more intimately the desires of the trade at large with respect to its annual gathering.

The complete analysis and original data collected by this magazine has been referred to the above committee for its consideration and guidance. Their character indicates the interest this subject has aroused.

Many answers stressed the point that all manufacturers should be compelled to exhibit, and to show their complete and final lines for the coming season. In fairness to the necessarily restricted powers of the RMA, with respect to controlling the sales policies of its individual members, it is fitting that this article conclude with the following explanatory message from Major Frost, upon whose broad and capable shoulders will fall much of the responsibility for the conduct of our next show:

A Business Show for Business Men

By H. H. Frost
Chairman, Show Committee

The RMA Trade Show has become an institution in the radio industry. The show, held in connection with the annual RMA convention, serves a real purpose and gives the manufacturer, jobber and dealer a much needed opportunity for discussion, comparison and planning.

To date it has been held in Chicago and Atlantic City. The membership of the Radio Manufacturers Association is half east of Cleveland and half west of Cleveland. It was, therefore, only fair to bring the show into the eastern territory.

The recent affair was justly criticized due to the carnival spirit which seemed to prevail and also because some of the exhibiting members of RMA did not show the merchandise they expect to sell during the coming winter. The amount of "horse-play" entering into future shows depends as much upon the jobber and dealer as it does the exhibiting manufacturer. Obviously if the majority of tradesmen attending the show are intent upon business problems the manufacturer will be only too glad to provide as much entertainment as is acceptable. In the majority of cases such entertainment will be dignified and creditable to any industrial gathering.

The trade should understand that RMA has no way of

compelling any member to exhibit certain models at a certain time. Changes in the show rules will undoubtedly improve the situation for 1931, but more important than that, prevailing opinion indicates that nothing is gained through the withholding of new models; on the contrary, the manufacturer loses good-will.

The date and place of the 1931 show will probably be announced before the first of the year, thereby giving every manufacturer sufficient time to construct his new models and prepare his merchandise plans.

Every effort will be made to keep the exhibits within a concentrated area. It must be borne in mind, however, that a gigantic problem faces the show committee in housing this affair. The Radio Trade Show is now the largest of its kind in the world, the attendance in 1929 and 1930 breaking all records for this type of gathering.

My committee expects the hearty co-operation of the RMA membership and of the jobbers and dealers throughout the country. With this co-operation the 1931 gathering will be an outpouring of business people intensely interested in better radio sets, better merchandising, better broadcasting and in the constant improvement of conditions within our industry.

Compton Pakenham *Presents*

A Sales Minded REVIEW of

Recent RECORDINGS



stantly recorded and re-recorded arias, that the choicest passages occur.

"I Pagliacci" has an appeal of its own. In its short length it contains more dramatic action than several ordinary full length works put end to end and, with the exception of the soprano solo in the first part, gives no time for anything but music which is direct to the point. The leader of a small traveling theatrical troupe (Canio) discovers his wife (Nedda) accepting the advances of an unknown villager. This happens to be the situation developed in the little play his company puts on that night. Burning with jealousy and the wish for revenge, the desperate actor cannot keep to his lines. The company plays up, trying to cover his outbursts, but he raves on as the applause becomes louder and louder. Finally Nedda is stabbed and the lover who runs up to protect her is similarly dispatched. The curtain descends to the clowns sardonic announcement that "The Comedy is ended."

Remember that Caruso's singing of "Vesti la giubba" (On With the Motley), on side 11, made that air famous second only to "No, Pagliaccio, non son," on side 17, and that

A COMPLETE opera issue is always a notable event and the appearance of Leoncavallo's "I Pagliacci," by the singers of Milan's own La Scala, is particularly significant. The most pictorial form of music improves when given without cuts. Furthermore, it is not always in the best-known sections, the con-

few operatic numbers are better known than the Prologue (sides 1 and 2). Start, therefore, with something not so well known. For the purpose there can be no better choice than the opening of the play within the play (side 14). Starting at this point several sides run through delightful music particularly distinguished for its continuously melodious running accompaniment.

Columbia's two latest albums should be greeted by a host of takers. Tschaiakowsky, whose Pathetique (Sixth) has earned the local sub-title of the "Abie's Irish Rose" of Symphonies, can always be relied upon for friends. This time it is a piano concerto with Cutner Solomon, in the solo part, and the Halle Orchestra of London. The fault of this work, according to one critic, is that it contains too much melody. It can be started with advantage, therefore, at any point.

Then there is Miss Fanny Davies playing Schumann. The point about this set is that Miss Davies was Mme. Schumann's favorite pupil; some guarantee of authority. It will be difficult to convince anyone that the youthful touch is from the fingers of a lady in her seventies.

AS a couple of loose Masterworks records, Columbia presents Moussorgsky's "Night on Bald Mountain," by Gaubert and the Paris Conservatory Orchestra. A fantastic sketch of the celebration of a black mass and diabolic dance ending in the rout of the prince of darkness and his assistants when the sound of the distant village church-bells reaches their ears, the piece is cruelly descriptive and exciting. The three sides should be played through.

Brunswick caters to the demand for Wagner with two records made in Germany by Polydor. Elizabeth Ohms, again, sings the Liebestod from "Tristan and Isolde" and Senta's Ballad from "The Flying Dutchman." The promised Metropolitan

(Please turn to page 78)

The Month's Best Records

MOUSSORGSKY. *A Night on Bald Mountain*. By Philippe Gaubert and Paris Conservatory Orchestra (3 sides).

BIZET. *L'Arlesienne Suite*. Adagietto. Willem Mengelberg and Concertgebouw Orchestra of Amsterdam (Fourth side of above). Columbia 67793-4 D.

LEONCAVALLO. "I Pagliacci." Complete opera. Soloists, chorus and orchestra of La Scala, Milan. (Nine records) Victor Album M-76.

SCHUMANN. *Die Davidsbündlertänze*. Piano solo. Fanny Davies. (Three records) Columbia Masterworks No. 142.

TSCHAIKOWSKY. *Concerto in B flat minor*. Piano and orchestra. Cutner Solomon and Halle orchestra. (Four records) Columbia Masterworks 141.

WAGNER. *Liebestod* from "Tristan and Isolde" and *Senta's Ballad* from "The Flying Dutchman." Vocal. Elizabeth Ohms.

WAGNER. *Brangaene's Watch* from "Tristan and Isolde" and *Erda's Warning* from "Rheingold." Vocal. Emmi Leisner.

It's the

Follow Through



First—*The Sale*

EVERY radio dealer has dreamt of that ideal salesman who follows up every order, catches all installation difficulties, explains operation, sells accessories and then gathers in new prospects. Few merchants have had this dream come true. The salesman is usually too busy trying to make his next sale to do very much with the one on which his commission is already collected. The radio department of the Southern California Music Company, Los Angeles, however, has solved this difficulty by employing a radio *supervisor* whose duty it is to do exactly these things.

This man is not merely another salesman, nor is he a free lance serviceman of the usual type. He is classed as an *executive* and is paid in coin of the realm accordingly. As a matter of fact, the present incumbent was formerly the head of the service department in a downtown store. He combines expert technical knowledge with sales ability and at the same time possesses the appearance and manner to command respect and to build good will.

On the day the customer takes delivery of the radio or radio-phonograph combination a post card is mailed to his home announcing that sometime within the next five days the radio supervisor will call to give him valuable information on the care and operation of his set.

Then— *The Installation*



IMPORTANT Please Read!!
Our RADIO SUPERVISOR will call on you within the Next 5 Day. He will give you valuable information on the operation and care of the *Spektor* Radio which you recently purchased.
To insure your future satisfaction, we provide this added bit of service.
SOUTHERN CALIFORNIA MUSIC CO.
806 South Broadway . . . V Andike 2221

This card is followed by the supervisor who makes his calls as he can, taking a long or short time for each one as seems advisable and attempting to meet no regular schedule. As a rule he reaches the home the fourth or fifth day after delivery of the set. He usually is able to cover about ten calls a day.

On arrival he hands his card to the housewife. This bears his name and title as well as the name of the store. By the time the set has been in use for three or four days the average customer has a great many questions to ask and welcomes a visit of this sort. Also, the owner, by this time, is more capable of understanding the operation of the set than at the time of its original sale.

The radio supervisor states at once that he wishes to

that SAVES SERVICING CALLS
REDUCES REPOSSESSIONS
BUILDS BUSINESS

take about twenty minutes of the owner's time, offering to return at another time if the call is inconvenient. In most cases he is asked to come in at once. In practically no instance has he had any other than a most cordial reception.

IT IS a significant fact, which indicates the need for such a service, that out of every ten calls he will find three or four homes where the owner "was just about to send for a serviceman." Usually this is due to some failure to understand the operation of the set rather than to a need for actual adjusting.

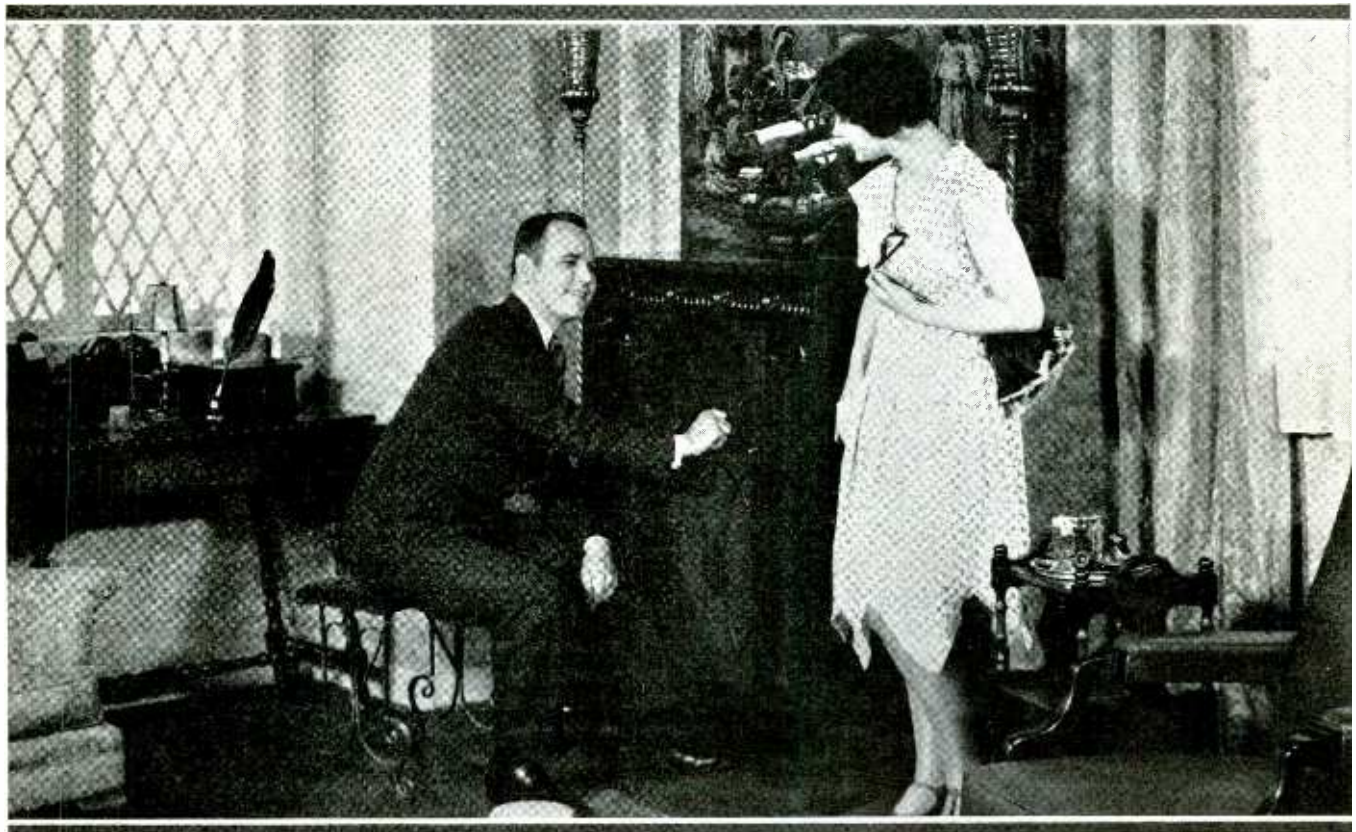
In all cases, however, he makes an actual test of the set. All the loose ends which might have been left open at the time of the installation are checked up and much future trouble thus prevented.

The supervisor then points out the fact that electrical interference and noises will possibly occur in certain neighborhoods and the reason why. Also, he explains why it is difficult to get distance and why a person living in an apartment house building or using an indoor aerial really should not expect distance reception.

He further points to the fact that tubes, being of delicate construction, will some day burn out and that this is not the sign of a defective radio set but instead is customary occurrence after tubes have received hard usage. This short course of instruction does much to keep the customer from being dissatisfied because of any misunderstanding as to what he has a right to expect of his set. It has had much to do with the company's record in cutting down the number of repossessions.

(please turn to page 78)

Third—*The Important Inspection*



Advertising PROGRAMS

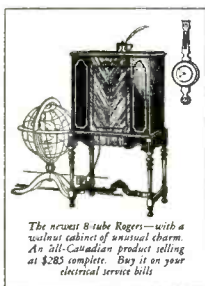
EDITOR'S NOTE

Hats off to Vancouver, British Columbia. The English have done it again.

Hardly had the forms closed on the August issue, which carried a challenge by your managing editor to the effect that the average radio dealer did not know how to "sell" the entertainment value of programs, when along came this story proving that the B. C. Electric Railway Company, Ltd., is doing exactly this thing.

New let's hear from some of the boys in the States.

TRAVEL THE ROAD TO ROMANCE



The newest 8 tube Rogers—with a walnut cabinet of unusual charm. An all-Canadian product selling at \$285 complete. Buy it on your electrical service bill.

FROM KPO at San Francisco, every Wednesday at 8 p.m., come the adventures of these two engaging travellers. You'll be thrilled and delightfully entertained—if you're there with them via radio.

A small down payment puts a radio in your home—bringing a whole new world of interest. Enquire into this simple plan of purchase at B.C. Electric Stores.

for Radio...

B.C. Electric STORES

WESTINGHOUSE MAJESTIC FADA SPARTAN
PHILCO ROGERS FREED BRUNSWICK

BRITISH COLUMBIA ELECTRIC RAILWAY CO. LIMITED

GRANVILLE
AT
DUNSMUIR

**B.C. Electric
RADIO**

HASTINGS
AT
CARRALL

"CHECK —
AND DOUBLE CHECK"



WHAT? YOU DON'T KNOW AMOS AND ANDY?

EVERYBODY who IS anybody is talking about Amos and Andy.

The Widow Zander and Bim Gump, the Gold Dust Twins, the Smith Brothers, John Barrymore, Chief Sitting Bull and other notables pale into insignificance—as Amos and Andy take the limelight. The smart world has gone completely Amos and Andy.

Really—you don't mean to say you don't even know who Amos and Andy are? Why, they're the new kings of black-face comedy—radio stars—on the air every night at 8.30, National Broadcasting Company's chain.

The very best of hilarious, worry-chasing entertainment, and it's easy to take because you're at ease in your favorite chair.

You'll like Amos and Andy—and the thousand and one other treats that await you when you get your radio... and while you're at it, make it a good one from—



Above is the newest Rogers-Majestic console, \$195.50, or on easy terms with \$18.55 down.

**B.C. Electric
STORES**

Seldom indeed has a greater array of radio's finest makes been shown in a single store. And yet, at B.C. Electric Stores you'll select from Vada, Fred, Roger-Majestic, R.C.A., Westinghouse and Spartan.

IN THE midst of the most gory price-cutting "best-radio-buy" advertising in the history of the radio industry, the B. C. Electric Railway Company, Vancouver, British Columbia, "debuted" an advertising campaign that whispered price in italics and shouted radio programs in bold display lines. The result was that B. C. radio sales not only refused to follow a general slump, but went ahead of expectations. People bought *entertainment*, when they weren't out for the "best-radio-buy-on-the-radio-market-today."

Each advertisement in the series limelighted a particular radio program and talked about its values in a breezy, chatty way. Musical broadcasting events were sold light-heartedly, infectiously, rather than seriously.

... At 9 p.m., every Friday, the roar of Gilmore, the goofiest lion in the world, comes over

HOW THIS IDEA

stimulated radio sales for the B. C. Electric
Railway Company, Ltd., Vancouver

GRANVILLE
AT
DUNSMUIR
B.C. Electric
HASTINGS
AT
CARRALL

**PAUL
WHITEMAN'S
DANCE
MUSIC**

HE'S the biggest man in contemporary dance music... a veritable mountain of rhythm... a baton wielder who carries extraordinary weight in the entertainment world.

His Cafe Royale on Broadway started the night club craze, but don't hold that against him. His venture into sound pictures (yet to be released) promises to be a hit of hits. His phonograph records revolutionized the wax industry. Wherever he appears in concert there is a sell-out at top prices.

And, in addition to all that, there's the Old Gold Hour, Columbia Network, Tuesdays at 6 p.m. Mr. Whiteman's 31 immortal horn-tooters are on the air to entertain you. No danger of a sell-out.

To you in your favorite chair comes the superb entertainment of this modern music master.

Really, you should have a radio... a good one from

B.C. Electric

STORES

* XVI (XXA), KFPY, KOIN, KIRC, KHJ.

† Above is the newest Super-Magnetic console. \$189.50, or on easy terms with \$18.95 down.

BRITISH COLUMBIA ELECTRIC RAILWAY CO.

Observe the irresistible appeal, the infectious humor, in these excellent examples of human interest display advertisements.

GRANVILLE
AT
DUNSMUIR
B.C. Electric
HASTINGS
AT
CARRALL

CECIL AND SALLY
IN
"THE FUNNIEST THINGS"

—A Comic Strip of the Air

IT had to happen. The radio world tuned in, and Cecil and Sally were made. Everybody started talking at once with Romeo and Juliet, Anthony and Cleopatra, Mutt and Jeff and the rest of history's famous sweethearts.

Cecil and Sally have done more than anyone else or anything else to keep delinquent husbands close to the hearth—because no one these days is going to miss out on Cecil and Sally.

When you get your radio you too will follow the amusing adventures of these charming and human young Moderns—your home too will be filled with the gayety that Cecil and Sally bring nightly to a million radio homes.

Every night except Sunday from KPO, San Francisco. Also on records at 7:15 p.m. from CKWX, Vancouver.

the air from KNX, Hollywood," sparkled a typical piece of entertainment copy. "Down, Gilmore, down!" The ludicrous lion subsides and to you, in your favorite chair, comes the rollicking songs and hilarious nonsense of the Lion Tamers. (No atmosphere for any grouch.) And if you're not fond of lion tamers, a twirl of the dial gives you Beethoven. You can even tune in on a thrillingly told detective tale, or a talk on Ten Ways to Tame a Tuna, or if you wish, Cecil and Sally, the comic strip of the air. Really—you should have a radio!"

Other copy told how Cecil and Sally succeed in keeping delinquent husbands at the hearth; how Paul Whiteman's dance music may be heard without encountering a sell-out; how Amos 'n' Andy entertain millions nightly—"so why not you?"

J. Lightbody, publicity manager for B. C., stated that the company has not entirely discontinued strictly price appeal advertising however. From time to time, clearance sales are used. The company also finds it profitable

to insert advertisements exclusively devoted to its best-selling line to tie up with manufacturer's copy.

"However, we feel that the job of popularizing the various makes of radio is the manufacturers', not the retailers'," he stated, "and that our job is to feature the B. C. Electric stores as the place to buy *radio entertainment*. This was a basic reason why we selected a different type of advertising from that usually indulged in; copy which, by its novelty, would call attention to the stores.

"Another conclusion we have come to is that there is a considerable number of people still unsold on radio, and in ignorance of what they are missing by not having a radio. Such prospects are quite untouched by the usual form of manufacturer's advertising, emphasizing the superiority of one make as against another."

B. C. Electric salesmen, both indoor and house-to-house, are reporting that the entertainment-for-sale advertising is assisting them mightily to sell radio.

MIDGET

Radio Retailing's Detailed Description of Popular



Keller-Fuller
"Radiette"



Patterson



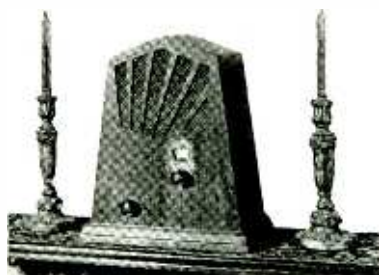
Flint
"Del Rey"



Jackson-Bell



Steinite
"Fultone"



Advance
"Falck"

Name and Address of Manufacturer	Name, Number	List Price (with Tubes)		Cabinet		AC, DC or Batt.
		East	West	Style	Finish	
Advance Electric Co. 1260 W. 2nd St. Los Angeles, Calif.— <i>Falck</i>	88	\$69.50	\$69.50	Gothic Clock	Walnut	110-60
	77	\$59.50	\$59.50			110-60
Atchison Radio Mfg. Co. 125 N. 6th St. Atchison, Kan.— <i>Atchison</i>	12	64.50		Gothic	Walnut	110-60
Automatic Radio Mfg. Co. 112 Canal St. Boston, Mass.— <i>Tom Thumb</i>	Tom Thumb	69.50		Gothic	Walnut	110-60
Baldwin, Nathaniel, Inc. 1601 S. Michigan Ave. Chicago, Ill.— <i>Baldwin</i>	50 Baldwinette *Less tubes	*75.50	*75.50		Walnut	110-60
Brown & Manhart 6219 S. Hoover St. Los Angeles, Calif.— <i>Ranger</i>	44		69.50		Walnut	110-60
Cardinal Radio Mfg. Co. 2812 S. Main St. Los Angeles, Calif.— <i>Cardinal</i>	70	99.50	99.50	*Comb. *Phonograph and radio	Walnut	110-60
	80	69.50	69.50			110-60
Carteret Radio Lab. 254 W. 18th St. New York, N. Y.— <i>Carteret</i> *Less tubes	AC7	*59.00			Walnut Walnut Walnut Walnut	110-60
	AC8	*65.00				110-60
	DC8	*59.00				110 DC
	DC-HW	*65.00				110 DC
Champion Radio Mfg. Corp., Ltd., 1865 W. Gage Ave. Los Angeles, Calif.— <i>Champion</i>	S2		59.50	Clock	Walnut	110-60
Crosley Radio Corp. Chincinnati, Ohio— <i>Crosley</i>	New Buddy	64.50	64.50	Square	Walnut	110-60
Davison-Haynes Mfg. Co. 1012 W. Washington Blvd. Los Angeles, Calif.— <i>Angelus</i>	69A	69.50	69.50	Gothic	Walnut	110-60
Echophone Radio Mfg. Co. 968 N. Formosa Ave. Hollywood, Calif.— <i>Echophone</i>				Gothic	Walnut	110-60
Electrical Research Lab., Inc. 2500 Cottage Grove Ave. Chicago, Ill.— <i>Erla</i>		*69.50	*69.50	Modern	Walnut	110-60
Elmore-Lambing Radio Co. 1205 S. Olive St. Los Angeles, Calif.— <i>Singer</i>			69.50	Clock	Walnut	110-60
Flint Radio Co. Inc. 3446 S. Hill St. Los Angeles, Calif.— <i>Flint</i>			69.50	*	Redwood	110-60
French, Jesse & Sons Piano Co. New Castle, Ind.— <i>Jesse French</i>	Junior	69.50		Colonial	Walnut	110-60
Gilbert, R. W. 2357 W. Washington Blvd. Los Angeles, Calif.— <i>Gilbert</i>	69	69.50	69.50	Gothic	Walnut	110-50/60
Gray-Danielson Mfg. Co. 2101 Bryant St. San Francisco, Calif.— <i>Remler</i>	14		64.50	Future.	Walnut	115-50/60
Griffin Smith Mfg. Ltd. 1224 Wall St. Los Angeles, Calif.— <i>Royale</i>			69.50	Mantle	Walnut	110-50/60
Horn, Herbert H. 1629 S. Hill St., Los Angeles, Calif. <i>Tiffany Tone.</i> *Also 220 and 25 cycle.		59.50		Clock	Walnut Mahog. Ebony	*110-50/60
Hyatt Electric Corp. 406 N. Madison St. Woodstock, Ill.— <i>Hyatt</i>	AC7	75.00	75.00	Clock	6 colors	110-60
Jackson-Bell Co. 1682 W. Washington St. Los Angeles, Calif.— <i>Jackson-Bell</i>	62	59.50	59.50	Modern R'nd top	Walnut Walnut	110-50/60
	62	59.50	59.50			110-50/60

(Please Turn

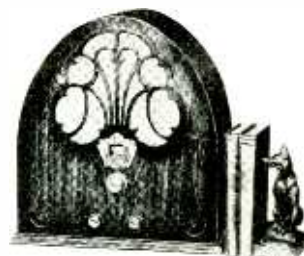
Specifications

Miniature Models with Prices and Pictures

Speaker Type Diam.	Overall Dimensions in Inches H—W—D	Net Weight Lbs.	Tubes Used							Watts Used
			R. F.			Det.	A. F.		Rect.	
			1	2	3		1	2		
Dyn. 6½	17½x14½x9½	32	224	227		227	224	245	280	65
Dyn. 6½	17½x14½x9½	32	227	227		227	224	245	280	65
Dyn. 6½	16½x12½x9	30	226	226	226	224	245		280	55
Dyn. 7	16x12½x8½	24	224	224		224	227	245	280	25
Dyn.	18½x15½x9½		224	224		224	245		280	
Dyn.	17½x16x10		224	224		224	227	245	280	
Dyn. 6½	23x17½x9½	40	224	224		224	227	245	280	75
Dyn. 6½	17½x15½x9½	28	224	224		224	227	245	280	75
Mag. or Dyn.			224	224		224	245		280	55
			224	224		224	2-245		280	59
			112	112	112	112		171		50
Dyn. 8	16½x13½x9½	22½	224	224		224	227	245	280	75 to 100
Mag.	15½x15½x10	42	224	224		224	245		280	75
Dyn. 6½	17½x16x9	28	224	224		224	1-245		280	55
Dyn.	16½x12½x6½		224	224		224	245		280	
			224	224		227	227	2-171	280	
Dyn.	18½x16½x9½		224	224	224	227	245		280	
Dyn.	17½x13½x8½	24	224	224		224	245		280	
Dyn. 6½	19½x15½x10½	38	224	224		224	245		280	
Dyn. 7	14½x13½x9	23	224	224	224	224	245		280	45
Dyn. 7½	16x14x8½	30	224	224	224	227	1-245		1-280	75
8	17½x16x8½	26	224	224		224	1-254		280	75
Dyn.	19x13x9		226	226		224	226	2-71	280	80
Dyn.	15x15x7½		224	224		227	227	2-245	280	75
Dyn. 6½	15½x12½x8	23	224	224	224	224	1-245		280	60
Dyn. 6½	15x11½x8	23	224	224	224	224	1-245		280	60

To Next Page)

Philco
"Baby Grand"



Davison-Haynes
"Angelus"

Crosley
"New Buddy"



Automatic
"Tom Thumb"

Herbert H. Horne
"Tiffany-Tone"



Erla



Echophone



Remler "Cameo"



Advance "Falch"



Plymouth



Mission-Bell



Master "Mighty Midget"



Elmore-Lambing "Singer"



Griffin-Smith "Royale"



Powell "Cathedral"

Name and Address of Manufacturer	Name Number	List Price (with Tubes)		Cabinet		AC, DC or Batt.
		East	West	Style	Finish	
Jewel Mfg. Co. 222 S. West Temple St. Salt Lake City, Utah— <i>Jewel</i>	M	\$59.50	\$59.50	Gothic	Walnut	110-60
Keller-Fuller Mfg. Co., Ltd. 1573 W. Jefferson Blvd. Los Angeles, Calif.— <i>Radiette</i>	14		*59.50	Modern	Walnut	110-50/60
Kemper Radio Corp., Ltd. 1238 So. Santee St., Los Angeles Calif.— <i>Kemper Kompak</i>	80	69.50	69.50	Modern	Walnut	110-50/60
Master Radio Mfg. Co., Ltd. 3550 S. Western Ave. Los Angeles, Calif.— <i>Master</i>	70		59.50	Doric	Walnut	110-50/60
Mission Bell Radio Mfg. & Distr. Co. , 1125 Wall St. Los Angeles, Calif.— <i>Mission</i>	Mantle		69.50		Walnut	110-60
National Transformer Co. 205 Wacker Drive Chicago, Ill.— <i>Balkeit</i>	Mantel	*54.50	*54.50	Gothic	Walnut	110-60
Patterson Radio Corp. 239 S. Los Angeles St. Los Angeles, Calif.— <i>Patterson</i>	5-69 7-69	59.50 69.50	59.50 69.50		Walnut Walnut	110-125/60 110-125/60
Philadelphia Storage Battery Co. Philadelphia, Pa.— <i>Philco</i> *Less tubes.	20 20A	*49.50 *56.50		Gothic Gothic	Walnut Walnut	115-60 115-25
Pierce Airo, Inc. 113 Fourth Ave. New York, N. Y.— <i>DeWald</i>	524			Modern	Walnut	110-60
Plymouth Radio Corp. 2625 N. Main St. Los Angeles, Calif.— <i>Plymouth</i>	3		64.50	Modern	Walnut	110-50/60
Powell Mfg. Co. 6121 So. Western Ave. Los Angeles, Calif.— <i>Powell</i>	Cathedral	59.50	59.50	Modern	Walnut	110-50/60
Premier Electric Co. Grace & Ravenswood Ave. Chicago, Ill.— <i>Premier</i>	Home-Pal	62.50	65.50	Gothic	Walnut	110-60
Republic Radio Co. 3940 Grand Ave. Chicago, Ill.— <i>Republic</i>	31M 31J	59.50 64.50	59.50 64.50		Walnut Walnut	110-60 110-60
Seeley Electric Co. 1818 West Ninth St. Los Angeles, Calif.— <i>Lark</i>	5 6	79.50 89.50	69.50 79.50	Gothic Gothic	Walnut Walnut	110-60 110-60
Simplex Radio Co. Sandusky, Ohio <i>Simplex</i>	H I J	69.50 59.50 59.50	69.50 59.50 59.50	Gothic Gothic Gothic	Walnut Walnut Walnut	110-60/35 110 DC Batt.
Stein, Fred W. 1200 Main St. Atchison, Kan.— <i>Astec</i>	130C *Less tubes	*59.50	*59.50		Black and Silver	110-60
Steinlite Mfg. Co. Ft. Wayne, Ind.— <i>Steinlite</i>	410	64.50	68.50	Gothic	Walnut	110-60
Sterling Mfg. Co. 2831 Prospect Ave., Cleveland, Ohio— <i>Little Symphony</i>	F-1-60	82.80		Clock	Walnut	110-60
Transformer Corp. of Amer. Keeler and Ogden, Chicago, Ill. <i>Clarion</i> *Less tubes. Has tone control.	Clarion, Jr.	*47.50	*47.50	Gothic	Walnut	110-60
Traveler Mfg. Co. 1818 Washington Blvd. St. Louis, Mo.— <i>Traveler</i>	A A-D.C. B	59.50 59.50 69.50	59.50 59.50 69.50	Gothic Gothic Gothic	Walnut Walnut Walnut	110-60 110 DC 110-60
U. S. Radio & Television Corp. 3301 S. Adams St. Marion, Ind.— <i>U. S. Apex</i>	27	59.50	59.50	Modern	Walnut	115-60
Waltham Radio Corp., Ltd. 4228-S. Vermont Ave. Los Angeles, Calif.— <i>Waltham</i>	31		59.50		Walnut	115-60
Zaney-Gill Corp. , 5914 S. Western Ave., Los Angeles, Calif. <i>Music Box Clarion-Clarionette</i>	Clarion Clarionette *110-130-50	49.50 49.50	49.50 49.50	Gothic Gothic	Walnut Walnut	* *



Atchison 12



Long "Cardinal"

Speaker Type Diam.	Overall Dimensions in Inches H—W—D	Net Weight Lbs.	Tubes Used							Watts Used
			R. F.			Det.	A. F.		Rect.	
			1	2	3		1	2		
Dyn. 7	15½x14x7½	18	224	224		224	245		280	35
Dyn. 8	15x13x8½	21	224	224	224	224	245		280	
Dyn. 7	17x16x10	28	224	224		227	227	245	280	60
Dyn.	16½x13x8½	28	226	226	226	224	245		280	80
Dyn.	17½x14½x8	26½	224	224		224	245			
Dyn. 6½	18x15½x8½	25	227	227		227	227	245	280	120
Dyn. 8	16½x13½x8	24	224	224		224	227	245	280	40
Dyn. 8	16½x14½x10	30	224	224	224	224	227	245	280	45
8	17½x16x10	30	224	224		224	227	2-71A	80	75
8	17½x16x10	35	224	224		224	227	2-71A	80	75
Dyn. 6	17½x13½x9	31	224	224		224	1-245		280	70
Dyn.	15½x14x7½	18	224	224		224	245		280	50
Dyn. 8	14½x14x9	23	224	224	224	224	1-245		280	50
Dyn. 7	18x16x9	40	224	224	227	224	245		280	40
Dyn. Dyn.	17x16x9 17x19x9		224 224	224 224		224 224	245 245		280 280	50 50
Dyn. 7	18x15x8½	26	224	224		224	245		280	100
Dyn. 7	18x15x8½	27	224	224	224	224	245		280	103
Dyn. 9½	18x13x7	25	224	224		224	1-245		280	80
Dyn. 9½	18x13x7	25	224	224	224	227	331			140
Mag. 9½	18x13x7	25	332	332	332	330	231			40
Dyn.	14½x9½x9½		224	224		224	245		280	
Mag.	19½x15½x8½	25	224	224		224	227	245	280	50
Dyn. 6	18x14x9½	36	224	224		224	1-245		280	60
Dyn.			224	224	224	224	2-245		280	
Dyn. 7½	16½x15½x8½	23	201A	201A		227	201A	171A	280	50
Dyn. 7½	16½x15½x8½	22	201A	201A		112A	112A	2-171A	280	50
Dyn. 7½	16½x15½x10	28	226	226	226	224	245		280	55
Dyn. 8½	20x13½x7		224	224		227	245		280	65
Dyn. 7	16x12½x9	27	224	224	224	224	245		280	60
Dyn. 9	16x12x8	22	227	227		227	224	245	280	50
Dyn. 9	16x12x8	22	224	224		224	224	2-245	280	60



Advance "Falck"



French "Junior"



Jewel



Baldwin "Baldwinette"



Long "Cardinal"



U. S. Radio "Cloritone"



Sterling "Little Symphony"



Champion S2



Kemper "Kompak"



Zaney-Gill "Clarion"



Jackson-Bell



Simplex H

FROM OUR DEAR, DIM PAST



...when the City Editor darn near broke his neck getting a shot of this umbrella-handle crystal rig?



...when this famous customer tuned everything but the piano?



...when no hospital was considered complete without one of these?



...when many a budding Steinmetz fussed away with variometer and coupler in the cellar?



...when milady banished dull care of a long winter's evening with the aid of a one-lunger?

DO YOU REMEMBER 'WAY BACK.....



...when this dainty instrument was designed to harmonize with the furnishings of any well appointed home?



...when li'l Baby Peggy almost fell into the goose-neck?



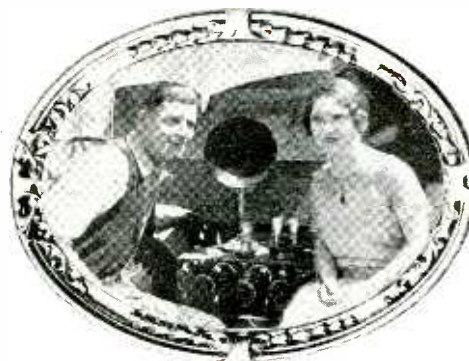
...when this table model was sold "over the counter" --with the aid of a steam winch!



...when this compact set was installed in the sun porch - and the family moved out in the alley to make room!



...when Jackie Coogan of movie fame still ate "mush" for breakfast - and made a crystal set out of the box?



...when the mysterious glow of a 200-A fascinated everybody on the Paramount lot?

Now.....

Is the Time to

YOU wouldn't put worn-out strings on a Stradivarius, would you? Neither would you neglect to change the oil in a high priced automobile at prescribed intervals.

"Why, then, pay \$200 for a fine radio set and handicap its performance, as well as ruin your enjoyment of its superb tonal qualities, for the sake of \$10 saved on tube renewals?"

The above philosophy constitutes the backbone of the tube selling arguments which have proven unusually effective for the Temple of Music Stores, Inc., operating in Lynbrook, Hempstead, Freeport and Rockville Center, Long Island.

Al Cooper, part owner of this progressive chain, estimates that not less than 20 per cent of its gross sales during the past twelve months has come from tube business. What's more, he turns his capital invested in tubes ten times a year. Because of this advantageous relationship of gross sales to invested capital, net profit on the money invested in tube merchandise exceeds 40 per cent annually.

"Now is the time to push tubes," declares Mr. Cooper. "And in doing so *don't be afraid of your customer.* I

hope your readers will pardon me if I express the thought that the average radio dealer states his proposition apologetically and at once opens the door for the chiseler. Tubes should be regarded and sold on the same basis as the electric light bulb. They should be guaranteed against manufacturers' defects and should test okay when they leave the store. The dealer, however, should politely but firmly refuse to replace burn-outs or make other of the well-known 'adjustments' which the public has been educated *down* to demand."

The five outstanding reasons Cooper advances for giving special thought to tubes at this season of the year are presented in the accompanying box. But when it is added that his men average a complete tube replacement order (averaging six tubes) in one out of every four tube selling opportunities then further light on the methods employed is in order.

ONCE a week Temple summons its salesmen *and its servicemen* for an evening get-together. Nothing new in that, of course, but—and how many dealers do this?—Mr. Cooper and his partner Herman Busloff try to devote at least 20 per cent of the time to a discussion of selling and servicing tubes.

Here are some of the additional "tested" selling thoughts they constantly advocate:

(a) "You are not buying tubes, Madam, you are buying tone."

(b) "You are not buying price, Madam, you are buying tone—only quality tubes will reproduce true tonal values."

(c) "Your set brings in all the stations but the tonal quality is poor, this indicates that, fundamentally, the set is all right but that it needs a new complement of tubes."

(d) "Permit me to make a comparative demonstration, right here in your home, of the difference in tone where I replace only those tubes which are absolutely worn out and where I install a complete set of new matched tubes."

(e) "We gladly test your tubes without charge."

This last message is constantly stressed in newspaper advertisements, large window posters and, three months ago, through the medium of direct-by-mail circularization.

"HERE'S WHY"

says

AL COOPER



1 The average a.c. tube set now has been in use over a year—and its tubes, therefore, need to be thoroughly checked.

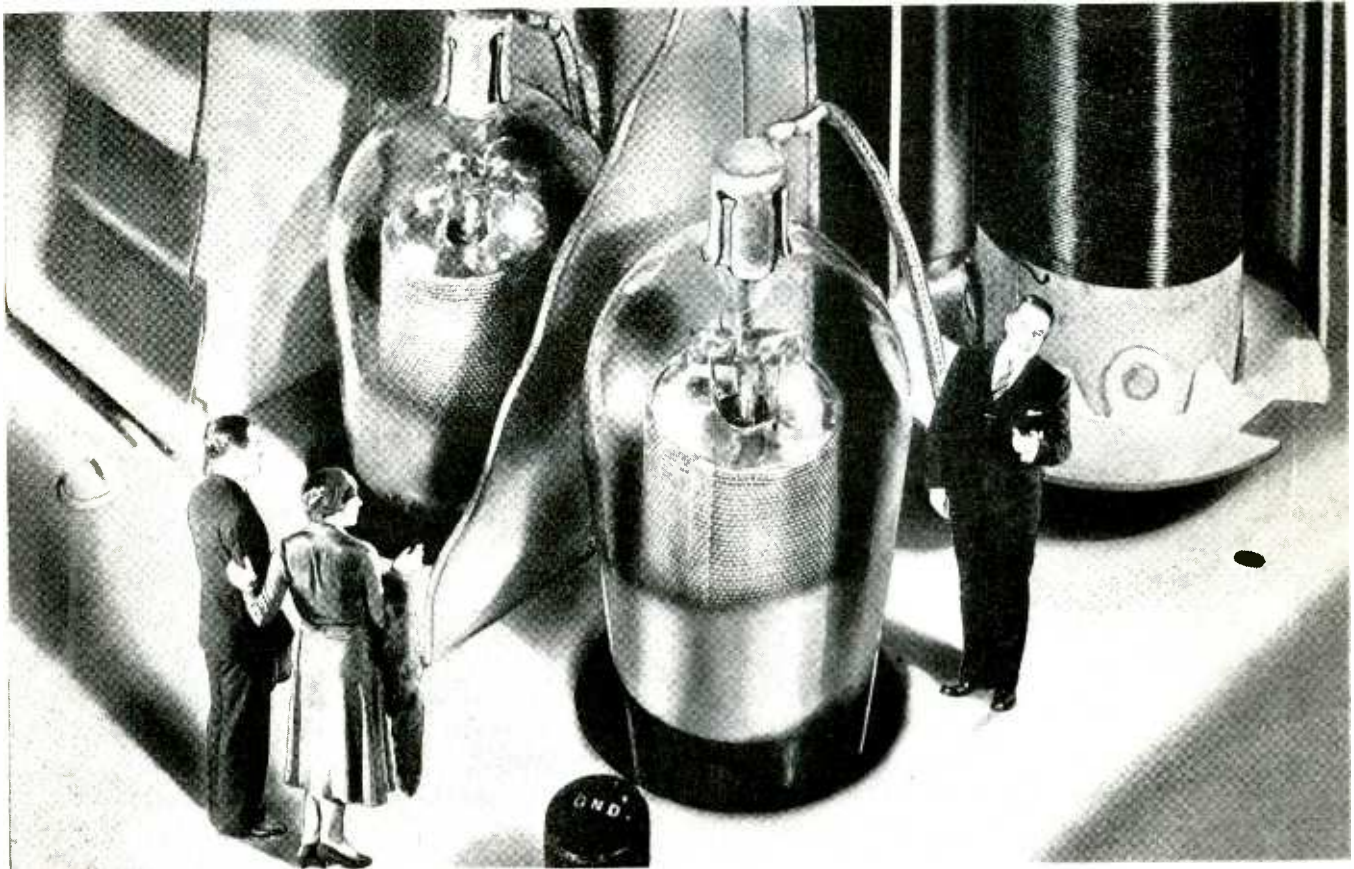
2 Long winter evenings are just ahead—when a full complement of new tubes is so necessary for the complete enjoyment of the best programs of the year.

3 Never were tubes more reasonably priced. The consumer may buy secure in the knowledge that values are right.

4 The serviceman has ample time in September to thoroughly test the set and make minor corrections without charge, when he installs the new tubes.

5 Wornout tubes make it necessary to turn volume control up high, thereby using more current and also endangering transformers.

Sell TUBES



Courtesy of BRUNSWICK RADIO CORP.

It is difficult to educate people to have their tubes tested regularly, investigation discloses, though this procedure is absolutely essential if good radio reception is to be obtained over long periods. A surprising number of users still believe that tubes are good so long as they light, which is obviously untrue.

As the normal span of life is exceeded the supply of electrons delivered by the tube filament decreases. On battery type sets it becomes necessary to turn the filament rheostats higher and higher in order to maintain satisfactory volume. And on the newer types of all-electric models filament depreciation is still more serious. No filament temperature adjustment is provided and as the supply of electrons drops below the point at which the filament is designed to function efficiently the entire characteristic of the tube is changed. Instead of amplifying signals faithfully, as received, such tubes distort and introduce tones which are not a part of the received signal. Irrespective of the quality of the apparatus with which they are associated tone quality suffers.

Despite the difficulty of education, dealers should make it a point to make people "tube conscious" at every opportunity. Customers should be taught to replace tubes

often enough to provide a "safety factor" of good reception, just as the consumer has been taught to replace crank-case oil in his automobile more often than is absolutely necessary to insure continued, trouble-free service. Of course, when crank-case oil fails money is immediately taken from the consumer's pocket for gear replacement bills.

In the case of radio, overlong use of tubes merely reduces satisfaction and it is not so easy to advertise regular replacements into general acceptance. It is very much to the advantage of the dealer to push the idea at every turn, however, for as the public becomes educated, and replaces tubes of its own volition before the "light" goes out, service costs per dealer will decrease and the general satisfaction with radio will be greatly augmented.

DOES it pay to push the prosaic tube? Does it pay the grocer to feature staples occasionally?

For further comment, in this issue, on the important subject of tubes see the leading editorial (page 37) and also view, on page 68, the statistical picture of what the dealers are *not* doing to cash in on their tube merchandising opportunities.



“Shall We Hold
 Los Angeles
says
 YES!

THE recent unanimous action of the members of the Pacific Radio Trade Association in voting against the holding of another public radio exposition in San Francisco—and the subsequent and similar action of the radio distributors and dealers of Seattle, Wash., and Portland, Ore.—again brings to the fore the much-mooted question: “Shall we hold a local public radio show?” It is evident that opinions vary widely with respect to the holding of local shows as well as with respect to the set-up of the national trade show.

A very prominent radio man in San Francisco summarizes for us the reasons why his colleagues, this year, voted against a public show—despite the fact that the 1929 affair was extremely successful from the standpoint of attendance and net operating profit to the local radio trade association.

The number of retailers exhibiting decreased steadily each year as dealers in particular were able to check

Why We Voted to *HOLD* a Show

*By a prominent member of the
 Radio and Music Trades Assoc. of So. Calif.*

- 1 Makes possible the acme of publicity for radio—i.e., it carries with it an immense barrage of newspaper, billboard, street-car and other advertising, together with thousands of dollars worth of free publicity.
- 2 The radio show focuses public attention upon radio for a protracted period.
- 3 The cost to each exhibitor is proportionately small and the profits go to the Trade Association for the common good of all—enabling the Association to carry on its other valuable activities.
- 4 Radio appeals to the imagination of the public; hence it is one of the few industries that logically can hold a successful public exposition—as past success of our show and countless others have demonstrated.
- 5 Held just before the winter season, it stimulates buying action.
- 6 Large majority of our exhibitors feel that their ultimate net profits from the show more than compensate for its cost.

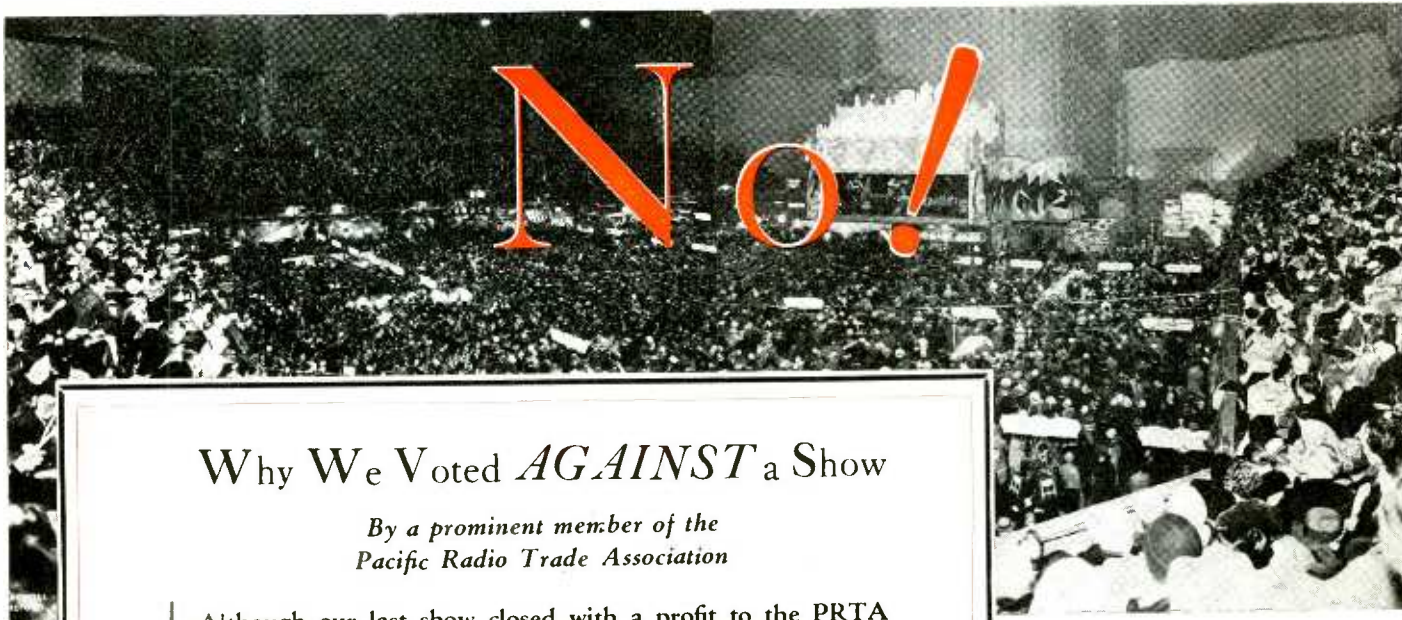
sales accurately. The result was a show catering to the general public with exhibits solely in the hands of manufacturers. The vaudeville type of entertainment drew the crowd and on the night with the heaviest attendance between 60 and 70 per cent of the visitors were seated in the balcony.

On the other hand, an equally prominent and well-

A Local Radio Exposition?"

San Francisco

says



Why We Voted *AGAINST* a Show

*By a prominent member of the
Pacific Radio Trade Association*

- 1 Although our last show closed with a profit to the PRTA of \$10,000 we feel that the individual exhibitor's returns are too far below his ever mounting expenses—the latter averaging over \$2,000 per firm.
- 2 Disrupts the sales organization—takes their valuable time.
- 3 Actual show sales have dwindled to negligible proportions.
- 4 Impossible to get dealers to morning business sessions.
- 5 Public now comes to be entertained with vaudeville stunts, and pays little serious attention to the radio booths.
- 6 The radio receiver is no longer a novelty, hence the "show" method of staging it is not justifiable.
- 7 Complete lines of new merchandise not available.
- 8 Creates an artificial "season" and delays consumer buying.
- 9 Careful, unbiased analysis of attendance shows startlingly few actual prospects.
- 10 We plan to make "Radio Week" equalize whatever publicity we may lose from not holding a show.

that those who do not go hear all about it, making their minds more receptive to radio and lowering sales resistance.

Such cities as Minneapolis, Dayton, Milwaukee, St. Louis, Cincinnati, Detroit and Buffalo, not to mention countless smaller cities, have found in these annual affairs a means of financing their association activities during the next twelve months as well as individual profit to each participant.

The conclusion is fairly obvious, therefore, that the worthwhileness of holding a local radio show depends largely on the character of its management and the nature of the exhibits and of the

known radio executive from Los Angeles states that his association, the Radio and Music Trades Association of South California, voted just as decisively to hold a 1930 public show and summarizes the reasons. He points out that radio belongs to that fortunate group of products which appeal to the imagination of the public. Newspapers give radio shows a generous amount of space, so

entertainment. There is unquestionably a great deal of truth in the argument advanced by the San Francisco aggregation. Local associations who plan to hold a public exposition of radio apparatus will do well to familiarize themselves with the negative factors of such an affair, which are here summarized. The scales are heavier, however, on the side of the local show.

The Merchandising STATUS of

Home



DUE to rumblings in the trade regarding announcements of various types of home talking movies, both sound on films and sound on records, the trade should be fully informed concerning this subject. There are already on the market, or will shortly be available, at least a dozen different makes of home motion picture projectors equipped with a synchronous sound reproducing attachment. These devices are well built, compact and quite suitable for general use. They range in price from \$175 to \$700. Four film rental libraries are in existence.

While it is admitted that the appeal of the home talking motion picture is to the limited well-to-do and while it is agreed that the competition of the local cinema theater around the corner is a considerable handicap to the rapid growth and popularity of this home entertainment device, nevertheless the alert radio dealer should not only keep in close touch with developments in the field of home entertainment, so closely allied with radio, but he should give thought also to cultivating this market.

AT PRESENT, the church, the lodge and the school offer the chief market for film rentals. Here the dealer will find his immediate demand for apparatus and repeat business. The field will expand only as film and

sound libraries grow, and then the call is likely to be for many specialized subjects unsuited for popular use. One manufacturer is giving purchasers a library card entitling them to sound films free for 30 days, and thereafter for \$65 a year. Another projector maker supplies dealers with a demonstration film presenting an expert sales talk on the machine itself.

Mechanically, synchronization of picture and speech has proved simple. Records, 16 in. wide, that turn at 33½ r.p.m. instead of at the usual phonograph speed of 78 are being used exclusively. Sound on 16 mm. film, another method of synchronization, has not heretofore proved feasible. A large and very well-known electrical manufacturer is hard at work on this problem, however, and shortly will announce a practical sound-on-film device for the home, it is expected.

One large rental library contains 1,500 reels of 400 ft. each. It has twelve branches in the United States and Canada, and 55 dealers. These dealers put up \$25 deposit and are allowed 10 per cent off list. No set price is established for rentals, which run from \$1.50 to \$12 a day, the latter figure being for "The Covered Wagon" in six reels. Roosevelt's life, religious topics, travel pictures and cartoon comics are most popular. A number of manufacturers offer industrial films rent free.

VISUALIZING the merchandising picture of the near future we find the well-appointed radio store equipped with a 10x12 projection demonstration room, properly ventilated, semi-sound proof, supplied with a heavily fused electrical outlet and a carefully selected assortment of films and their corresponding records.

Fortunately, the same servicing equipment and personnel and the same financial arrangement for handling time paper will gear perfectly with this new line. The dealer will remember that the very obstacles which now tend to retard the sale of sound pictures for the domestic user, namely, the cost of films and records, also means

that once a clientele is established, a substantial supply of repeat business is assured.

Already there are signs that home movies are reaching down into less plutocratic strata. A Chicago loop store offers a 9½ mm. camera and projector, combined, for \$33. A camera is now quoted at \$47.50 and a projector at \$7.50. With the growing tendency of dealers to rent cameras a widening market is foreseen.

In a less optimistic vein, however, is the declaration of Louis Gerard Pacent, president of the Pacent Electric Company, New York City.

The Home Screen

The home screen, with synchronized sound, will open the door to new sales opportunities for the radio dealer.

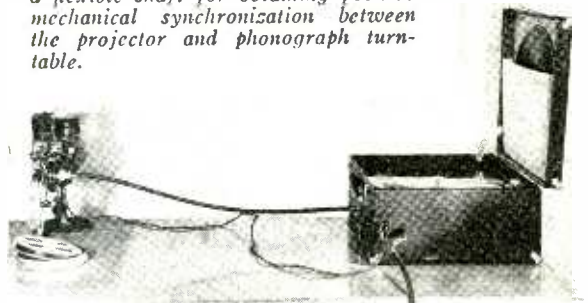
The talking film will key its message to the higher standards of the cultural requirements of specific groups rather than to the multitudes.

TALKING MOVIES

"Most of the sound pictures now available for the home are unsatisfactory from the standpoint of their quality of reproduction and of subject matter," states Mr. Pacent. "Premature release of home reproducing apparatus before satisfactory sound pictures are available for use with this home equipment, will be unwise," he concludes.

Already 200,000 home projectors of the silent type have been sold. With the advent of sound the market for this combination device will be quickened perceptibly. Certain it is that the field for home entertainment is a growing one, that the radio dealer is by every measure the logical outlet and that many of the readers of this magazine will find a substantial profit from this new opportunity within the next fifteen months.

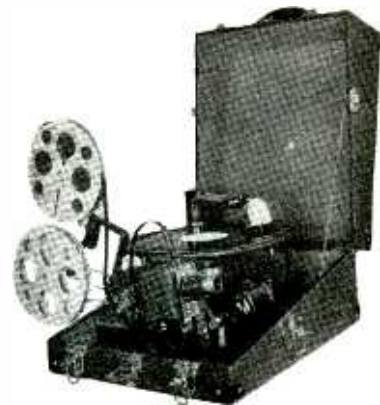
This type of semi-portable sight and sound device (Bell & Howell) utilizes a flexible shaft for obtaining positive mechanical synchronization between the projector and phonograph turntable.



Types of Recently Announced Home Projectors with Sound Attachments

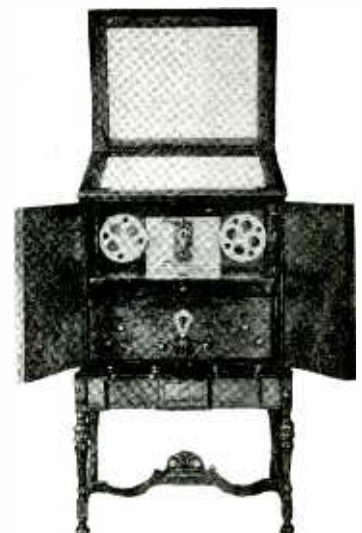


H. A. DeVry, vice-president of the QRS-DeVry Corporation, illustrates the comparative size of the standard film, for theater use, and of the 16 mm. film (left) used by most home projectors.

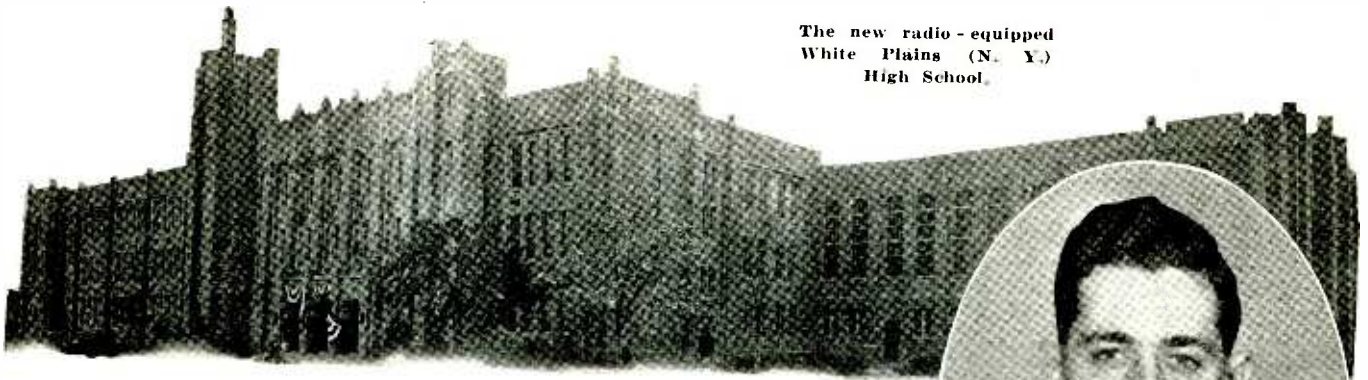


Portability is a leading feature of this outfit (Tone-O-graph). Sets on any radio cabinet and can be attached to the radio speaker for sound amplification purposes. A film exchange service and a special sales plan are available.

This complete radio, motion picture and synchronized sound assemblage (Visionola) will be placed on the market early in October. Retail for \$495, less tubes. A library, starting with 50 talking pictures, is being assembled.



The new radio-equipped
White Plains (N. Y.)
High School.



The Architect

Specified

Centralized RADIO

J. L. Whittiker, Superior Seating Co., New York City, won the contract and designed the equipment.

Three-channel system installed. Single shielded pair serves each room. Principal operates remote control panel. Amplifiers serve also as P.A. unit for auditorium.

by W. W. MacDonald

THE city of White Plains, N. Y., has just completed construction of one of the largest high schools in the East, including in this modern building a combined centralized radio and public address system which is considered by many to be the last word in this field.

Several relatively new design features are incorporated in this installation which cost the community \$14,600 exclusive of distribution wiring. Provision is made for the use of the radio amplifiers as an auditorium public address system, double-purpose switches are provided to keep amplifier load constant by automatically substituting loading coils of proper design as speakers are cut out and a master panel permits complete remote control of individual room programs from one central point.

Central Station Equipment

Three completely independent rack-and-panel units are used so that a like number of programs, radio or of local origin, may be received, amplified and distributed to the rooms. Steel racks, bolted to the floor of the radio room, support each 2 ft. by 6 ft. 4 in. assembly, all distribution leads

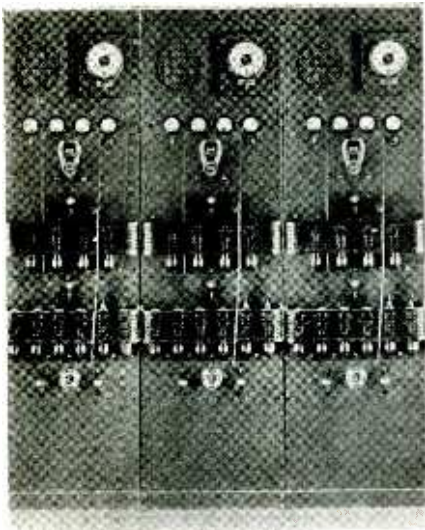
coming up from beneath the flooring to the base of the assembly. A magnetic type monitor speaker, including a cut-out switch is included in the top panel as is also an automatic control clock (Advance) capable of turning the amplifier either on or off at fixed times. A pilot light and power switch are associated with the timing device, which has an 8-day movement. Whittiker intends trying synchronous electric models in subsequent jobs. A visual volume level indicator is provided in each "Bay" in the form of a galvanometer connected in a suitable circuit. This instrument, with associated controls, permits the operator to adjust the receiver so that it delivers proper input to swing the grid of the first foundation amplifier tube, to adjust the amplifier so that recommended power is fed to the speakers and to tune the receiver with the monitor speaker silent.

The tuner built into the typical panel employs three tuned screen-grid r.f. stages and the conventional power detector, the only required alteration of a standard chassis being the elimination of the audio amplifying stages. Volume control is by necessity included in the r.f. circuit. Auto-

matic volume control, though not used in this particular installation, may later be added to make it easier for the operator to hold volume level more uniform throughout the system.

A foundation or input amplifier, consisting of two stages of transformer coupled audio, takes the output of the radio receiver, phonograph pick-up, microphone, etc., using one 227 and two push-pull 245's. A 280, part of the foundation unit, supplies plate current not only for the input amplifier but also for the tuner. It is interesting to note at this point, that all power transfer impedances throughout the entire system are standardized at 500 ohms, telephone company practice. This has permitted equipment economies and should it be necessary at any time to feed the amplifier remote programs over telephone circuits little trouble will be encountered in coupling. This latter feature is important as White Plains plans eventually to construct 12 additional schools and foresees that it will be desirable to link a general superintendent's office with the classrooms throughout the entire city system by 'phone line and centralized radio at some future date.

The power amplifier stage which immediately follows the foundation unit employs four 250's in parallel push-pull, providing a power output in the order of 25 watts, which is ample to take care of the 60-odd magnetic cones and the miscellaneous dynamics without overloading. If necessary all speakers can be operated at normal volume on any one channel, simultaneously, without overtaxing the amplifier. Blank panel space is provided for the addition of a second power stage should



The Amplifiers

True rack-and-panel design is incorporated in these P.A. units. (Webster) All parts, and tubes, are accessible for replacement without disturbing associated apparatus. The panels are aluminum.

it be desirable at any time to include this equipment for public address work outside the building. Fifty watt tubes would probably be used for this purpose in a final stage and these could be used by merely adding extra equipment without alteration of the foundation unit and first power stage. Ample provision for addition and improvement is characteristic of this installation.

Closed-circuit jacks are provided in the

plate leads of all tubes, both in the foundation amplifier and in the final power stage. By using jack-cord sets between the two milliameters provided and these jacks it is possible to check the operating characteristics of all tubes without disturbing the circuit. A 0-10 millimeter is used to check the plate current of the 227 in the first foundation stage and a 0-100 millimeter takes care of all other tubes. A line voltmeter is also available on the meter panel, which also displays the volume control galvanometer already mentioned. A separate power control panel is equipped with a tapped auto-transformer which takes care of all line voltages between 90 and 130. This device is sufficiently "husky" to accommodate an additional power stage, if required. A master control switch and pilot are provided on this power panel.

A portable phonograph pick-up (Caswell) is included as part of the installation and is mounted on the radio room wall.

Distribution Panel

A specially constructed distribution panel, designed to house microphone batteries and other accessory equipment, is located in the principal's office, at some distance from the radio room housing the amplifying apparatus. The switching of the output of any amplifier to any speaker or group of speakers is accomplished entirely and exclusively from this one central point. Selection of programs is not provided for in the rooms, the only control at these points being a volume adjustment.

From the educational standpoint it seemed desirable to the White Plains officials to install a system designed to supply



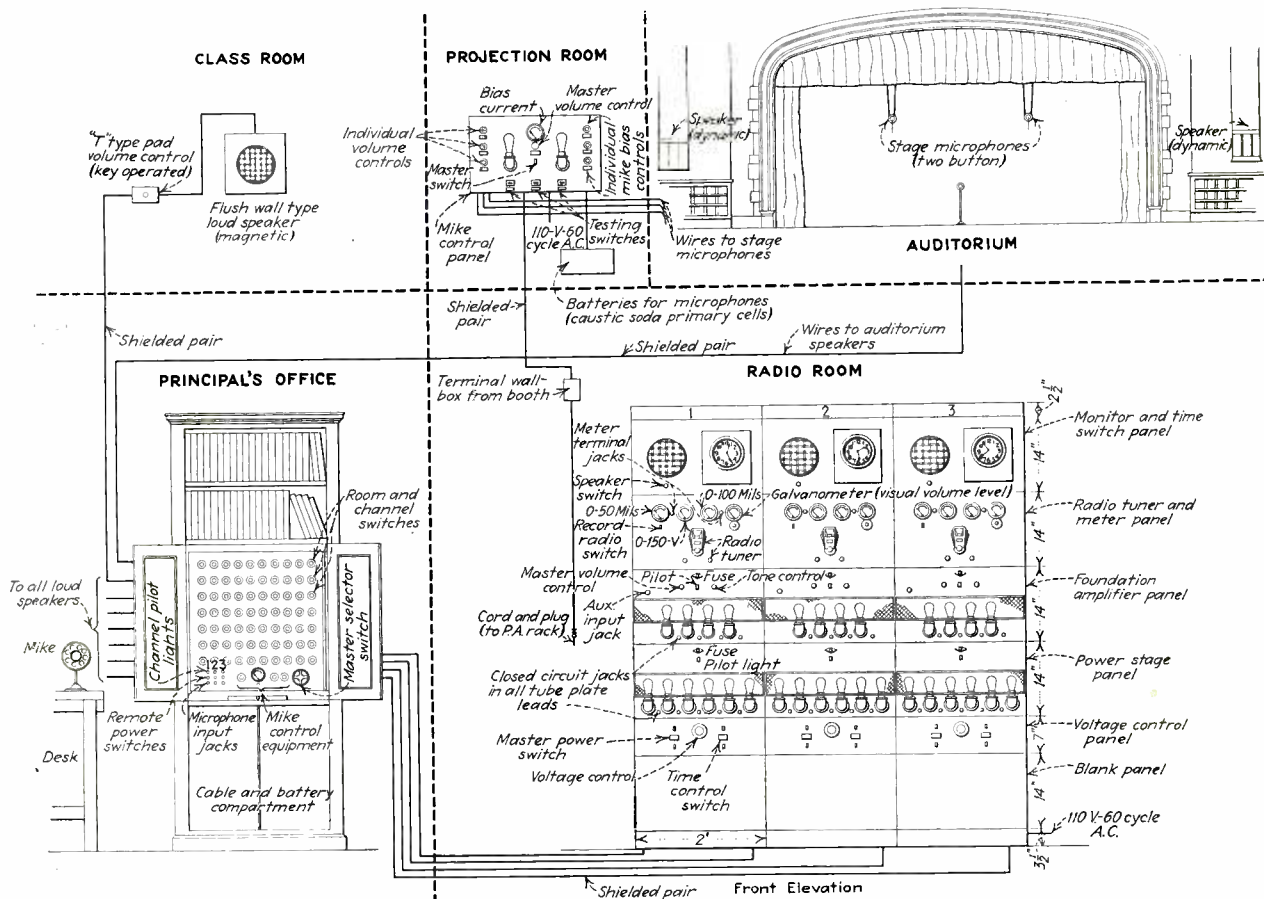
Control Panel

The distribution of programs to individual rooms is controlled from this master panel in the principal's office. Supply voltage to amplifier panels is also remotely controlled from this point.

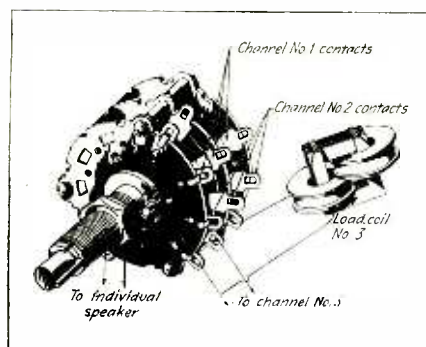
programs especially selected by the principal's office to the individual rooms rather than one which permitted indiscriminate selection by the teachers. Electrically, centralization of selection switches reduced the distribution wiring cost and eliminated cross-talk difficulties at the outset. A single, shielded pair runs to each room.

Seventy selector switches are mounted on the distribution panel, one for each room and several "spares." Each switch,

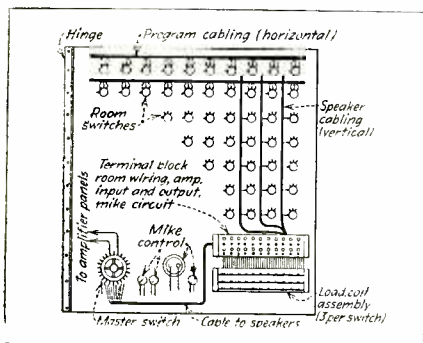
How the Complete System Is Laid Out



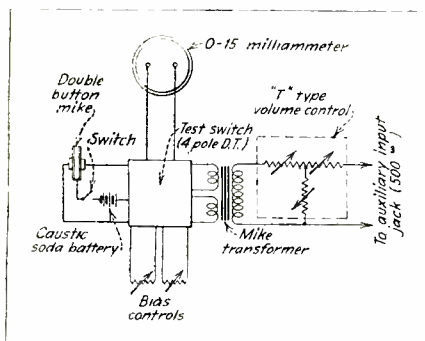
SOME CONSTRUCTION DETAILS



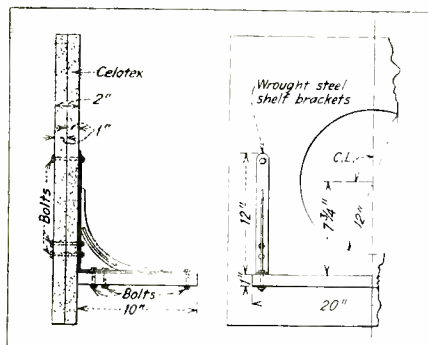
One channel distribution switch is installed on the master control panel for each room. Three loading coils are associated with each switch. An "off" position is also provided.



Distribution switches, master switch, microphone control, loading coils and speaker terminal block, with associated cabling, appear in this arrangement back of the master control panel.



"T" type tapered volume controls such as is indicated with this mike test circuit are also used in the rooms to maintain consistent quality permitted by the use of loading coils.



Dynamic speakers are used in the auditorium and mounting of these is handled in the manner indicated. The aperture left by the builder for the speaker is framed out in "two-by-fours" and "Celotex" is used as a baffle.

connected permanently to one room speaker, has four contact positions—channels No. 1, No. 2 and No. 3, with a fourth "dead" position. Two separate sets of contacts are provided for each channel position so that when the speaker is cut out of one amplifier circuit into another, or silenced entirely, a loading coil, having the same impedance as the speaker, is cut into the line, thus keeping the load of the amplifier constant irrespective of the number of speakers in use. The amplifiers are adjusted to operate under full load conditions and the loading coil-switch system assures the uniformity of this load. The loading coils used are small, closed core coils with very confined fields and are mounted, three for each switch, in a common metal case at the bottom of the distribution panel assembly.

A master selector switch of special design permits an operator in the principal's office, by a single manual operation, to swing all speakers to one channel, irrespective of the setting of the individual room selection switches. It is thus possible for the principal to temporarily interrupt all programs to feed the entire system one important broadcast or microphone announcement and then with another single turn of the master control to restore the original distribution scheme. This switch also includes a position which makes it possible to apply the fully amplifier output to the auditorium dynamics should extra volume be required.

Pilot lights are included in the distribution panel, indicating the amplifiers in use, which is helpful if it becomes necessary to cut in a new program or to make a microphone announcement. Pick-up jacks are provided on this panel for a desk mike and it is possible, through the use of relays, to operate the amplifier power supply switches, or to swing the phonograph-radio switch by remote control from this point. Volume and bias controls for the desk microphone are provided at the bottom of the panel.

Mike Amplifier

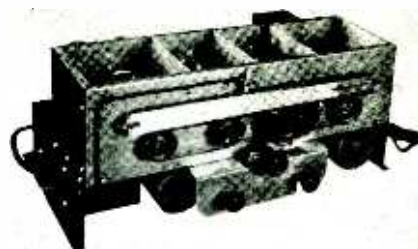
A microphone booster amplifier is installed in the auditorium projection booth and makes it possible to use one or all of the three stage microphones, or to shade these properly during large stage productions. A double-pole, double-throw switch mounted in this unit permits tests to be made as required. Bias batteries for the microphones also supply filament current to the small, receiving-tube amplifier.

Three double-button microphones (Ellis) are used on the stage, two suspended from the fly loft on pulley and rope combinations which permit them to be raised or lowered and the third, a common pedestal type unit. Several other mikes are in use, in the principal's office and operating room. Bias current is in all cases provided by caustic soda primary cells of the type used in secondary electric clock systems. These cells are rated at $\frac{1}{2}$ volt and 12 arc used to provide a 6-volt supply with about 75 ampere hour capacity. When used in low-drain circuits of this kind such cells perform satisfactorily over long periods and Whittiker claims that their use, in place of rectified and filtered a.c. mike bias supply, appreciably reduces hum level.

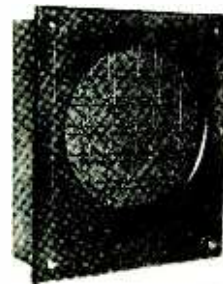
Speakers

Flush-type magnetic cones are installed in all classrooms in metal boxes put in by other trades. The boxes, which are 10 in. wide by 12 in. high by 4 in. deep, were arbitrarily placed for appearance before

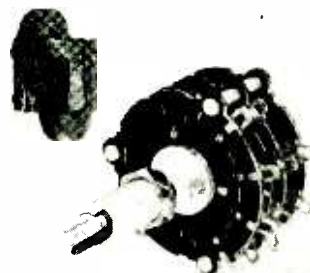
STANDARD EQUIPMENT USED



A standard shield-grid tuner (Howard) is built into each amplifier panel. The output of the detector is fed directly to the P.A. system foundation amplifier.



Flush-type magnetic speakers (Best) are installed in all classrooms. A volume control, used to control volume level at the will of the teacher is the only control provided in the rooms.



Small, closed-core loading coils designed to match speaker impedance and special distribution switches (Best) keep the amplifier load constant irrespective of the number of speakers in the circuit.



Caustic soda primary cells (Waterbury) of the type ordinarily used in secondary clock systems provide microphone current. A single shielded pair (RCA) which resembles "BX" but is only $\frac{1}{8}$ inch in diameter is used for program distribution throughout the building.

the radio installation contract was sub-let. The covering plate over the cones is fastened in place with special screws which can be removed only with a special tool. The cone is protected by a heavy metal screen. Both precautions are necessary to prevent damage by tampering.

Two 12 in. dynamic cones are used in the auditorium, high up in the wall breaks either side of the stage. The cafeteria and two gymnasiums are also supplied with dynamics. In installing these units the orifice left by the hollow tile and brick-laying trades for this purpose was framed out in 2 by 4 wood studs and a 24 in. by 24 in. "Celotex" baffle used. No reaction between speakers and between either dynamic and the stage microphones is encountered due to the placing of the speakers, high in the walls and facing the audience at slightly different angles.

Volume Controls

All room volume controls throughout the building are of the constant impedance, "T" type, using two carbon strip resistances and a tapered wire "T" leg on the single actuating control (Yaxley). Line and speaker impedance is in this manner maintained constant to within 20 per cent throughout the range of the volume control, whereas an average "L" type unit will ordinarily vary the impedance of a speaker of this kind as much as 50 per cent. Accurate maintenance of constant line impedance under varying volume conditions is essential if any benefit is to accrue from the use of loading coils.

The volume controls in the rooms are housed in sectional switch boxes (G.E.) which are installed by other trades. The control plate is 2½ in. by 4½ in. and is fastened in place with special screws to insure against tampering. The controls are actuated by small composition knobs but in the future Whittiker plans to use "key" actuated units, which require a special key for operation and have no protruding knobs. These keys, in the possession of authorized parties will reduce damage to units by tampering students.

Distribution Wiring

All distribution wiring was installed by the electrical contractor and did not constitute part of the radio contract, though Superior Seating supervised its installation. It consists of a single, shielded pair run to each room. The two conductors are 18 B & S, flexible tinned copper and have both varnished cambric and paraffin-impregnated woven cotton insulation. A protective, soft steel spiral covering, which is galvanized, also provides an effective electro-magnetic shield and is grounded. The cables (RCA) are ¾ in. in diameter and in some instances were grouped, four together, in standard ½ in. metal conduit risers. Use of this cable, plus the fact that only a single pair is run to each room ordinarily obviates trouble with cross-talk. However, Whittiker was careful to run all pairs separately where runs exceeded 50 feet. It is of interest to note that 45,000 feet of cable were used in this installation.

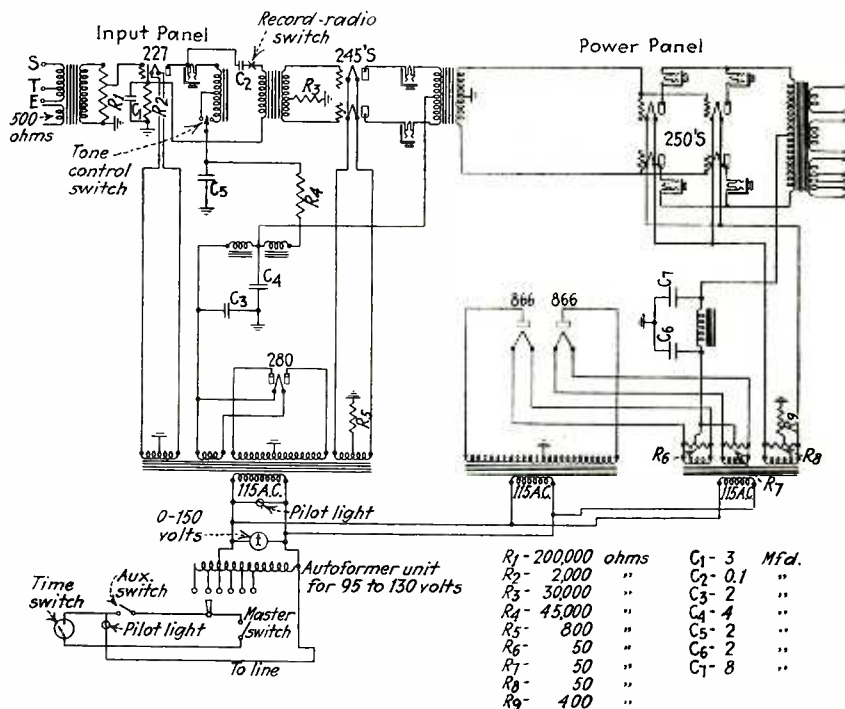
Antenna requirements in this particular case were not severe. Curiously enough, all three sets operate without noticeable interaction on the same short antenna. The only point of note in connection with the antenna installation is the use of a completely shielded lead-in. This system is eliminating pick-up of electrical noises in large buildings and is coming into rather general use.

Maintenance

In making the installation the speakers were first placed in position and connected to the volume control and shielded pair terminals. This permitted the classrooms to be occupied early, though the radio equipment could not temporarily be used. The next step was the installation, wiring and testing of the central station equipment in its special room and the placing of the distribution panel and associated cabling. This work proceeded without interfering

installation is looked to to keep the system functioning over long periods without other attention.

According to Whittiker, most of the trouble associated with the installation of centralized radio and P.A. systems in school buildings is mechanical rather than electrical and is due to the use of equipment which falls easy prey to tampering pupils. Volume controls in the rooms, if not properly designed, are a constant worry. They must be designed so that a perfectly flat surface is presented in the room, preferably



Schematic of the P. A. Circuit

Each amplifier (Webster) incorporates a 227 and two push-pull 245's in a foundation panel and a final parallel push-pull P.A. stage using four 250's. Power output available is about 25 watts. A 280 furnishes plate current for the foundation panel and the radio tuner while two 866 mercury vapor tubes supply the 250's.

Jacks are provided in all tube plate circuits in such a manner that plate current can be measured without disturbing operation of the system. The 0-10 milliammeter is used for the 227 and the 0-100 scale meter for all other tubes.

The monitor speaker is connected across the total speaker load, fuses for high voltage indication are standard automobile headlight bulbs and the record-radio switch is of the S.P.D.T. type connecting the plate of the receiver detector to the 245 stage where shown.

with regular school routine. The third and final step, the testing of the distribution system, was accomplished during evening hours and over week-end holidays, when the building was empty.

A local radio serviceman has been retained by this contractor to make regular checks of the equipment every second week. Tubes are tested; the input and output circuit of each tube receives attention; total amplifier output is measured. Microphone circuits are tested through to the distribution panel and from that point through the switching to the amplifiers. Finally, the serviceman makes three complete trips throughout all rooms in the building, setting distribution switches on the principal's panel to first channel No. 1, then to No. 2 and finally to No. 3 and checking reception in the rooms under each condition.

Rigid adherence to this policy of periodic inspection and test, which is incidentally required by the builders as part of Superior Seating's original contract for the equipment, will undoubtedly reduce the possibility of "break-downs" to a minimum. Careful consideration of possible sources of "grief" far in advance of the actual

without projecting knobs of any variety.

Speakers, if not well "armored," are particularly vulnerable to malicious attack and it is usually advisable to cover all speaker apertures with metallic screen or some protective material which is equally resistive. It is not enough to screen such apertures. The mesh of screen used must be small enough to prevent the entry of small missiles which are inevitably projected at some time or another into every corner and crevice of a classroom.

Money is saved by equipping the radio amplifier room with a complete set of spare tubes, or in any event, a spare of each type used in the installation. Ordinarily, the regular inspection man replaces tubes which show indication of "softness" or other defect. But the operator assigned by the school to the radio equipment (in this case the building superintendent who has had some radio training) sometimes finds it necessary to replace a tube which "blows".

Due not only to the excellence of original design but also to the care exercised in maintenance, the White Plains centralized radio installation has been eminently successful.

This is a **SUPER-**

...That means an

**... Our new policy , ,
our new factory ,
our new instruments
were all built to make this**

**A PROFITABLE YEAR
FOR RADIOLA DEALERS**

The **DEALER'S**
... is

HI-FIDELITY HETERODYNE *year*

RCA
RADIOLA
year



The new Super-Heterodyne models are the finest Radiolas ever built . . . in performance, quality of tone and beauty of design.

Radiola Super-Heterodyne prices are within the reach of every home.

RCA has sponsored the Super-Heterodyne, for more than seven years.

In the past 8 years, Radiola has spent \$16,000,000 in advertising to build public acceptance, the key factor in merchandising. When you sell Radiolas, you follow the path of least resistance.

Radiola is building for the future and is in the fore in practically every coming development in the field of home entertainment.

SUCCESS!
our success!

◆ Editorial Comment on

We're Neglecting Our Tube Market—These Facts Prove It

TUBE sales, which should carry 30 per cent of the retail expense burden, are being neglected—woefully so.

Here are the supporting figures, recently compiled as the result of an extensive survey conducted by one of the most outstanding tube manufacturers in the country—read 'em and weep:

Tube advertising material displayed.

Yes, 242. No, 308.

Tubes found displayed in windows.

Yes, 132. No, 640.

Tubes found displayed in stores.

Yes, 297. No, 469.

Tube prices displayed.

Yes, 25. No, 747.

Proportion of customers buying a complete renewal.

Do, 3.25 per cent. Do not, 96.75 per cent.

Does dealer advertise tubes in local papers?

Yes, 232. No, 260.

Does dealer keep customer record of tube purchases?

Yes, 143. No, 353.

Does dealer ask customer to buy?

Yes, 314. No, 166.

Does dealer advertise to test tubes free?

Yes, 266. No, 225.

Need more be said to further embellish this editorial admonition? Echo answers, "No!"

◆ Popularity of the Phonograph Jack

OF 48 manufacturers with national distribution, 27 incorporate phonograph pick-up jacks in all of their radio models. Fifteen companies do not make any provision for the reproduction of records through the audio system and six include the jack in some models but not in others.

Stating these facts another way: 48 radio manufacturers made 282 models of which 59.5 per cent, or 165 models, are equipped with pick-up jacks. The remaining 117 models do not include this feature.

◆ Turning to Accessories and Novelties

NOVELTIES and conveniences in the operation of the home radio set are among the welcome features of the 1930 fall market. Meanwhile certain radio manufacturers are announcing the production of combination radio-phonograph sets capable of recording radio programs as they are received as well as home performances by home talent.

Such apparatus has been expected for some time, for the recording process has been simplified to the point where it is regarded as foolproof even when handled by amateurs. The recording apparatus comprises simply an electric microphone and amplifier, and an adaptation of the phonograph part of the combination.

With home record-making devices on the market, the time is not far distant when radio "timing" apparatus will also be in vogue. Several inventors have perfected and applied for patents on clock attachments for radio sets which will automatically dial any station within tuning range at any given time, as well as turn the set's power on and off when desired. One manufacturer has announced clock-tuning for this fall's production.

Combining the recording process with clock-tuning, the next natural step will be the automatic manufacture at home of records of a favorite radio program that the set owner otherwise would miss. Unable to be at home at the time "Amos 'n' Andy" or "Mr. and Mrs." is on the air, he will return to find that a record has been made of their dialogue which can be played at leisure.

◆ The Anti-Noise Poster as a Business Builder



AS previously reported in *Radio Retailing*, the city of New York has been conducting in vigorous style a campaign to silence unnecessary noises. Near the top of its list of nuisances the Noise Abatement Commission lists the radio dealer's loud speaker.

It is quite proper that this blare of jazz from early morning to late at night should be attacked—and it has met with a

marked degree of success. This campaign culminated the forepart of August in the issuance of 3,000 three-color posters, done in modernistic style with the face and finger of a twentieth century sphinx adjuring the public to be quiet. These posters were especially designed for "good boy" radio dealers. It is expected that the owners of the better type of radio shops will co-operate with the commission not only by obeying the ordinance recently passed prohibiting the use of speakers in front of stores but by displaying the poster illustrated herewith—"thus attracting the more serious-minded prospects," according to Edward Fisher Brown, director of the Noise Abatement Commission.

"It is quite clear," he continues, "that the person who comes indoors to listen to a well-conducted demonstration is a better prospect than the one who loafs outside listening to a free program."

Attention is called to the common-sense character of the copy on the right half of this poster.

Recent Developments

The Broadcasting Trends

MORE fifteen-minute programs, an increasing number of dramatic sketches and a closer kinship with stage and screen are the main trends currently perceptible in radio broadcasting as a whole.

That the radio audience likes serial features in short daily doses has become more and more evident ever since Albert Lasker, a year ago, took a flier with Amos 'n' Andy on the network daily. One-hour programs, once the rule, are now exceptions on networks, and single stations alike, and the sponsors of many weekly features are considering shorter periods and more frequent presentations.

Dialogue is cutting down the preponderance of music that has heretofore dominated the air. Competition between the rival chains is forcing the discriminating listener to depend more and more upon his clock and the accuracy and agility of his tuning.

This new development is creating a growing need for the electric time piece, adjacent to or a part of the radio receiver, and also is advancing the cause of the proponents of automatic clock dialing devices.

Stabilizing Retail Prices

ANNOUNCEMENTS that price levels on standard radio sets will be generally maintained this fall, and that some important list prices will even be increased, comes as reassuring news to the industry.

For a time there was fear that the rush to large-scale manufacture and low unit prices might again lead to wide overproduction by the close of 1930. This was the malady of 1929 and it brought devastation in its wake.

Fortunately, the lessons of the dark months of 1929 have bitten deeply, and it is evident that the errors of the preceding season of overoptimism will not be generally repeated.

Most radio manufacturers are fitting production to orders in sight. Controlling their output schedules, they have set the list prices at such levels as will make a profit even under conditions of limited production and sales. At these figures there is a profit in radio sales for the distributor and dealer, as well as the manufacturer.

Wanted—Less Wasteful Reproducers

MODERN speakers, which provide excellent fidelity of reproduction, still leave much to be desired from the standpoint of efficient energy transfer. Moving coil cones, though excellent with respect to frequency response, re-convert electrical energy supplied by an amplifier into acoustic energy with an efficiency of only about six per cent. This represents, incidentally, even a greater power loss than is embodied in the older horn types.

In the latest receivers super-sensitive screen-grid stages, power detectors and push-pull audio amplifiers are combined to produce high gain. Sets are purposely designed so that the overall amplification is great enough

to permit a waste of 94 per cent of the supplied energy by the speaker. Signal voltage is painstakingly built up, at considerable expense, to a high level and then all but 6 per cent of the available power is wasted.

Development of more efficient speakers is thus the engineer's next big job. Research and development can do much for radio in this direction for more efficient speakers, when they come, will bring important design economies and tonal refinements. Distortion increases proportionately with amplification.

We gather from the tone of recent engineering meetings that designers are fully aware of this inefficiency and though nothing has been seen in the laboratories which can be expected to better this condition materially it is certain that many engineers are searching for new principles by which electrical energy may be converted more efficiently into sound without sacrificing the good reproducing qualities of the cone.

Why a "Radio Week"

AN AMERICAN, visiting London, remarked to a native as the Westminster bells began to boom, "Aren't these chimes beautiful?"

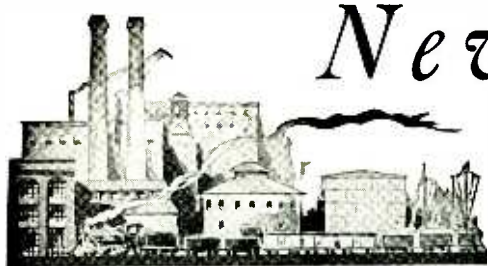
"What say?" replied the Londoner, cupping his ear, "I can't hear you on account of those damn bells."

A reawakening to the advantages that surround us is often in order. Too great familiarity frequently causes people to forget their blessings. That's why Federated's "Radio Host to the Nation Week" is just the touch needed to stimulate public appreciation of how lavish radio has become in its entertainment gifts. "It droppeth as the gentle rain from Heaven upon the place beneath." Everybody can enjoy it. A receiver is a ticket to the greatest show on earth. The performance is about to start. Co-operation will cause the crowd to buy earlier and quicker. Action is needed. Write N.F.R.A. for your display material now.

The Bad Dream Is Over—Wake Up!



Adapted, from a "Flit" advertisement, and submitted by John Sampson of "Stiktape" fame

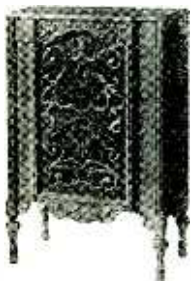


New

Products for

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

Silver and Majestic Superhets



THE new superheterodyne radio receiver of the Grigsby-Grunow Co., 5801 Dickens Ave., Chicago, Ill., meets a wide variety of requirements, owing to its unusual design. It is especially suitable for use in the small apartment, or as a second set for the bedroom or maid's room. This model stands 39½ in. high by 18½ in. wide by 12½ in. deep.

The superheterodyne circuit consists of a stage of r.f. amplification and oscillator, a first detector, an intermediate frequency stage, a second detector and a push-pull output stage. Eight tubes are required, namely three G-24's, one G-27, one D-427, two G-45's and a G-80. The price is \$86; or \$112.50, complete with tubes.—*Radio Retailing*, September, 1930.

NOW that the Radio Corporation of America has thrown open its super-heterodyne patents to licensees, two new "superhets" already have appeared on the market. One is made by Silver-Marshall, Chicago, and the other by the Grigsby-Grunow Company.

Silver-Marshall's set has nine tubes, namely: five '24's, one '27 oscillator, two '45's and an '80. Dual pre-selection preceding a screen grid r.f. amplifier tube is used, together with a tuned input screen grid first detector, a '27 oscillator, two screen grid intermediate r.f. amplifiers, and a screen grid power detector. The detector feeds directly into a push-pull audio stage. There is a total of ten tuned circuits.

The cabinet is an open face lowboy ornamented with carving.—*Radio Retailing*, September, 1930.



Two New Sterlings

IN ADDITION to the "Little Symphony" midget which was announced last month, the Sterling Mfg. Co., Prospect Ave., Cleveland, Ohio, has announced two console sets.

The "Chorister," illustrated, has an r.f. circuit with four screen grid tubes. The speaker is a dynamic. This set comes in a lowboy cabinet, listing at \$107.50.

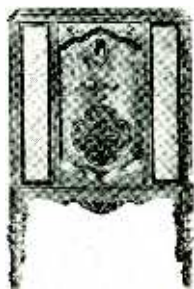
The "Minstrel" incorporates the Loftin-White audio amplification system. The cabinet is of attractive design, in contrasting shades of grained walnut. Seven tubes, four of which are screen grids, are utilized. \$123.50.—*Radio Retailing*, September, 1930.



Gulbransen "Champion, Jr."

UNDER the name "Champion, Jr.," a lowboy receiver has been added to the line of the Gulbransen Co., Kedzie & Chicago Aves., Chicago, Ill. It is a 7-tube set, with two stages of tuned screen grid r.f. with three tuned circuits, detector and two stages of audio frequency. The tube set-up calls for three 224's, a 227, two 245's, and a 280. This set has a tone control and dynamic speaker.

The cabinet measures 40 in. by 24½ by 19½. The intended retail price is \$94.50.—*Radio Retailing*, September, 1930.



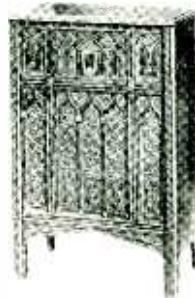
GE Lowboy

SUPPLEMENTING its line, the General Electric Co., Bridgeport, Conn., has announced a studio lowboy receiver of the open face type. The r.f. circuit utilizes seven tubes, four of which are screen-grids. The speaker is a dynamic. A compound type volume control is incorporated, eliminating the need for a local-distance switch.

This model stands 34½ in. high by 20½ in. wide. No price has been established yet.—*Radio Retailing*, September, 1930.

Crosley Radio Desk

AN indication of the trend of the times can be seen in the radio desk which the Crosley Radio Corp., Cincinnati, Ohio, is featuring. The walnut veneer cabinet resembles a console table but by raising the back section of the top, it is converted into a desk. The front is hinged, so that it can be dropped, revealing the radio set. The bottom of the cabinet is a solid piece of five-ply wood to provide a correct baffle for the speaker. Concealed ventilators permit the escape of heat from the tubes. The tubes used are three 224's, a 245 and a 280 rectifier. The retail price is \$92.50.—*Radio Retailing*, September, 1930.



Sentinel Models 8 and 15

AUGMENTING its 1931 line a recently announced, the United Air Cleaner Corp., 9705 Cottage Grove Ave., Chicago, Ill., has brought out Models 8 and 15.

Model 8 has an 8-tube chassis, with the following tubes: four 224's, one 227, two 245's and a 280. The speaker is an electro-dynamic. The cabinet is a highboy made of walnut, with maple overlay, finished in two-tone effect. \$99.50.

Model 15 is a lowboy with Jensen dynamic 30 speaker. It has a 7-tube chassis, using three 224's, one 227, two 245's and one 280. The lowboy Gothic period cabinet is walnut with a front panel of ornamental composition in two-tone antique finish. Tone control is incorporated in both sets. \$137.50.—*Radio Retailing*, September, 1930.

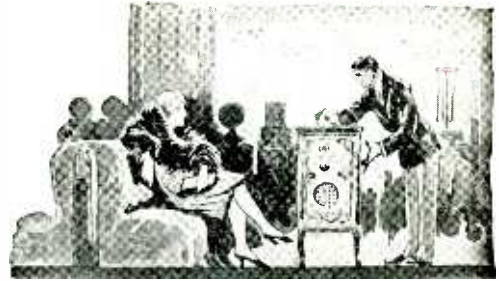
"Radio Owl" Time Switch

SEVERAL improvements are included in the new "Radio Owl" offered by the Taylor-Travers Corp., Ltd., 2269 E. 51st St., Los Angeles, Calif. It is now tested for a load of approximately ten amperes, and the time interval has been increased to two hours instead of one and a half hours. This automatic time switch plugs in between the light socket and the set. Its operation is hydraulic, the Owl being pushed down to the time desired, which is marked on the face of the device. The construction is sturdy and there is nothing to get out of order. Two finishes are available: bronze with red eyes and antique bronze with green eyes. The Owl is about 5½ in. high. The intended retail price east of the Rockies is \$5.50; west, \$5.—*Radio Retailing*, September, 1930.



Dealers to SELL

All announcements appearing on these pages are published without advertising considerations of any kind whatsoever.



Baldwin Highboy

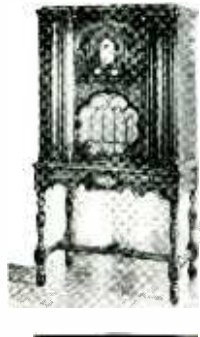
A NEW highboy cabinet has been added to the line of Nathaniel Baldwin, Inc., 1601 S. Michigan Ave., Chicago, Ill. It is 48½ in. high and of the open face type. The regular Baldwin chassis available either with or without remote control, is incorporated.

Model 90 lists at \$145, and Model 91, with remote control, at \$175.—*Radio Retailing*, September, 1930.

Howard Synchro-Dial

A REMOTE control unit attached to an electric cord, which in turn is attached to the tuning device on the receiver itself, is now available with the "Patrician" model receiver made by the Howard Radio Co., South Haven, Mich. Tuning is effected precisely the same as it is on the radio, the "synchro-dial" moving in perfect time with the tuning dial on the set, enabling the operator to tune in any station. The price of the "Patrician," complete with synchro-dial, is \$285.

The tuning unit is furnished at the present time with this company's screen-grid receivers only and can be installed by the dealer in any Howard screen-grid model now in use. It will be furnished with all future sets.—*Radio Retailing*, September, 1930.



Radio Installation Equipment

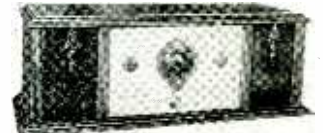
"RADIO in every room" equipment, that employs loud speakers at all outlets, has just been perfected by the Ortho-Tone Co., Inc., Kansas City, Mo. The "Ortho-Tone" is operated from a master receiving set and each room has its individual radio connection and volume control. A small control panel installed on the wall, enables the guest to do his own tuning. The operating equipment is set at the various programs when the system is installed. Broadcasting of recorded music is also possible.

In addition to the regular wall speaker, two unusual arrangements have been introduced. One is a combination speaker and chandelier, and the other is the illustrated fan-speaker-chandelier fixture.—*Radio Retailing*, September, 1930.

A.C. Short-Wave Receiver

A FLEXIBLE short-wave receiver, designed to cover all wave lengths between 15 and 200 meters and to operate entirely from a.c. light lines, is manufactured under the trade name "Dayton D.S.C." by the Dayton Scientific Corp., 14 N. Jefferson St., Dayton, Ohio. It employs a single stage of tuned screen-grid radio-frequency amplification, regenerative detector and two audio frequency tubes, one in a resistance and one in a final transformer coupled audio stage. Four pairs of plug-in coils, for the r.f. and detector circuits, are used to cover the specified frequency range. The tube equipment consists of one 224, three 227's and a 280. Four tuning controls are provided: the detector circuit condenser, r.f. stage condenser, detector regeneration throttle condenser and a resistor gain control in the r.f. tube screen lead.

Two separate metal chassis, one for the set proper and another housing the a.c. power pack, are contained in the table model walnut cabinet, a multi-connector plug joining the two units. List price, set, power-pack and antenna, completely assembled but less tubes, \$110.—*Radio Retailing*, September, 1930.



Delco Police Car Radio Receiver

DELCO has brought out a shortwave receiver especially designed for police cars and patrol boats. The receiver is simple to operate, as it does not have to be tuned in, being adjusted and sealed at the factory on the wavelength allotted the station operated by the police department. The switch and volume controls, which are the only controls necessary, are attached to the steering gear, as shown in the illustration.

The set employs three 224's, a semi-power amplifier tube and a pentode power output tube. The speaker is designed especially for voice reception.

Performance of the set is not affected by varying engine speeds nor does starting have any effect on its operation. This is due to a ballast resistor, which maintains a constant flow of current to the filament of the tubes.

This set may be obtained from the United Motor Service, Inc., 3044 West Grand Blvd., Detroit, Mich., or any of its branches.—*Radio Retailing*, September, 1930.



Electric Porcelain Kitchen Clocks

PATTERNS and shapes possible only in porcelain are featured in the electric kitchen clocks of the Irving Miller Co., 1150 Broadway, New York City. The parts of the low-speed, synchronous motor revolve in an oil bath to insure long wear. These clocks come in green, blue or yellow, to match kitchen color schemes, with contrasting floral ornaments, and are a.c. operated. The retail prices range from \$9.50 to \$11.—*Radio Retailing*, September, 1930.

Shielded Condenser

DEJUR-AMSCO, Corp., Fairbanks Bldg., New York City, has introduced a new variable condenser. It is completely shielded and has been developed especially for screen grid receivers.—*Radio Retailing*, September, 1930.



Ellis Microphones

ELLIS Electrical Laboratories, E 337 W. Madison St., Chicago, Ill., offer a line of microphone accessories.

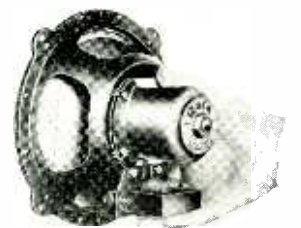
A new two-button microphone with "rigid 3-pillar construction" is the latest addition. 2½ in. in diameter overall, and 1½ in. thick, it can be mounted on any standard stand. The intended retail price is \$45.

Models 29 and 30 are also two-button microphones, employing a new type button, permitting micrometer adjustment of the button. This microphone is 4½ in. in diameter overall, and 2 in. thick. The list price is \$75.

A line of stands, including the banquet, desk and floor types, are also made, as well as various other accessories.—*Radio Retailing*, September, 1930.

Rola Model K-5 Speaker

ESPECIALLY designed to meet the demand for a compact unit which will give the performance of a larger speaker, the Rola Co., 2570 Superior Ave., Cleveland, Ohio, offers Model K-5. It is identical in construction, on a reduced dimension scale, with the standard "K" series. This chassis weighs less than 5 lb., has a depth of 5 in. and a height of 8 in.—*Radio Retailing*, September, 1930.





Davison-Haynes Line of Receivers

DAVISON-HAYNES Mfg. Co., 1012 W. Washington Blvd., Los Angeles, Calif., offers a console, a combination and a midget set for the coming season.

The tubes used are three 224's, one 227, one 245 and a 280. The speaker is an electro-dynamic.

The console lists at \$89.50 complete; the combination at \$139.50 complete and the midget at \$69.50, complete. The midget set measures 18½x16½x9½ in.—*Radio Retailing*, September, 1930.



Horn Receivers

HERBERT H. HORN, 1629 S. Hill St., Los Angeles, Calif., is making a walnut low-boy screen-grid receiver under the trade-name "Tiffany-Tone." This set uses two 224's, a 245 and a 280, and may be had for either 25 or 60 cycle a.c. operation. The cabinet stands 39 in. high by 24½ in. wide, and lists at \$89.50, complete.

This manufacturer's midget set takes three 226's, one 224, two 171's, and a 280. The cabinet comes in mahogany, walnut and ebony. \$59.50.—*Radio Retailing*, September, 1930.

Pre-Pay Coin Attachment

AN easily-attached coin operated unit to convert radio sets into coin-operated units may be obtained from Prepay Radio, Inc., Fostoria, Ohio. It is all-electric and fully automatic. The length of the program is not limited, operating from five to nine minutes, as desired. There are two compartments—one for the mechanism and one for the coins, each with a separate lock and key. Continued operation by multiple insertion of coins is possible, and it will operate on combination phonographs as well as straight radios. Plugs are rejected and pennies, dimes, etc., returned. It may be had in two finishes—walnut or gold.—*Radio Retailing*, September, 1930.

Rochester Speakers

ROCHESTER REPRODUCERS CORP., 45 Halstead St., Rochester, N. Y., is making a line of speakers which it calls "sound projector" units.

Model 39 (12½x12x11 in.) is for theater, public address systems and hotel installations.

Model 38 may be used for radios as well as for uses above as it is only 7½ in. deep.

Model 37 can be employed where depth is limited as it is only 2½ in. deep.

Model 6 is an auto speaker measuring 8½x8½x3½ in.—*Radio Retailing*, September, 1930.



B & H Film Cleaner

AUTOMATIC cleaning of 16 mm. film as it is being projected is now possible with the film cleaner introduced by the Bell & Howell Co., 1801 Larchmont Ave., Chicago, Ill. The film is thoroughly cleaned on both sides as it runs through a pair of tapes moistened with "Filmoleen," drying before it reaches the take-off reel.

A new 400 ft. reel for 16 mm. film is now ready, as are red, green and blue block letters for Kodacolor movie titles.—*Radio Retailing*, September, 1930.



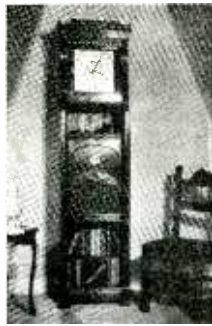
Mission Portable

MISSION Bell Radio Mfg. & Distributing Co., 1125 S. Wall St., Los Angeles, Calif., offers a portable radio receiver which employs three 224's, a 245 and a 280. The speaker is a dynamic, and the set is a.c. operated. \$69.50, complete.

This company's midget set, in a clock-type cabinet, lists at \$69.50.—*Radio Retailing*, September, 1930.

DeForest Rectifier

A NEW high-voltage rectifier is announced by the De Forest Radio Co., Passaic, N. J. It is known as Audion 569, and is a large size mercury-vapor, hot cathode rectifier rated at 20,000 maximum peak inverse volts, and 5 maximum peak amperes.—*Radio Retailing*, September, 1930.



Kemper Grandfather Clock Receiver

A COMBINATION radio-phonograph, Telechron electric clock and book-case is announced by Kemper Radio Corp., Ltd., Los Angeles, Calif. The cabinet is constructed along Colonial lines, and has full length doors of unique design, which swing wide open on revolving posts and lay flat to the sides. Behind these doors are concealed the electrically-driven phonograph at the top, with the receiver and speaker below and the compartment for books and records at the bottom. When the doors are closed this cabinet looks like a grandfather's clock. The intended retail price is \$375, complete.

This company also makes a console model of the lowboy type at \$141.50, complete, and what it calls a "table ensemble" in the modern design, listing at \$129.50, complete.—*Radio Retailing*, September, 1930.

Operadio Amplifier

A HEAVY duty power amplifier built on the unit system has just been announced by the Operadio Manufacturing Co., St. Charles, Ill.

It is a general purpose amplifier, and consists of a low stage panel (at the top), feeding into as many high stages as is desired. A control panel is placed between the low stage and the high stage panels. Each high stage panel operates 125 magnetic cone speakers at hotel room volume.

The ensemble illustrated is capable of driving 500 magnetic units. Distortion meters are supplied on each high stage panel.—*Radio Retailing*, September, 1930.



Pilot Set Kit

A KIT of parts for a screen-grid broadcast receiver, known as the "Pre-Selector," has been brought out by the Pilot Radio & Tube Corp., 323 Berry St., Brooklyn, N. Y. The chassis is fully formed and drilled, and comprises two stages of tuned r.f. amplification, with a special band-pass tuning circuit. A screen-grid detector is employed, with a push-pull audio amplifier, using two P-245 tubes. A total of seven tubes are used; namely, three P-224's, one P-227, two P-245's and one P-280.

The "Pre-Selector" is available in the form of two kits. The first, Catalog No. K-126, includes all parts for a plain chassis model ready to be assembled and mounted in a standard 7 in. x 18 in. cabinet. The second kit, known as the K-128, has a metal cabinet of the table type, finished to resemble walnut and measuring 19½ in. long x 9 in. high. The K-126 is \$49.50, and the K-128 \$55.50, less speaker and tubes.—*Radio Retailing*, September, 1930.

Kato "Konverter"

THE new Kato "Konverter" is just what the name implies, a machine that changes 32 volt d.c. to 110 volt a.c., especially designed to operate all-electric radio direct from 32 volt lighting plant. It is made by the Kato Engineering Company, Mankato, Minn., and is small and compactly built. The manufacturer says that it uses approxi-

mately the same power required by three 40-watt lamps.

Model 122, (32 volt d.c. to 110 volt a.c.) 90 watt size, is \$80. This model consumes approximately 120 watts when operating at full load. It runs at a speed of 1,800 r.p.m., 4 pole type.

Model 132 (32 volt d.c. to 110 volt a.c.) is \$80. Approximately 150 watts are consumed.

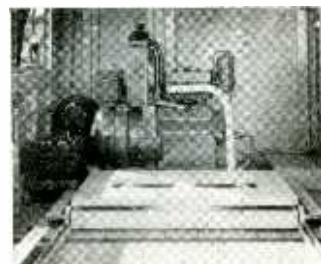
Model 220, (110 volt d.c. to 110 volt a.c.) is \$85. This model consumes the same amount of power as the No. 132.

The Konverter weighs slightly more than 40 lbs.—*Radio Retailing*, September, 1930.



Janette Rotary Converter

A PORTABLE sound amplifying installation mounted on a motor truck is shown in the illustration below. The small 110 volt d.c. generator is mounted in the body of the truck, furnishing the primary current for the rotary converter, which is made by the Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill. This converter changes the direct current to alternating current for the operation of the sound amplifier. A 1,000-watt rotary converter is used on this job.—*Radio Retailing*, September, 1930.



Of Special Interest to the Service Man



Dayrad Auto-Radio Analyzer

DESIGNED to meet the requirements for testing and servicing the various makes of auto radio sets, the analyzer brought out by the Radio Products Co., Dayton, Ohio, is sensitive to small currents, the voltmeter having a resistance of 5000 ohms per volt. The microammeter scale is sensitive to 400 microamperes on full scale deflection. It is possible to test all types of tubes without the use of panel adaptors. It has six d.c. voltmeter ranges, namely, 0-1, 0-5, 0-10, 0-20, 0-100 and 0-200; and three d.c. milliammeter ranges, 0-4, 0-10, 0-20. It comes in a carrying case of molded Bakelite measuring 10 1/2 x 7 1/2 x 3 1/2 in. The price to the dealer is \$66.—*Radio Retailing*, September, 1930.



Pacent Booster

A BOOSTER for use in conjunction with electric phonograph pick-ups, when playing records through receivers with power detector and one audio stage, is now a part of the line of the Pacent Electric Co., 91 Seventh Ave., New York City.

It is very flexible in application and can be put in service in a few moments' time. The detector tube of the set is placed in the adaptor of the booster and the adaptor is placed in the detector socket of the set. A type '27 tube is placed in the socket of the booster and the ground connection made to the ground post of the receiver. Once the connections are made, no changes are necessary when going from radio to records. A convenient switch is provided on the front to facilitate this changeover. The list price is \$10, less tube.—*Radio Retailing*, September, 1930.

Condensers

SEVERAL new types of condensers have been introduced by A. M. Flechtheim & Co., Inc., 136 Liberty St., New York City. Among these is the Type HS, having a rating of 1,000 volts d.c., or 660 rms., rectified a.c. This condenser is made for aircraft receivers and transmitters, and portable radio outfits.

A new 5,000 volt d.c. transmitting condenser has also been added to the line.—*Radio Retailing*, September, 1930.

Dubilier Paper Condensers

AFTER a study of the high voltage paper condenser problem, the Dubilier Condenser Corp., 10 E. 42nd St., New York City, has evolved a line of high-voltage, single-section paper dielectric condensers in voltage ratings of 600, 1,000, 2,000, 3,500, 5,000, 6,000 and 10,000 volts. The sections are oil impregnated and wax filled in the lower voltage ratings, and oil impregnated and oil filled in the higher voltage ratings. The internal construction is radically different from anything yet attempted in paper dielectric, it is said. A protective design inside the metal container safeguards the unit against even extreme abuse.—*Radio Retailing*, September, 1930.



Jewell Tube Checker

A POPULAR - priced tube checker has been brought out by the Jewell Electrical Instrument Co., 1650 Walnut St., Chicago, Ill. This instrument operates on 50-60 cycle, 110-volt a.c., and no batteries are needed.

It is known as Pattern 209 and consists of a Pattern 88 d.c. meter with six tube sockets in a case of molded Bakelite. The socket provides filament voltages of 1.5, 2.5, 3.3, 5 and 7.5 to four-prong sockets, and 2.5 to a five-prong socket. Two terminals giving 3 volts are also provided.—*Radio Retailing*, September, 1930.



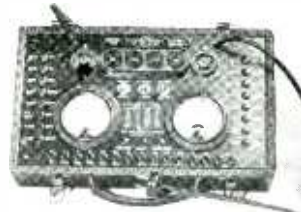
Resistance Units

OHMITE MFG. CO., 636 N. Albany Ave., Chicago, Ill., announces a series of vitreous enameled single layer wound voltmeter multiplier resistance units, with an accuracy of one per cent or one-half of one per cent. They are available in standard sizes of two inch and four inch lengths, the two inch up to 1,000 ohms and the four inch up to 250,000 ohms. Detachable mounting brackets for use in connection with various sizes of porcelain core resistors are also announced.—*Radio Retailing*, September, 1930.



Weston Automobile Radio Testing Instrument

THE common service complaints of automobile radio can readily be cared for by a miniature testing instrument which the Weston Electrical Instrument Corp., Newark, N. J., has developed. It is known as Model 489, and is a portable volt milliammeter with ranges of 200 and 8 volts and 2 milliamperes. Voltage ranges have a sensitivity of 125 ohms per volt so as to indicate the actual operating voltages of the batteries. Tests made directly at the tube socket will indicate the condition of the battery, as well as the continuity of circuit. Screen grid or plate current can be measured also. It comes in a molded black Bakelite case with pin-jacks for plugging-in instrument connections. The weight is only 11 ounces, and the price is \$21.—*Radio Retailing*, September, 1930.



Combination Analyzer and Tube Checker

A COMBINATION set analyzer and a.c. tube checker, in a single leather carrying case, is the latest contribution of the Van Horne Tube Co., Franklin, Ohio. It will make a complete analysis of all circuit conditions within the limits of 800 volts, a.c. or d.c., and current up to 100 milliamperes. The tube checker is an integral part.

This device is operated by means of push buttons, and eleven meter ranges are available through the use of pin jacks for external testing. The d.c. meter is 1,000 ohms per volt, and the a.c. meter is a double movement instrument to permit low current consumption. This device is protected so that no damage can result from incorrect operation. The price to the dealer is \$82.—*Radio Retailing*, September, 1930.

"Detecto-Lite"

"DETECTO-LITE," a handy testing instrument which can be slipped into the pocket, has been introduced by the Eagle Electric Mfg. Co., Inc., 57 Hall St., Brooklyn, N. Y. This instrument tests any current from 110 to 550 volts; distinguishes between a.c. and d.c.; detects live and ground

wires; and can be used as a pilot on electrical apparatus. A de luxe model with removable leads is \$1.75. The regular model is \$1.50.—*Radio Retailing*, September, 1930.

Supreme Set Analyzer Model 90

MANY features which contribute to its accuracy, simplicity and speed of operation, making it suitable for the beginner in radio service as well as for the advanced radio engineer, are included in the new model 90 set analyzer of the



Supreme Instruments Corp., Greenwood, Miss.

It is designed to meet all practical radio service requirements on all types of tubes and radio sets. The overall size is 11x9x4 1/2 in. This analyzer is said to be the first instrument of its kind to incorporate a meter with a sufficient degree of sensitivity for the measuring of alternating voltages at 1,000 ohms per volt; that is, having the same sensitivity as that employed for direct voltages, and the first to provide for readings of a.c. in milliamperes. The net price to dealers is \$78.50.—*Radio Retailing*, September, 1930

Tubular Rheostat

HARDWICK, HINDLE, INC., Newark, N. J., has announced the addition of tubular rheostats to its line of resistor products. The screw engagement mechanism is so arranged that the act of grasping the knob to adjust the slider by hand automatically disengages it.

This mechanism is self-supporting and self-aligning. Due to new spring arrangement on the contact shoe, there is no current carried through it, consequently the pressure springs do not overheat.—*Radio Retailing*, September, 1930

Gang Type Metallized Resistors

WHERE compactness and simplicity are prime requisites, the gang type metallized resistor unit developed by the International Resistance Co., 2006 Chestnut St., Philadelphia, Pa., will fill this need. This unit comprises the necessary number and values of standardized metallized resistors mounted on a strip by means of lead tips passing through holes in the strip and crimped on soldering lugs on the reverse side, making for ready wiring.—*Radio Retailing*, September, 1930.

Banner Sporting Events

The News of the Month

SEPTEMBER, 1930

Rare Treats for the Fans—International Yacht Races, National Golf Finals, Tennis Championships, Polo, Football, Baseball, Water and Air Races—All to Be Broadcast



"A loaf of bread," the Wairus said,
"Is what we chiefly need;
Pepper and vinegar besides
Are very good indeed—
Now if you're ready, Oysters,
dear,
We can begin to feed!"
—Through the Looking Glass

represented over the air waves. Think what these events can be made to do to sales! Watch the sports pages in your local papers. Clip their announcements and publicise them in your windows, by advertising and by personal conversation.

Following the Detroit races the national professional golf finals at the Fresh Meadow Country Club links at Flushing, L. I., will fill the air on Sept. 5. Microphones will be installed in the stadium of the West Side Tennis Club, at Forest Hills, L. I., on Sept. 12-13, for a description of the semi-final matches of the men's national tennis championship.

Ho for the Cup Races!

Before the dust has settled on the courts, announcers will rush to Newport for one of the greatest sporting events of the year, the race for the defense of America's Cup against Sir Thomas Lipton's challenging yacht, Shamrock V. If sailing weather is good the first race will be run on Sept. 13. On Monday, Sept. 15, the Shamrock V and the American defender will spread their sails over a different course and the races will continue until Saturday, Sept. 20, or until one of the yachts has won four out of seven events. WABC, WEAJ and WJZ, and combined networks, will report the progress of this marine classic to an eager and expectant world.

Wedged in somewhere between these dates will be another new experiment in sports broadcasts. For the first time in radio history listeners will hear the hoofs of the polo ponies carrying Captain Tommy Hitchcock and three other high-goal internationalists in their defense of the historic Westchester Cup against the invading English mallet-wielders at Meadowbrook, L. I. The date for this match has not yet been selected.

Before this exciting program is well

NO other month in the year will offer such a glorious opportunity for a broadcast banquet of outstanding sporting events as will September. Dealers should feature the treats in store when operating on early autumn prospects. Heaven pity the poor unfortunate caught without a set these next 30 days.

Beginning with the Harmsworth speedboat trophy races on the Detroit River on Sept. 2, and running right through to the opening of the football season, practically every field of sports will be represented over the air waves.

"But the Female of the Species Is More Deadly Than the Male"



A. B. "Bert" Ayers, general sales manager of the Sprague Specialties Company, snapped in a family-like attitude with the one woman in the world whom he can't kid about his golf score. Mrs. Ayers wields a deadly iron, we are told.

over the first big football games will be under way and the world series baseball championship will claim its place in the radio calendar.

Detector acknowledges the aid of the New York Times for this symposium.

Sparton Banks on Scholarship Plan

The Sparks-Withington Company, Jackson, Mich., is highly enthused with respect to the sales results which it expects to obtain through the operation of a promotional plan whereby high school students will be used as nation-wide prospect scouts. To the young person turning in the highest number of salable leads will go the capital prize, a college scholarship; to the second winner, a trip to Europe. Numerous other local prizes are being offered.

Giddap, Napoleon!



Snapped at the Rochester, N. Y., airport with George Scoville giving an exact imitation of a horse and E. Walter Brown on the driver's seat. George is sales manager for Stromberg-Carlson and Brother Brown holds a similar title in a local capacity.

Important Correction

The August issue erroneously stated that Vancouver, British Columbia, would be the scene of the next western trade show and that it would be held under the auspices of the Western Music and Radio Trades Association.

This was a mis-statement. The western radio trade show will be held in San Francisco in 1931 and it will be under the auspices of the Pacific Radio Trades Association—the same as this year. It is the next annual convention of the Western Music and Radio Trades Association that will be held in Vancouver.

RCA Grants License to Ware

A tuned radio frequency license has been granted by the Radio Corporation of America to the Ware Manufacturing Company, New York City.

on the Air This Month

(Continued from Page 39)

NEW YORK, N. Y.

Majestic and Silver to Build Superhets

Former's Set to Sell for \$112.50, With Tubes—Latter's New Line on Market This Month

Grigsby-Grunow announces a screen grid superheterodyne, Model 52, of the "reduced" highboy type. It is priced at \$86, less tubes, and at \$112.50, completely equipped. This model is especially suitable for "second" set requirements or in smaller rooms.

For further specifications see page 70.

Silver-Marshall, Inc., announces that it will place on the market, early in September, a complete new line of superheterodyne receivers. Effective August 15 its dealers, due to this change in manufacturing policies, will receive a 31 per cent reduction from the current list prices of the Silver tuned radio frequency models.

This concern also announces the appointment of Howard W. Sams as general sales manager and of Burton Browne as advertising manager.

Promotions in Grebe Ranks

George F. Rhodes, a real veteran in radio merchandising in connection with the growth of A. H. Grebe & Company, Inc., Richmond Hill, N. Y., is now advertising manager as well as promotion manager.

DeLoss W. Walker, who is now touring the country addressing dealer meetings, becomes sales manager.

"Making the Date Stick"



The personal touch to National Radio Week, September 22 to 28, is being given to dealers' mail by use of stamps. Just one more impression on the customer's mind that radio is going to be "host to the nation" and owners of receivers should be darn glad they own a set and others should hurry and get theirs. Pads of these stamps are obtainable at cost from H. G. Erstrom, Executive Vice-President of the National Federation of Radio Associations, 32 West Randolph St., Chicago.

RADIOTYPES



TOWNER K. WEBSTER, JR.

He sent wireless messages sputtering next door in Evanston in '98—right after he and another high school boy read about Marconi's triumph—and then forgot about radio for 23 years. Meanwhile Towner attended Cornell University and entered his father's conveying machinery business.

In 1921 his homemade crystal set picked up KYW and Webster began making phonograph horn speakers. Later he acted as distributor for Balkite and today his firm, the Ekko Company, makes ground clamps. Five years as director and one as treasurer is his record with the Radio Manufacturers Association. He is a director of the Hammond Clock Company.

He's a brother of Henry Kitchell Webster, novelist, and of Ronald Webster, former editorial writer and Fansteel executive, and brother-in-law of Walter A. Strong, Chicago *Daily News* publisher.

Campbell Clarion Publicity Director

Ross D. Siragusa, president of the Transformer Corporation of America, announces the appointment of Jean Campbell as director of publicity for his organization.

Mr. Campbell comes to this concern with an extensive background in newspaper and publicity work, having been associated with a number of newspapers. He was recently co-editor of *Radio Digest*.

Epidemic of Distributor-Dealer Meetings

Atwater Kent, RCA-Victor and Lyric Report Enthusiastic Reception of New Lines

This is the season of the year when the unveilings take place.

Following the enthusiastic reception of the new line of Atwater Kent receivers, 400 loyal distributors returned to their respective headquarters and sounded the trumpet for the dealers to assemble.

A decidedly unique feature of the A-K distributor-dealer conventions this year was the "synchronous" holding of these affairs on the same day and evening, August 5, and the reception of an especially prepared Atwater Kent national chain hook-up program. With few exceptions, this plan worked out admirably. The arduous task of holding dealer get-togethers with the aid of a "traveling circus" from headquarters was eliminated. Further, in addition to selling the dealers, via radio, on the A-K line, Mr. Kent obtained a more than usual amount of manufacturer publicity in the listener's home.

The RCA-Victor Company, however, saw fit to conduct its annual commencements otherwise. Seven traveling outfits visited all the factory distribution centers in the country during the month of August. These "caravans" introduced the new line of superhets, using a standardized program and showing a motion picture said to be the largest film devoted to the activities of any one industry ever made.

One new feature of Victor's combination is an interesting device—a home recording attachment. With this doodab a person can record any incoming radio program on a soft disc and then reproduce it at will.

Do You Know That—?



Andy Sannella, musical director of the Great Northern Railway's Empire Builder programs, conducts his own orchestra and appears as a featured soloist on a variety of instruments.



**Board of Directors
National Federation of Radio Associations**

All Set for 7th Annual Radio World's Fair

When the doors of Madison Square Garden swing open on the Seventh Annual Radio World's Fair, Monday, Sept. 22, the trade will see a more impressive exposition and a more beautiful one than they have ever seen before. The entire exhibition space within the Garden will again be utilized, for the reduction in the number of radio manufacturers is more than compensated by increases in individual space requirements, according to G. Clayton Irwin, Jr., general manager.

An additional reason for trade interest in the 1930 Radio World's Fair is the establishment of an electrical section which will, for the most part, be occupied by manufacturers of electrical refrigerators, products in about the same price range as radios.

Zenith to Issue Supplementary Device Patents

The Zenith Radio Corporation, Chicago, will now license accepted manufacturers under its patents governing the design and manufacture of automatic and remote control apparatus.

E. F. MacDonald, president, states that in reversing its former policy of holding these patents for its exclusive use, it will be beneficial mutually to itself and to other members of the industry.

Zenith will sub-license under a royalty plan similar in its general scope to that of the Radio Corporation of America. Royalties will range from \$2.50 per unit to \$1, depending on quantity used and character.

As announced elsewhere, the Utah Radio Products Company is the first licensee.

Triad Announces New 210 Tube

The Triad Manufacturing Company, Pawtucket, R. I., announces a new type 210 power amplifier and oscillator tube having unique features. The new Triad power tube has a thoriated tungsten filament in combination with molybdenum plates which presents an ideal combination, especially when the tube is used as an oscillator, it is claimed.

Lyric Presents "Time-Tuning"

Further indication of the initiative of the average radio manufacturer is seen in the introduction, by the All-American Mohawk Corporation, North Tonawanda, N. Y., of a radio set that tunes itself automatically to a predetermined series of programs and at whatever hours during the day the operator may elect. The clock attachment which constitutes the heart of this system operates in conjunction with a mechanism which may be pre-tuned to chosen programs at any fifteen-minute intervals throughout the day and evening. An electric motor is the third essential of this development.

Lyric's new automatic volume and tone control devices were received with great acclaim by the many distributors who attended the convention of this concern held

in the spacious buildings of the Rudolph Wurlitzer Manufacturing Company at North Tonawanda on Monday, August 11. Further information concerning Lyric's new lines may be obtained by consulting the New Merchandise section of this magazine.

Utah Granted Zenith License

The Utah Radio Products Company has just secured from the Zenith Radio Corporation the first license this concern has issued under its automatic and remote control radio patents. Utah is now planning to put on the market a remote control unit which manufacturers can install in the various makes of radio sets.

Norman Ken-Rad Representative

The Ken-Rad Corporation recently announced the appointment of Newton Norman as an eastern representative for eastern Pennsylvania, lower New Jersey, Delaware and Maryland.

Recent Appointments

Ben Witlin is now sales manager of the cabinet division of Federal Wood Products Corporation, New York.

H. B. Haring has been appointed eastern sales manager for the Johnsonburg Radio Corporation, maker of JTC tubes.

Frank Evans, who has been affiliated with radio merchandising since 1920, has joined the Motor Parts Co., Philadelphia, as sales manager.

Frank J. Foster has been appointed manager of new factory branch office which has been opened in Chicago by the Sylvania Products Company.

S. J. Helsper is now eastern sales manager for Howard Radio Company. Mr. Helsper's headquarters will be in Philadelphia.

Hayes Clarke has been appointed sales manager of the Central States district for the RCA Radiotron Company. Frederick A. Mulvany will hold a similar position in the Pacific Coast district.

Radio Shows and Conventions

Tulsa	Sept. 13-20	Philadelphia	Sept. 29-Oct. 4
Tulsa (Okla.) Radio Show, Merchants Building		Third Annual Electric and Radio Show, Commercial Museum	
Rochester	Sept. 15-20	Minneapolis	Sept. 29 - Oct. 4
Sixth Annual Rochester Radio Show, Convention Hall		Ninth Annual Northwest Radio and Electrical Show, Minneapolis, Municipal Auditorium	
St. Louis	Sept. 15-21	Boston	Sept. 29 - Oct. 4
Sixth Annual Southwest National Radio exposition, New Coliseum		Tenth Annual Boston Radio Exposition	
New York City	Sept. 22-27	Louisville	Oct. 2-4
Radio World's Fair, New Madison Square Garden		Louisville Radio Show, Jefferson County Armory	
Dayton	Sept. 25-27	Milwaukee	Oct. 7-12
Dayton Radio Trade Show, Memorial Hall		Wisconsin Radio Exposition, Milwaukee Auditorium	
Pittsburgh	Sept. 29 - Oct. 4	Chicago	Oct. 20-26
Pittsburgh Radio Show, Duquesne Garden		Chicago Radio Show, Coliseum	

What the Wholesalers are Doing



Wins Hack Drivers' Contest

Harry Curtiss, well-known horse fancier, as he appeared shortly after winning the hack drivers' popularity contest for native Bermudians. In his "off" moments Harry runs a radio jobbing business in San Francisco and Los Angeles.

Risking their lives with this noted whip are Claude Foote (left) and Barton Stebbins, also of the Curtiss organization.

New Connections

Collins-Lane Company, Ltd., is distributing Bosch radio in southern California, with headquarters in Los Angeles.

Merrit Distributing Corporation, New York City, has been appointed New York distributor for Pierce-Airo receivers.

J. A. Williams Company, Pittsburgh, Pa., has been appointed distributor of the Brunswick line in the Pittsburgh territory.

George J. Eltz, Jr., was elected vice-president of the Continental Radio Corporation, New York City, distributor of Radiolas.

Caladyne Radio Company, Inc., San Francisco, Calif., is a northern California distributor for the Cardinal Midget combination radio and phonograph set.

Cross, Purser-Bull Co., Ltd., of Toronto, recently became Sperton distributor. Branches are maintained in Ottawa and London, Canada, and from these three points all of Ontario will be covered.

Electric Corporation, San Francisco, Calif., is the northern California distributor for the Colonial radio line.

Lewis Electrical Supply Co. will become a co-distributor with the New England Distributing Co. in the Boston territory. This company has a branch in New Haven from which it will serve as exclusive distributors for Connecticut.

CeCo Appoints Call, Carley & Jordan

CeCo Manufacturing Company, Providence, R. I., announces the appointment of Call, Carley & Jordan, Richmond, Va., as factory representative for the complete line of CeCo radio tubes in Florida, Alabama, Georgia, North Carolina, South Carolina, Tennessee and Virginia.

Latham Joins RWA

The Radio Wholesalers Association announces the election to its membership of the E. B. Latham Company, New York.

Mr. Latham is one of the oldest and best known distributors in the country.

Triad Appoints Representatives

Triad Manufacturing Company has recently appointed the following new factory representatives: Sam Rochester, Baltimore, Md.; Bell & Company, St. Paul, Minn., and Jules W. Beneke, St. Louis, Mo.

First Television Wholesaler

In arranging to handle Western Television products, Hudson-Ross, Inc., Chicago, claims to be the first wholesale distributor of television receiving sets in the United States.

On the Board Walk



Among these who fell for the importunities of the Atlantic City Boardwalk photographers were J. T. Donohue (right), Girard Phonograph Company, Philadelphia, Pa., and three of his henchmen who answer to the names (left to right) of P. E. Hart, M. P. Currier and T. W. Binder.



It's Mighty Dark Looking Water

The Fiske Radio Supply Company, Albany, N. Y., is now distributing a line of electric refrigerators.

No one in the above group of dealers, who are taking a course in refrigeration sales and service, will vouch for the exact nature of the amber colored liquid which J. R. Smith, of the Copeland organization, is about to dispense.

Nicholas to Distribute Radiolas

The appointment of E. A. Nicholas, Inc., Chicago, in the capacity of Radiola distributor for northern Illinois, northern Indiana and two counties in Michigan, is announced by the Radiola Division of the RCA Victor Company. The president of the new distributing organization, E. A. Nicholas, formerly headed the Radiola Division of RCA-Victor.

Charles P. Hindringer, formerly sales manager of the wholesale department of Lyon & Healy, will be sales manager of this concern and Louis Sarnoff its branch manager at South Bend—where a display room and warehouse have been established.

United Radio Supplies Company, San Francisco, Calif., is a distributor for the United Radio & Television Corporation in northern California.

Wakem & Whipple, Inc. Hold First Clarion Meeting



Wakem & Whipple, Inc., exclusive distributors for Clarion radio in the Chicago and northwestern Indiana territory, held a very successful dealer meeting at the Graemere Hotel recently.

The employment of sound motion pictures depicting a tour through the Transformer Corporation of America's factories was one of the modern attention-getters employed by these live distributors.

It's the Follow Through

(Continued from page 49)

BESIDES checking the set and explaining its operation the supervisor also seeks an opportunity to sell additional merchandise. He suggests to the customer that it might be wise to keep two or three tubes on hand to protect himself against the loss of any radio program should a tube burn out on a Sunday or holiday. He explains that tubes may be charged to the customer's account and billed during the following month.

In instances where the supervisor feels that the customer can well afford more than one radio he suggests a small second set for some other section of the house, such as the upstairs bedrooms, children's room, servants' quarters or sun porch. To customers of more moderate means he suggests extra loud speakers for the breakfast nook and the bedroom. Customers purchasing combinations are told of the company's extensive record service. A phone call to the record department will bring the desired records by the next delivery. If the customer has a piano, sheet music may be ordered in the same way and charged to his account. They thus escape having to wait and also the inconvenience of downtown parking and traffic.

There have been many instances of additional sales made by the radio supervisor. The fact that he is not working on a scheduled program but is free to take whatever time is necessary to meet the needs of any one customer makes it possible for him to follow an opportunity through when it presents itself. Tube business has definitely increased and the scale of additional speakers and sets is sufficient in itself to justify this service.

In addition it has meant a saving in the reduction of service calls of from three to five daily. As a result of this saving, it has been possible to eliminate a service man. Total overhead, therefore, has not been increased, while the service rendered the customer is actually better.

But more important than any other feature of this plan has been the good will which it engenders. "My goodness, do you mean you actually came out to examine my set without my sending for you? You *are* looking for trouble!" The tone is bantering, but the appreciation is sincere. This sense of extra service rendered over and above the letter of the agreement makes for firm friendships and perhaps more than anything else leads to a willingness on the customer's part to pass on the names of friends as prospects.

It's A Record Opportunity

(Continued from page 41)

advance demand before release. Again manufacturers list numbers in order of sales volume. Third, you must know the character of your neighborhood.

When overloaded, as frequently can happen, the North Shore Talking Machine Company works off excess stock by pushing the piece on the opposite side of each disc. Two or three overstock numbers are slipped in with groups that customers try out in the booths. Spreading out numbers where they can be "picked up" is advised. A manufacturer's policy of allowing 10 per cent returns is a help in controlling stocks.

Miss Kane agrees with E. F. Kemp of the Elder-Johnston Department Store, Dayton, Ohio, that the constant attention of a girl, both at the counter and at the telephone, is a necessary adjunct to the success of

any record department. Mr. Kemp declares that he increased the record sale of his department 50 per cent through telephone solicitation. Miss Kane points to the growth of her department over a six-year period as proof of the value of her methods. Selections that customers like are listed and these persons are telephoned when similar tunes are received.

And don't miss this one: The *reputation* of being *headquarters for phonograph records* helped the North Shore Talking Machine Company sell 140 combination radio-phonographs during 1929. This equalled the number of straight radios sold. Also, 1929 saw an extraordinary number of portable phonographs marketed particularly among young people for vacation purposes.

Editor's Note: Now turn to page 45 and read how the recent better records may be featured.

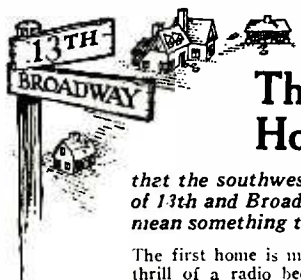
A Review of Recent Records

(Continued from page 45)

revival of the Dutchman, which is earlier Wagner, makes the latter interesting for Mme. Ohms may then be heard in this rôle.

The other disc is by Emmi Leisner, unknown here but the possessor of a voice equal to the demands of Brangaene's Watch (sung off-stage during the second act of "Tristan and Isolde") and the lines of Erda in "Rheingold" in which the earth goddess warns Wotan in the matter of his general behavior and honesty. The latter was recently sung for Victor by the ever young Ernestine Schumann-Heink. Anyone with a weakness for the music of Wagner will require little persuasion with these.

A Message That's Specific



Three Homes

that the southwest corner of 13th and Broadway can mean something to.

The first home is missing the thrill of a radio because—"if we can't have a set which sounds better than many we hear, we wouldn't be bothered."

The second is doing without treasures of the air because they can't afford a good set.

The third HAS radio but it lacks the ability to give them ANY station at ANY time.

Radio 60 will change the attitude of the first home; our convenient terms removes the obstacle of the second; and Super-Heterodyne performance releases the bounds of the third.

We hope they will call Main 5822 and let us put this set in their homes on probation.

B.K. Sweeney
RETAIL

Need Radio Service? Our ELECTRICAL experience is an advantage.

The strength of this advertisement is due to the fact that it is addressed to specific types of prospects. It anticipates conditions and answers possible objections of definite classes of prospects concisely.

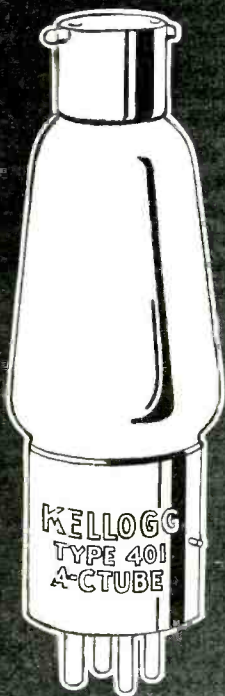
THIS

Profitable

TUBE MARKET

Every customer of yours, and every prospect in your vicinity, who owns and operates *any* of the following sets *must* buy Kellogg 401 A.C. tubes for replacements!

KELLOGG sets—510, 511, 512, 514, 515, 516, 517, 518, 519, 520, 521. **McMILLAN** sets—26, 26PT. **MOHAWK** sets. **SPARTON** sets—62, 63, A-C 7. **DAY FAN** sets—5143, 5144, 5145, 5148, 5158. **MARTI** sets—TA2, TA10, DC2, DC10, CS2, CS10, 1928 Table, 1928 Console. **CLEARTONE** sets—110. And the first A.C. models of the following: **Bell, Walbert, Wurlitzer, Pathe, Shamrock, Bush & Lane, Minerva, Crusader, Liberty, Metro, Supervox, and Case.**



the Original

KELLOGG

A. C. TUBES

are the *only* 401 tubes you can sell for replacements in these sets. The manufacturers actually built these receivers for, and originally equipped them with Kellogg tubes!

Over two and a half million dollars in Kellogg tube sales pour into the cash registers of tube dealers every year! This market is already established for you—stock and display Kellogg tubes—it is profitable business. Write to Department 43 for name and address of nearest Kellogg tube jobber.

KELLOGG SWITCHBOARD AND SUPPLY COMPANY

1020-1070 WEST ADAMS STREET

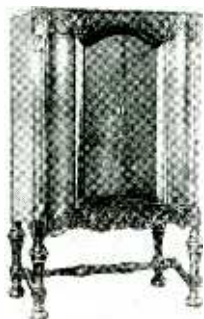
CHICAGO

FOURTEEN • (14)

FEATURES INCLUDING THE FAMOUS FADA TONE



★ The New Fada 42—Open Face Lowboy, \$159 without tubes.



★ The New Fada 44—Sliding Door Lowboy, \$188 without tubes



★ The New Fada 46—Highboy, \$228 without tubes

ONLY THE NEW FADAS HAVE ALL THESE 14 FEATURES

- ★ Noise Filter
- ★ Automatic Volume Control
- ★ Finer Tone
- ★ Flashograph
- ★ Beautiful Cabinets
- ★ Fada Dynamic Speaker
- ★ One Dial...One-Knob Tuning
- ★ Humless Operation
- ★ Phonograph Connection
- ★ Local Distance Switch
- ★ Pre-selector Tuning
- ★ Complete Shielding
- ★ Two-element Detector
- ★ Nine Tubes—including three screen grid.

...clear the way to
easier radio sales

LOOK where you will, Mr. Dealer, no radio has so many good reasons for being bought as the New Fada.

While a staggering distance has been opened between Fada quality and its competition, the price gap has been practically closed. Never before has Fada offered so much radio value per dollar of investment; so much more than any other radio.

14 Features including the famous Fada tone, clear the way to easier sales. This tone is now hedged about by ingenious circuits that deliver it to the listener's ear with less effort on his part, with less damage by static, and with none by interference or unskilful operation. The multi-featured Fada is the most advanced radio of the year, bar none.

Fada is the radio of the beautiful demonstration. Prospects who watch it, want it. If competition has bothered you, get rid of the worst of it by taking on the Fada. Wire or write today for complete details.

★

OTHER NEW FADA MODELS

★ The New Fada 41—Highboy, \$218 without tubes

★ The New Fada 47—Radio-Phonograph Combination, \$328 without tubes

★

Fada Models 42, 44, 41 and 46 are also available for operation on 25 cycle or direct current (DC) at slight increase in price.

FADA

Radio

*Same Prices West of the Rockies, Slightly Higher in
Canada and for Export*

F. A. D. ANDREA, INC., LONG ISLAND CITY, N. Y.

1920 · SINCE BROADCASTING BEGAN · 1930

Another **PROFIT** Line

Not another Service Line

ANY radio dealer can use more profit. But no radio dealer is anxious to take on additional service demands... Poole Electric Clocks are clean sales. No complaints—no servicing—no come-backs. You take your profit and keep it.

Because a clock must run without even momentary interruption, the satisfactory electric clock is self-contained and has its own source of current—that's the advantage of Poole Clocks.

We claim for the Poole Electric Clock an exceptional degree of convenience, freedom from care, reliability and long life. This is explained by the fact that the Poole not only never needs winding, but it *never* needs oiling or cleaning. Moreover, it does not have to be reset after an interruption to the house current supply, because it runs on its own *independent* current.

The Poole Electric is a fast-selling, year-round proposition, giving quick turnover on small capital.

See list of distributors. Write the one nearest you or direct to the Poole Manufacturing Co., Inc., Ithaca, N. Y., for complete details of sales promotional assistance, franchise requirements, discounts, etc.

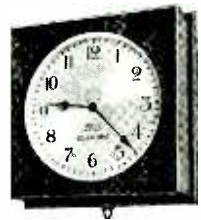
POOLE MANUFACTURING CO., INC.
ITHACA, N. Y.

A few good distributor territories are still available.



The EXECUTIVE
Model 5—Price \$20.00

For the modern private office or library. Dome of dustproof glass, set in an unbreakable Morsite base. 10½ inches high.



The RELIANCE
Model 26—Price \$30.00

Store or office wall clock. Genuine American walnut case, 14 inches square. 10-inch dial.



The ROMANESQUE
Model 71—Price \$35.00

A classic design in two-tone brown mahogany with curly maple front paneling. 10 inches high.

A battery is furnished with every Poole Electric Clock, for independent operation. However, the Poole Clock is universally adaptable and may be operated from any house current by the use of a Poole Adapter, supplied at a slight additional cost.

DISTRIBUTORS

DISTRICT OF COLUMBIA
Washington J. R. Hunt & Co.
3901 Connecticut Ave.

FLORIDA
Jacksonville Cain Radio Co., Inc.

GEORGIA
Atlanta. Capital Electric Co., 7 Auburn Ave.

LOUISIANA
New Orleans Walther Brothers, Inc.

MARYLAND
Baltimore J. R. Hunt & Co.
Calvert, Saratoga & Davis Sts.

MASSACHUSETTS
Boston D. C. Percival & Co., Inc.
373 Washington Street
Boston Wetmore-Savage Automotive
Equipment Co., 588 Commonwealth Ave.

MINNESOTA
Minneapolis Kelley-How-Thomson Co.
Duluth Kelley-How-Thomson Co.
309-348 S. 5th Ave., West

MISSOURI
St. Louis Staffenbach & Duffy Co.
918 Franklin St.

NEBRASKA
Omaha Greenleaf Ltd Motors
2570 Farnam St.

NEW JERSEY
Newark Halsey Supply Corp.
96 Frelinghuysen Ave.

NEW YORK
Albany Esco Electric Supply Co.
Buffalo H. B. Alderman, Inc.
69-71 W. Mohawk St.
Rochester, N. Y. H. B. Alderman, Inc.
75 Broad St.
Syracuse H. J. Gorke, Estate
146-152 James St.

OHIO
Toledo The Toledo Radio Co.
136 Huron St.

PENNSYLVANIA
Allentown, Pa. Allen Distributing Co.
123 N. 7th St.
Harrisburg Capitol Distributing Co.
1128 Market St.
Philadelphia Homer C. Davis Co.
3846 Lancaster Ave.
Pittsburgh Friday Brothers
4767 Baum Blvd.
Pittsburgh Samuel Weinhaus Co.
722 Penn Ave.

VIRGINIA
Richmond Benton-Bailey Co., Inc.
220 Hull St.

WEST VIRGINIA
Huntington Air-Ola Radio Co., Inc.

WISCONSIN
Milwaukee A. E. Dufenhorst Co.
542 Van Buren St.

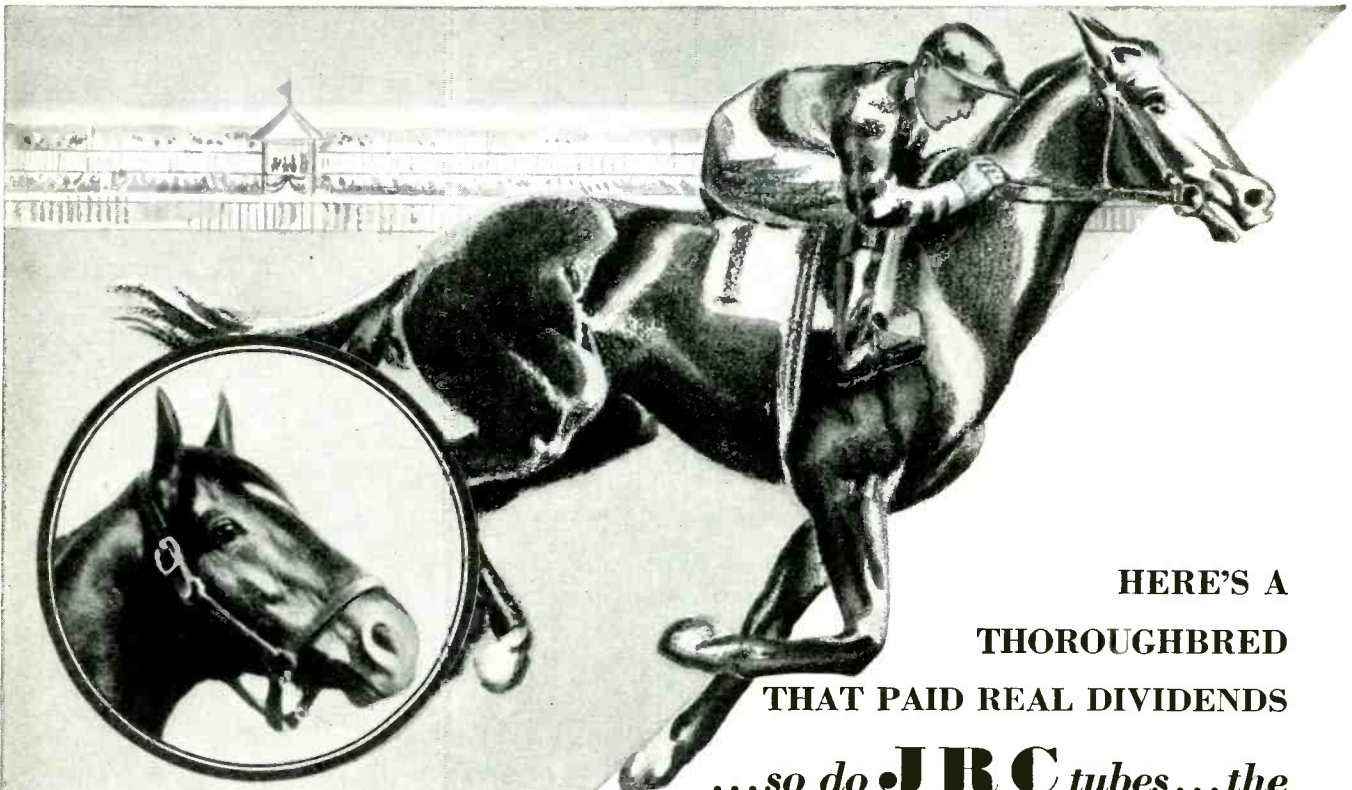
CANADA
Toronto Bennet & Elliott, Ltd.
1108 Bay St.
Montreal John Millen & Son, Ltd.

POOLE *Electric Clocks*

THE THOROUGHbred TUBE



—ready to prove by performance



HERE'S A
THOROUGHbred
THAT PAID REAL DIVIDENDS
...so do **JRC** tubes...the
THOROUGHbreds of radio

MAN O' WAR
the pride of the American turf, will always occupy first place in the hearts of those who saw him perform.
To his friends he was "Red"—the thoroughbred, a lovable gentleman of the paddock, always prepared to take on anybody, anywhere, any time, for any distance and let the result speak for itself.
Man O' War earned about \$250,000 in prizes in two years. His sons and daughters have likewise piled up hundreds of thousands of dollars in purses for the glory of themselves and their sire.
All of which once again verifies the fact "That the only way to prove a thoroughbred is to race him."
Man O' War and his progeny have paid dividends on that axiom of the turf.

We can show you the records of JRC dealers who are making money on tubes—and making their customers like it. Customers cannot resist the sporting element that goes with a JRC sale.

"These tubes are the thoroughbreds of radio," says the dealer. "I like to handle them because they do my talking for me. Just listen to them. Put them in any set, anywhere, any time and the result will speak for itself. Listen to this demonstration set."

That's where the sale is made—on performance—in your shop.

If you want to experience the thrill of saddling a winner, of seeing him come down the home stretch nose in front, gaining with every stride, heading for the money, there's only one way to do it—Put your money on radio's truest axiom—*The only way to prove a tube is to test it in operation.*

P. S.—Every JRC tube you sell sires the sale of more JRC tubes to the same customer and his friends.



JOHNSONBURG

**RADIO
CORP.**

New York City Office
55 W. 42nd STREET

JOHNSONBURG • PENN.

Chicago Office
28 E. JACKSON BLVD.

An Utterly Amazing Sales and Profit Combination



THE ST. JAMES MODEL

A rich reproduction of Elizabethan Period furniture design. Top and sides American ply-walnut. Solid walnut front, with artistic genuine carving. Silent sliding doors. Dull satin finish. Series 100 chassis and new improved electro-dynamic reproducer. \$197.50 (less tubes)

Four Splendid Models
\$99.75 to \$197.50 (less tubes)

Here are the Radio Sets Your Trade WILL Buy

Whether you're doing business in the city or the country, the new Stewart-Warner 100 Series makes you master of your local market.

Tests by disinterested technical authorities prove these sets not only establish a new standard of SENSITIVITY, hence are especially qualified for *country use*— That they are not only extremely SELECTIVE, hence equally desirable for *city use* —

But that in addition to this, they are remarkable in their faithfulness of tone reproduction.

In other words, here is Championship Performance *clear across the dial* — a performance which, with a wide price range and outstanding beauty of cabinet construction, makes an unbeatable sales and profit combination for you.

Remember, too, this line carries with it the fairest franchise in the industry. It is liberal, free from red tape. It includes highly effective re-sale helps and national advertising support. It is founded on a quarter of a century of industrial leadership recognized as such the world over.

Here is a line and here is a franchise which will both make you *more money today* and enable you with safety to build for the future. Others are cashing in on it. Why don't *you?*

It would pay you to send for the details of this franchise at once. Stewart-Warner Corporation, Chicago, Ill.

STEWART-WARNER

. . . A Great Radio Backed by a Great Name . . .

Every One Of

WILL BE INTERESTED IN

THIS HANDY CARTON

— A compact, self-contained mailer that requires no re-packing—contains a complete set of Arcturus Blue Tubes ready for delivery with any radio receiver. The kits are easily identified by the black and blue design, similar to the well-known Arcturus Tube Carton. Ask your jobber for the details of the attractive Arcturus plan.



TRY THIS TEST

Next time you replace a complete set of tubes for one of your customers, put in Arcturus Tubes. Let the radio owner be the judge. He will instantly appreciate the quick 7-second action, and the improved reception, the clearer reproduction, made possible by Arcturus Life-Like Tone.

ARCTU

"The Tube with

Your Customers

THIS ARCTURUS FEATURE

LIFE-LIKE TONE

WHAT do your customers expect from a radio set?

Natural, Life-Like reproduction!

That's the feature you emphasize when you're demonstrating a set; that's the kind of reception every buyer expects.

On the tubes you use depends the final success of your demonstration and sale. Tubes are the crux of the whole situation.

Now Arcturus gives you, in the new air-cushioned package, a set of Arcturus *Blue* Tubes especially selected for the designated receiver. With a complete set of Arcturus Tubes in a radio, you know you'll get unusu-

ally clear, brilliant programs, and you know that they will keep the set *sold*.

The advanced design of Arcturus Tubes eliminates mechanical background noises—every note, every word, comes in with a vivid *Life-Like Tone*. Satisfying performance is assured—and, in addition the 7-second action that has made Arcturus *Blue* Tubes famous.

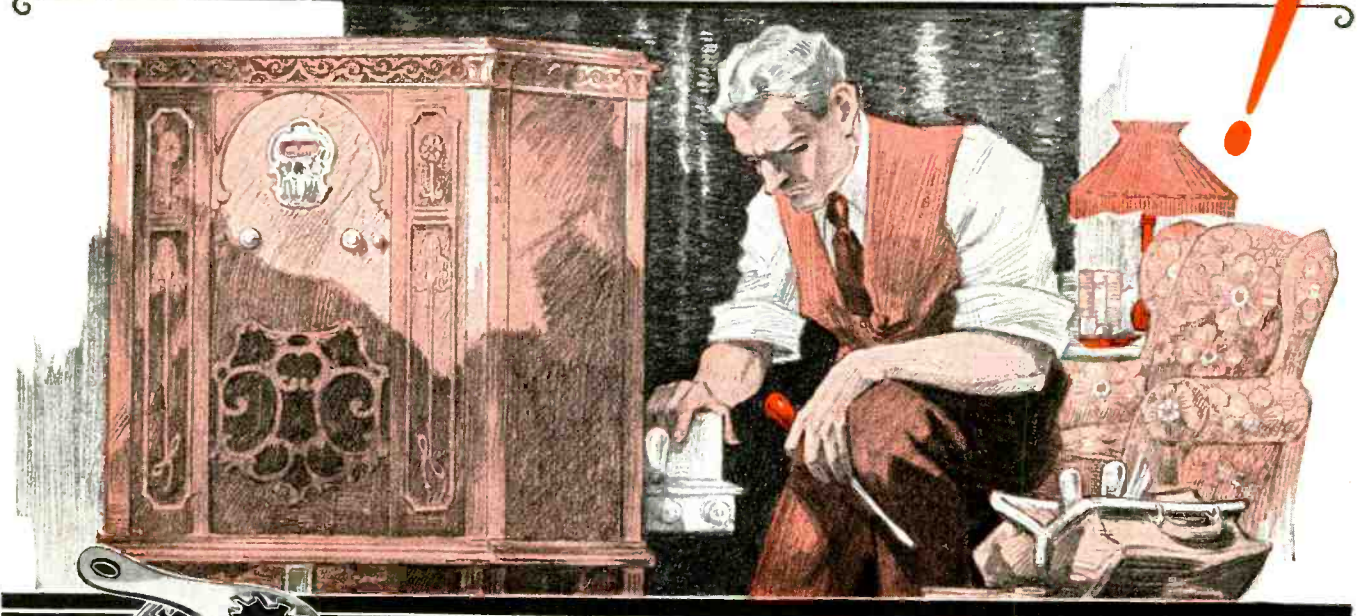
And with this "radio insurance", this new Kit offers you the most profitable merchandising idea in the industry.

Your Jobber has a most attractive profit story for you. Get the details today. Arcturus Radio Tube Company, Newark, N. J.

RUS TUBES for
every RADIO
the Life-Like Tone



Wasted Hours!



Type 20
Locking Terminals
For Radio and Electrical Work

Type 12. Internal
For S. A. E. and Standard
Machine Screws

Type 11. External
For Standard Bolts
and Nuts

Type 15. Countersunk
For all Countersunk
Screws

U. S. Patents: 1,419,564
1,604,122—1,697,954
Other patents pending.
Foreign patents.

WHEN a customer calls and says the radio you sold him needs attention, it means some of the profit you made on the sale is lost. It's your obligation to correct the trouble and it's only good business to keep a customer satisfied—but how fine it would be if those "wasted hours" spent on service calls could be eliminated.

Shakeproof Lock Washers and Shakeproof Locking Terminals are fast overcoming this condition. The leading manufacturers of the industry are using them more and more each year to protect their products from the ravages of vibration. Shakeproof's twisted teeth set at regular intervals around the entire washer form a multiple lock, biting into both the nut and work surface. Connections are absolutely tight when locked by Shakeproof and will not loosen even under the most severe vibration. Only applied force can release a screw or nut locked with Shakeproof.

It will pay you to handle only those lines that are Shakeproof equipped and be sure to use Shakeproof Lock Washers and Shakeproof Locking Terminals in all your service work. Send for free samples today and try them on your next repair job—you'll quickly see why Shakeproof equipped merchandise means fewer "wasted hours" and more profits for you.

Write for free samples today!

SHAKEPROOF Lock Washer Company

(Division of Illinois Tool Works)

2531 N. Keeler Avenue Chicago, Illinois



Champion

RADIO TUBES



Don't Argue!

ARGUMENTS get you nothing but trouble and headaches. Remember, "the customer is always right" . . . that is, up to a certain point. Ribbon Labels for Dating establish what that point is . . . definitely . . . equitably . . . satisfactorily. They are furnished with every Champion Tube. Simply fill in date of sale. The customer is protected to the full extent of the guarantee. The dealer is protected against unfair claims for adjustment. No more arguments! No more trouble! No more headaches! And everybody's happy!"

CHAMPION RADIO WORKS, INC., DANVERS, MASS.



Westinghouse Radio

announces the biggest
 publicity-getting
 and sales-building idea of
 the season

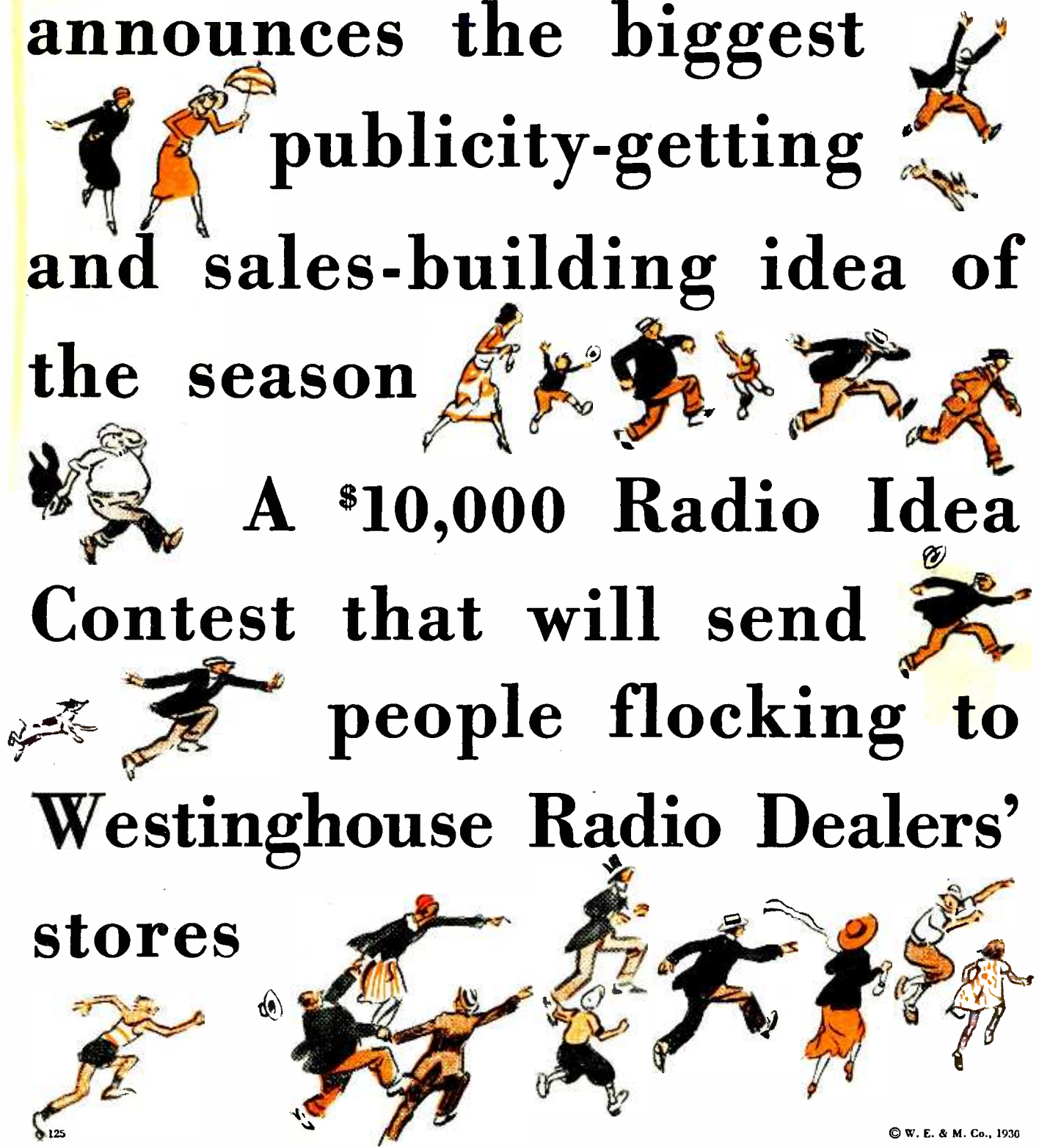
A \$10,000 Radio Idea

Contest that will send

people flocking to

Westinghouse Radio Dealers'

stores



SEVEN MILLION MAGAZINES WILL TRUMPET THE NEWS

On September 27th, the whole story of this startlingly unique contest will be told in the Saturday Evening Post. Two pages in four colors. In Colliers, too, and Good Housekeeping. Seven million people will read these magazines. And not a single soul in the whole U.S.A. is going to miss reading and hearing about a Prize Contest that offers prizes as dazzling as these.



1ST PRIZE

A Trip to Paris for someone with all expenses paid!

If there's one thing that gets people excited . . . it's a trip to Gay Paree. Well, here it is. Or — the cash equivalent . . . a check for \$5,000.

2ND PRIZE

Here's a brand new car for somebody!

For the second prize, Westinghouse offers a \$2,000 automobile, delivered to the winner's door. Or \$2,000 in cash if you'd rather have that.

3RD PRIZE

A nice fat check for a Thousand Dollars!

Don't pity the man or woman who comes in third . . . and gets one thousand bucks! Everyone knows what they could do with a titbit like that.

... and as for Runners-Up

Don't shed any tears for them. Running-Up is very profitable in this Contest. There are five prizes of \$200; five

prizes of \$100; ten prizes of \$50 and twenty-five prizes of \$25. That makes forty-eight prizes in all.

PLEASE TURN OVER...YOU HAVEN'T HEARD THE HALF OF IT!

THE Westinghouse Contest



will be the most discussed radio topic from now 'till Next Year!

IT'S BASED ON HUMAN NATURE... THAT'S WHY IT WILL GO BIG



People love to have ideas... on any subject... and love to orate about them. Especially ideas on radio. "Why doesn't some manufacturer do this... or that."

Here's a contest that says "Don't tell your friends, tell Westinghouse, who will pay you handsome rewards for ideas. Just write it down in your own words."

But of course people *will* tell their friends. There won't be many bridge tables in America where the contest doesn't get discussed.



IT GETS THE MEN

Men love to argue about ideas. That's why the Westinghouse Contest is going to be a big smoking car and locker room topic.



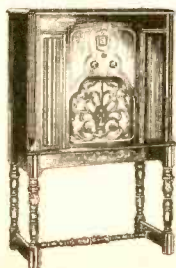
GET THIS...

IDEAS ON RADIO MEAN SALES OF NEW SETS

People are going to talk about this new contest while they listen to the radio at home. They'll think of all the ways that a radio set can be improved. Not only in appearance, but in performance. And they'll begin wondering whether it isn't about time they bought a new set themselves.

TONY SARGENT '30

EVERY CONTESTANT WILL DEMAND TO SEE YOUR NEW WESTINGHOUSE SETS



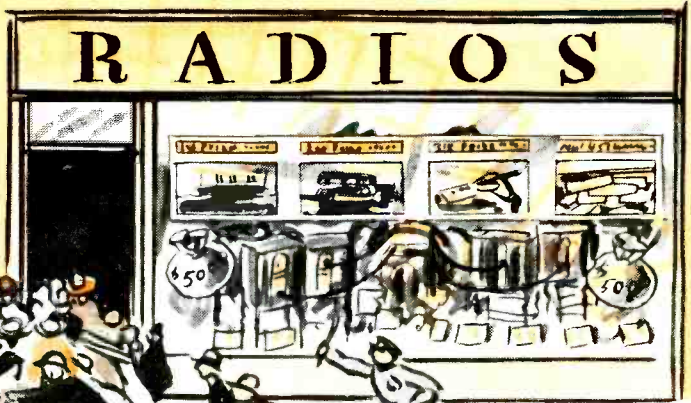
You won't have any trouble getting people into your store to see the new Westinghouse sets. But you may have trouble handling the crowd.

As the advertisements say... "You can't know what a 'modern radio' means until you have seen and heard Westinghouse."

And once they are in your store... once they have heard radio as they never heard it before... well, does anyone have to tell you what to do with a prospect when he's dropped right in your lap?



EVERYONE WHO JOINS THE CONTEST... AND THERE WILL BE THOUSANDS, MUST VISIT THE WESTINGHOUSE DEALER



FOLKS WILL CLAMOR FOR THESE FOLDERS

All the details and rules of the Contest in a smart folder. Put a stack on your counter, imprinted with your name and they'll just vanish like fudge at a party. Mail them to your prospects.

A SMASHING NEWSPAPER CAMPAIGN WILL SPREAD THE NEWS A whale of a newspaper campaign, announcing the Westinghouse Radio Idea Contest. And every last advertisement sending 'em into your store to see the new sets...and get entry blanks.

MAKE YOUR MAILING LIST GET ON THE JOB Westinghouse has prepared a series of startling postal cards for you. Just enough information to whet anyone's appetite.



NEWSPAPER ADS WITH YOUR OWN NAME IN THEM Plenty of powerful, punchy ads for you to run over your own name. Everyone will read them, because everyone wants to win a big prize...and everyone thinks he has a prize-winning idea.

SENSATIONAL WINDOW DISPLAYS

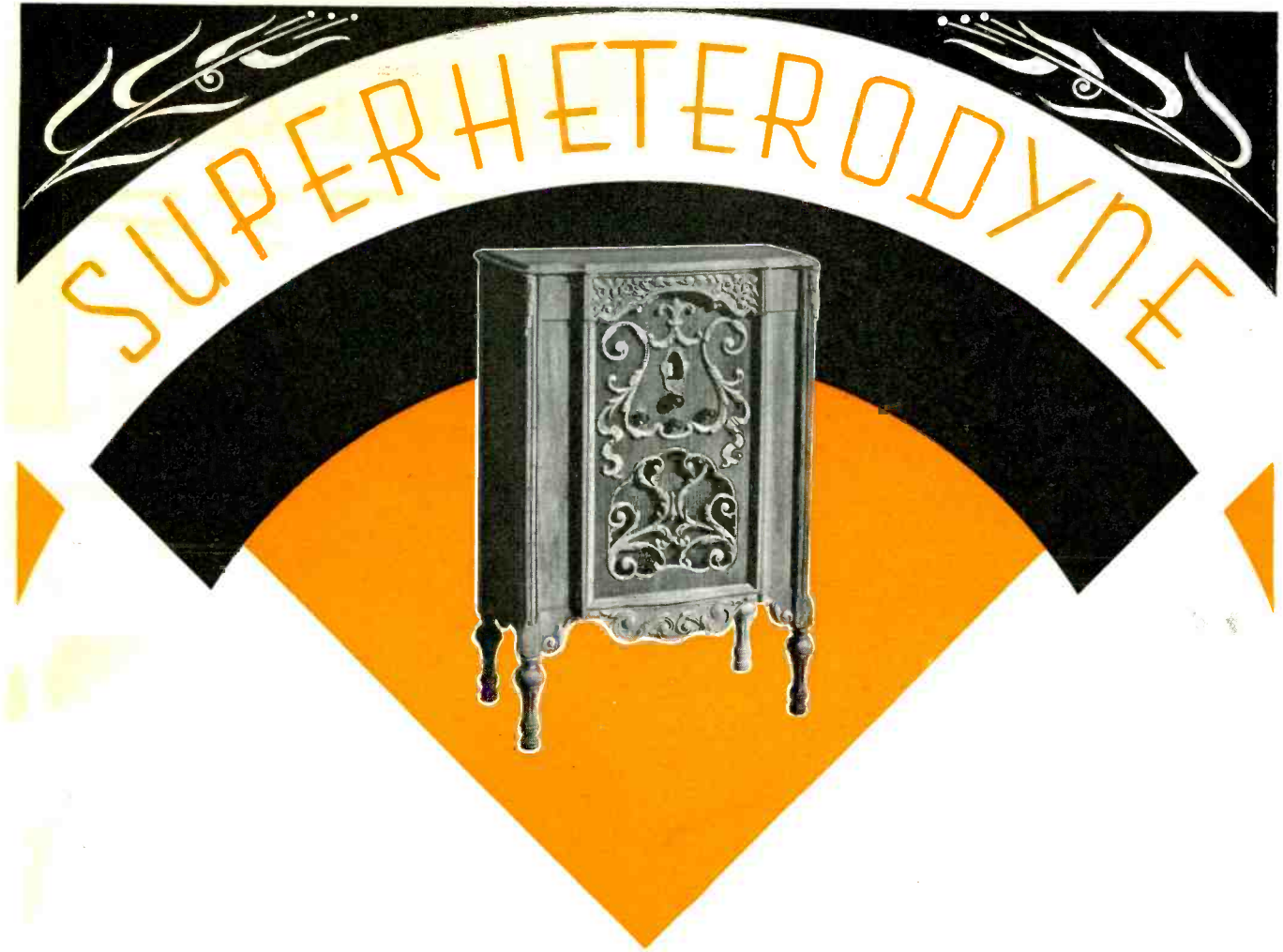
How could anyone pass a window display that offered a free trip to Europe...a new car...or a \$1,000 check? The new Westinghouse displays will be in full color...designed to fit any size or type of window.

PHOTOGRAPHS of radio sets look pretty much alike. It's hard to say anything about a set that doesn't sound pretty much like what everybody else is saying. But here's a new radio IDEA that nobody can copy. A brand-new, newsy idea that offers a chance of big rewards for coming into your store. Will it hit? You tell 'em.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY
Radio Dept., 150 Broadway, New York City

Westinghouse Radio

...THE PIONEER OF RADIO IN THE HOME



THE Important Announcement of 1930

America's first and oldest manufacturer of screen-grid, as well as of superheterodyne radio receivers, is now first to announce a licensed super.

Of the two manufacturers today with actual superheterodyne experience, McMurdo Silver was the one to develop the first super ever to gain national popularity.

Now under his personal supervision, the famous S-M Laboratories have produced the greatest of them all—SILVER-MARSHALL radio! Tone control, five screen-grid tubes (nine tubes in all), ten tuned circuits, absolute 10 K. C. selectivity and no antenna—every possible advanced feature.

All that SILVER-MARSHALL is asking of the public this season is just to tune a S-M superheterodyne before buying any radio. SILVER-MARSHALL, Inc., 6421 West 65th Street, Chicago, U. S. A.



And Now *REAL* Dealer Protection

It is no longer necessary to put forth effort building complete acceptance of a radio receiver in your locality, only to have the franchise automatically taken from you the first of June. Nor is it necessary to listen to hard-boiled sales policies of re-franchising in July. With a S-M franchise you are protected for ninety-nine years—life! All the effort you put into merchandising SILVER-MARSHALL radios will come back as cash into your pocket. The S-M name will be your property in your locality—and you can afford to push it just like you do your own. Ask your distributor for full information or sign your name to the coupon and we will see that he calls on you.



Silver-Marshall, Inc.
6421 W. 65th St.
Chicago, U. S. A.
Please let me have complete details on the S-M superheterodyne.

Name

Address



*Telechron Motored
—Every One*

More than 10 years ago this marvelous little clock motor began revolutionizing timekeeping. Today at its highest point of development General Electric offers it in the General Electric Clock.



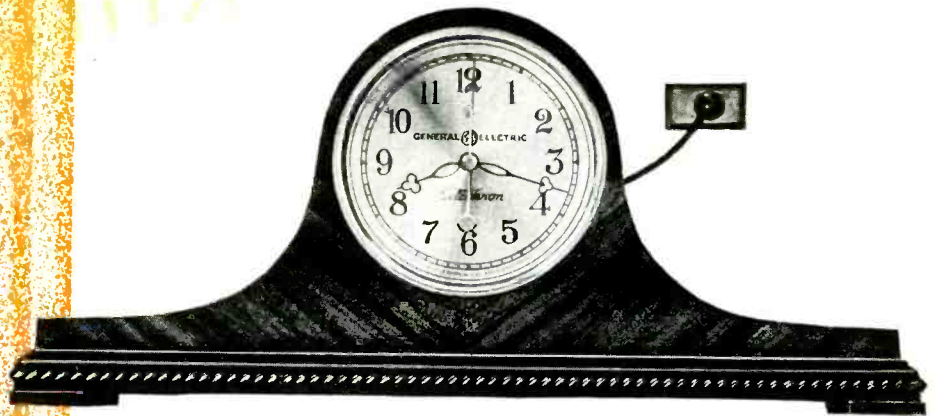
Its speed is controlled with hairline precision by current pulsations kept constant at the power station with master clocks checked regularly with radio time signals from the U.S. Naval Observatory.



A Variety of Models

Tiny bedside timepieces with softly lighted faces to stately grandfather clocks ...some with chimes.

List Prices
\$9.75 to \$375



NOW A GENERAL ELECTRIC CLOCK

POPULAR demand for *dependable* clocks that run by electricity is rising swiftly. Now you can meet this demand with a clock bearing the best-known name in the electrical industry—General Electric...a name that symbolizes dependability in everything electrical.

The General Electric Clock provides exact time for homes and business. It requires no winding or regulating and can be attached at any ordinary alternating current outlet.

A wide range of prices and case designs enables you to satisfy the tastes of every type of customer. There is a General Electric Clock suitable for any room in the house.

The General Electric Clock is backed by powerful national advertising in Saturday Evening Post, Colliers, Time, National Geographic, Better Homes and Gardens and other magazines. Striking sales promotional material will be available.

Write for information regarding this profitable line—the coupon below is for your convenience.

Section T-609, Merchandise Dept., General Electric Co., Bridgeport, Conn.
Please rush me dealer data about General Electric Clocks.

Name

Address

GENERAL ELECTRIC

Regulated by Comparison with NAVAL

CLOCK

OBSERVATORY RADIO TIME SIGNALS

SPEED RADIO TUBES

R C A LICENSED



227

The most perfect detector made — that's why SPEED 227's cost more for us to make, but not for you to buy. Burn-out proof! Fast heating — 5 seconds flat (not by words—by test!)

224

New? Not to us. In production in 1928 when demand was only experimental. While others have been announcing, we have been improving. That's what foresight and tube-making experience were able to do.

245

Perfected and in production weeks ahead of others. Very rigidly constructed — extra bracing of the elements and special anchoring of filament in the SPEED 245 give added volume and finer tone quality.

THE SPEED Tube line is, of course, complete*. But these are the "Big Three" now—the ones you're interested in particularly, because they're the ones your customers want. Carry the quality 227's, 224's, 245's—SPEED—and your tube business is assured.

Representatives in 30 cities—warehouse stocks less than 24 hours away—you get service with SPEED • Write for the complete SPEED program now.

* The SPEED line also includes the 201A, 199, X140, WD11, WD12, 200AA, 112A, 171A, 171AC, 210A, 250, 226, 280, 281, 230, 231, 232, 222, S-84, S-82B.



CABLE RADIO TUBE CORPORATION

84-90 No. Ninth St., Brooklyn, N. Y.

MAKERS OF RADIO TUBES SINCE 1924

NATIONAL Union Tubes



DR. R. E. MYERS, the scientist, who brought his staff of 15 engineers from Westinghouse to produce National Union tubes—the finest in his career. Read his statement below.

“I JOINED National Union Radio Corporation because it offered modern laboratories, ample facilities for experimentation and the plant equipment and financial resources required to produce good tubes on a large scale.

“In order to take fullest advantage of the vast opportunities offered to me I realized the necessity of obtaining the very best men that could be found.

“So I brought with me to National Union 15 able experts, who had worked with me at Westinghouse and whom I considered the pick of the organization!

“I feel that our National Union tubes which we have worked day and night to perfect, are now the finest on the market.”

Ralph E. Myers

Davega-Atlas, operating 38 stores in Greater New York, and 68 stores in the East and Middle West, choose this sensational quality tube for its *selectivity*, *superior tone*. Other important dealers everywhere are following suit.

DAVEGA makes its decision! Once again one of America's biggest tube outlets has made competitive tests . . . and once again the superiority of National Union Tubes has been proven.

And not only the chains! Progressive dealers everywhere have been quick to realize the opportunities offered them by National Union Tubes. Almost over night National Union has leaped to an enviable position in the tube industry.

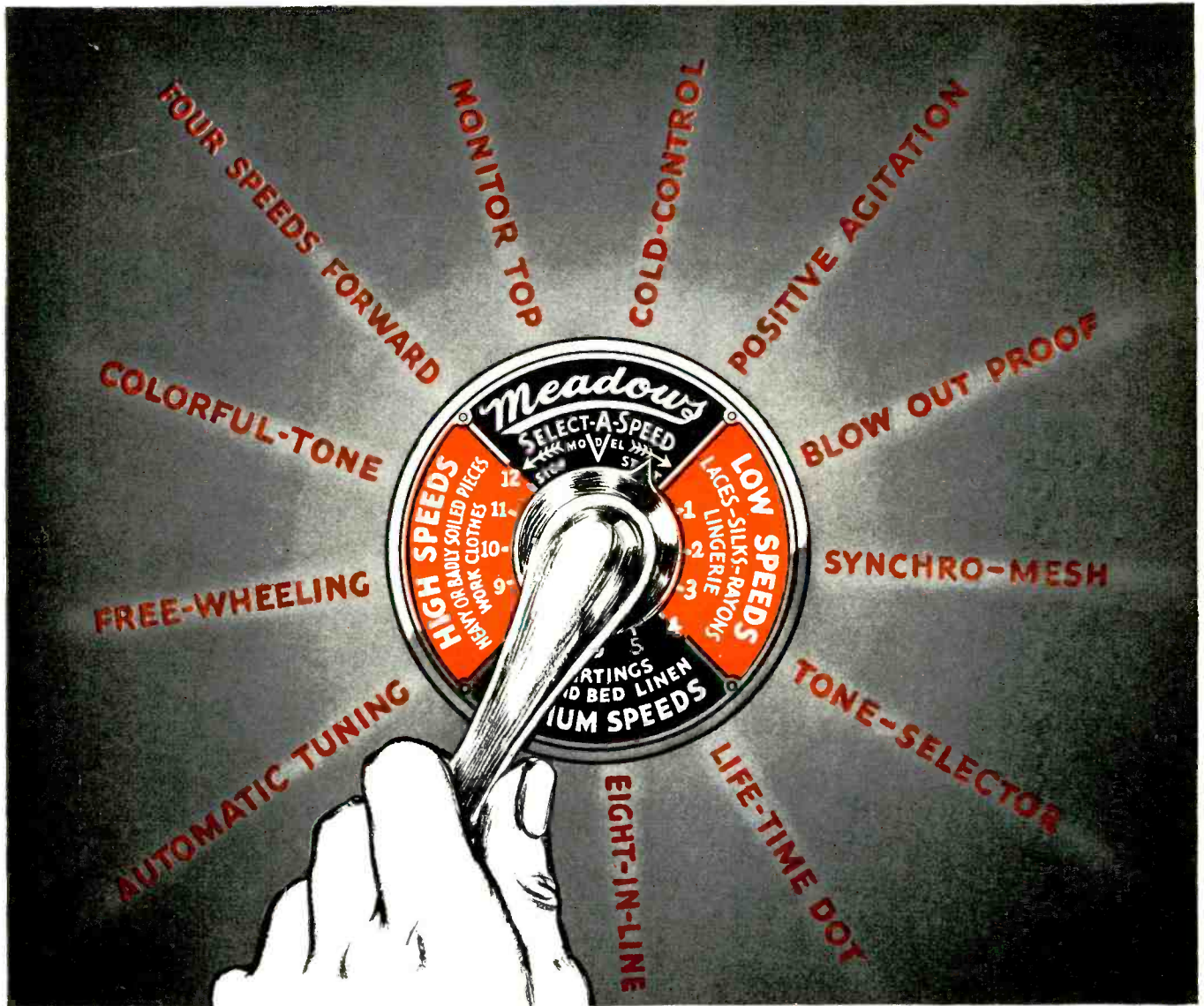
This has not surprised us. Last March when Dr. Ralph Myers and his staff of 15 Westinghouse engineers joined us, we knew we were on the right road. Dr. Myers had made 1,000,000,000 Radiotrons and Cunningham tubes. He stood at the top of his profession.

Today the quality of National Union tubes is unquestioned! National Union sales policies are firm and fair to all. National Union banking sponsorship assures stability and strength. It is a connection that thousands of dealers are justly proud to have made.

INVESTIGATE THIS TUBE. If you have never given National Union tubes a trial in your own sets do so at once. You will be amazed and delighted at the new clarity of tone. Ask your jobber about our 6-fact profit plan. Ask him also about the store display plan that furnishes you, *free*, attractive window posters of all the radio stars.

National Union jobbers will gladly explain both of these dealer-help plans. If you do not anticipate a call from your jobber in the next day or two, write or wire direct to the main offices in New York.

400 MADISON AVENUE · NEW YORK CITY



STILL . . . the only specialty feature in the Industry SELECT-A-SPEED!

Something to talk about! What washing machine dealer hasn't prayed for it? For some definite, outstanding feature that really commanded intelligent selling.

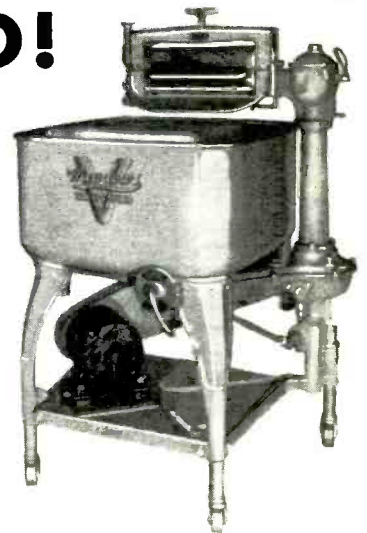
Here it is. The first and still the only genuine specialty feature in the washing machine industry. It stands on a par with the specialty features that made leaders in other industries. MEADOWS SELECT-A-SPEED! A different washing speed for each different type of fabric. An improvement that means something to the buyer. Not a vague mechanical change that tickles the engineer but means nothing to the housewife.

It takes a washer selling for \$165 to

keep a sales organization alive and prosperous. Why let them sweat to justify a \$165 price in terms of common details like wringer rubber or tub construction.

Here's a definite, convincing feature that sells itself. That alone is worth the difference between Select-A-Speed at \$165 and cheaper washers that salesmen can't sell against because they have nothing to sell.

Get in touch with the Meadows factory. Put your men on Select-A-Speed. See the difference in the results they get from the first day. Write or wire us for details on your local franchise.



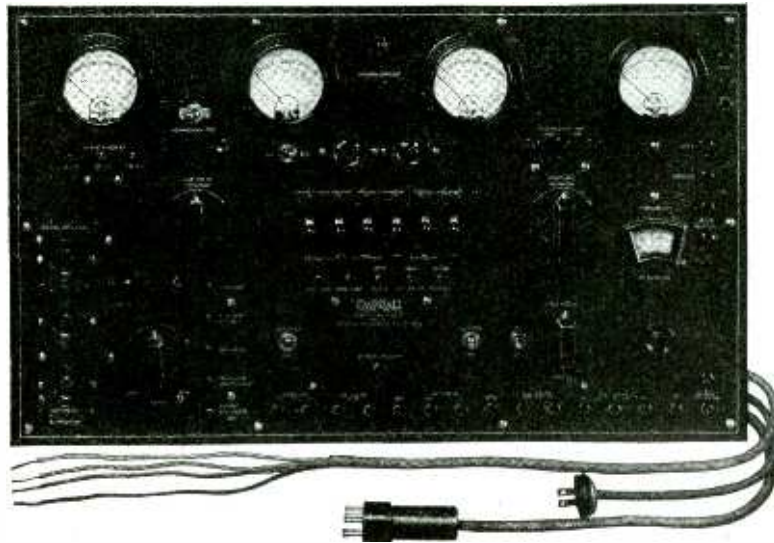
THE MEADOWS MANUFACTURING COMPANY, BLOOMINGTON, ILLINOIS, U. S. A.

MEADOWS THE LINE THAT ALWAYS WINS

And Now A COMPLETE TEST PANEL by DAYRAD

Easy
to
Install

Easy
to
Operate



No
Complicated
Connections

The
Engineering
is Behind
the Panel

The Ideal Panel For Shop Service Work

Distributors, Dealers, and Service Men are rapidly realizing that efficient, quick, and profitable service work is best done in the shop. There you have the tools, the space, etc. You also need complete service instruments.

Tells the Whole Story. The DayRad Test Panels are complete. Space is valuable—so is your time. Here you have a complete Test Panel which will make any test from a simple tube check to the more intricate Radio Frequency adjustments. You can tell with certainty when corrections are made. Here are just a few of the many exclusive features:—

Tube Checking. Tests all standard tubes, including the new 2 Volt Tubes. Also tests many special types, such as Pentode, Cardon, Kellogg, Raytheon, etc. Tests each plate separately of 280 Rectifiers. No Adapters are needed.

Set Analysis. Simultaneous readings on three meters. Quick meter reverse. 2500 Ohms resistance per volt on DC Voltmeter. Cable connecting plug instantly interchangeable from four prong to five prong and back again without tools.

Oscillator. The Oscillator has a range from 550 to 1500 Kilocycles. It is shielded. The Output is variable within wide limits. Extremely accurate.

Output Meter. Best adjustments are indicated on the Output Meter.

External Ranges. Complete set of external ranges for AC and DC.

Resistance and Capacity Tests. Condensers and resistances may be accurately tested. Many other features.

Meter Equipment is Weston, Jewell, General Electric, or Westinghouse. The Test Panel is made in two types. The Type HB at \$179.00, and the Type H-180 in which we have included the Intermediate Frequency Ranges of 180 and 175 Kilocycles with a vernier on the 175 for aligning the new Super-Heterodynes, at \$195.00. These prices are net to Dealers.

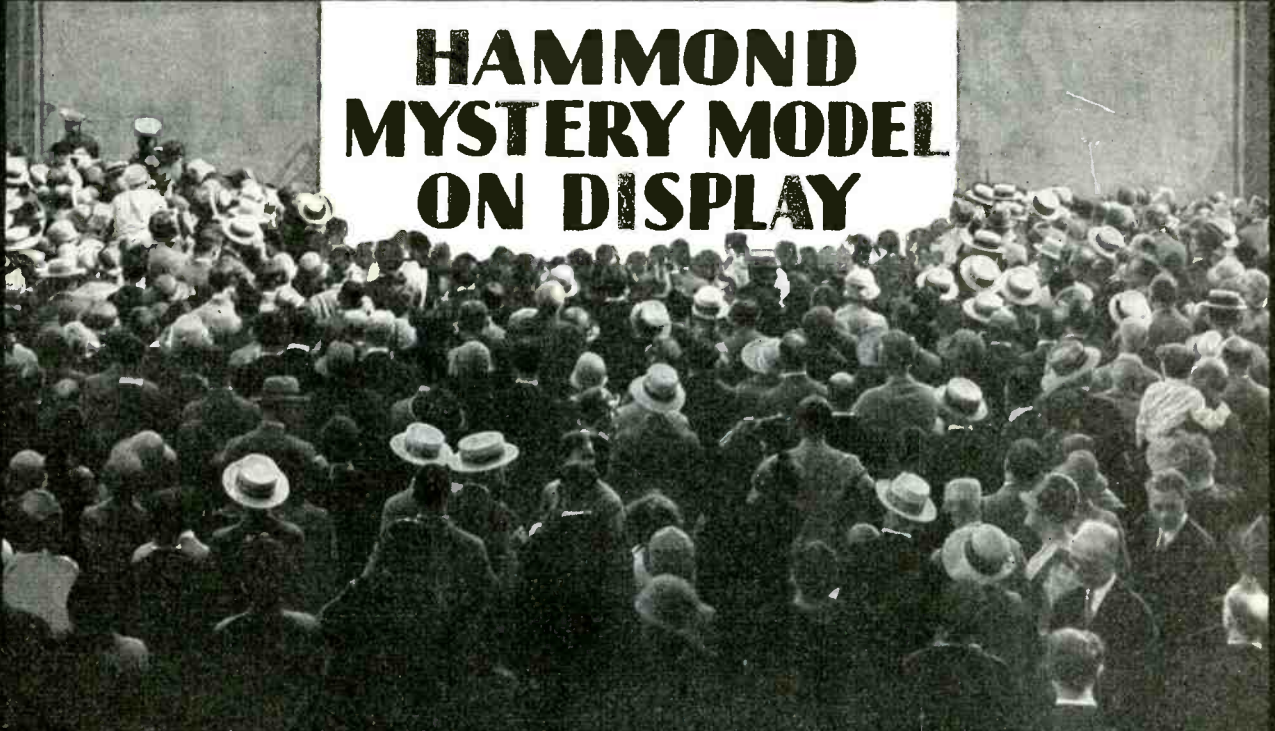
THE RADIO PRODUCTS CO.

Dept. R.

5th and Norwood

Dayton, Ohio

HAMMOND MYSTERY MODEL ON DISPLAY



OCTOBER FIRST..

The Mystery Model will receive its true name. A sensation in the electric clock industry —

Exclusively Hammond!



55,000,000 Hammond Ads
September to December

The outstanding Electric Clock advertising and merchandising campaign receives added zip with the introduction of the "Mystery Model"—Be sure you are on the HAMMOND TIMES mailing list for full information.

HAMMOND CLOCK COMPANY
2915 N. WESTERN AVENUE · CHICAGO, ILL.

Announcing—

The GULBRANSEN "CHAMPION Jr."

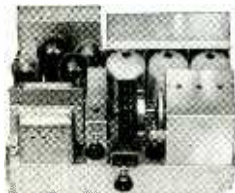
\$94.50

Less Tubes



The "CHAMPION JR."

SPECIFICATIONS: Seven tubes — 3 No. 224, 1 No. 227, 2 No. 245, 1 No. 280. Three gang condenser—push-pull amplification—Tone Control. A dynamic speaker. A cabinet 40 inches high, 24½ inches wide, 14½ inches deep. Licensed under R.C.A., Hazeltine and Meissner patents. Weight packed for shipment 95 pounds.



Chassis of "CHAMPION Jr."

An ideal running mate for the Gulbransen "Champion."

The "Champion Jr." is the outstanding value in its price class.

Unusually Good Tone Reproduction

95% to 100% Tone fidelity between 100 and 1,000 cycles. This covers the entire range of the human singing and talking voice, also almost the entire range of all wind and string instruments.

Good selectivity and sensitivity brings in local and distant stations with sparkling clearness.

Ample Volume for any size home. Screen Grid amplification. A Dynamic Speaker which will not distort at any volume.

Tone Control!

A cabinet of real beauty and pleasing proportion.

The GULBRANSEN "CHAMPION" has already proven itself a champion radio value. The "CHAMPION JR." will prove equally as great a value in its price class.

You cannot afford to pass up the assured profits offered you with the Gulbransen "Champion" and "Champion Jr."

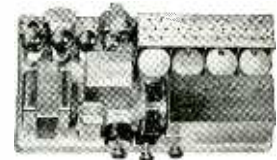
Write or wire us NOW to reserve a Gulbransen Franchise in your territory.



The "CHAMPION"

\$130.00

SPECIFICATIONS: Eight tubes — 3 No. 224s, 2 No. 227s, 2 No. 245s, 1 No. 280. Four gang condenser—push-pull amplification—Tone-Control. A new Stadium type dynamic speaker. Cabinet 48 inches high, 28 inches wide, 15 inches deep. Rare woods of rich beauty. Licensed under R.C.A., Hazeltine and Meissner patents.



Chassis of "CHAMPION"

GULBRANSEN COMPANY

3232 W. Chicago Avenue
CHICAGO, ILLINOIS

Ken·Rad

Fine Radio Tubes



Sugar to the Grocer

THE GROCER sells sugar at no profit. What has that to do with radio tubes? Just this—there are many radio distributors and dealers who are getting little or no profit out of tubes. Yet at least a third as many dollars will be spent for tubes as for sets this year—too much business to overlook an opportunity to get your share at a real net profit. Ken-Rad policies will put your tube business on a really profitable basis. Get the facts

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY
A Division of Ken-Rad Tube and Lamp Corporation

Again **Sterling** SETS THE PACE



*The New
Sterling Little Symphony*

(Size 18 inches high, 14 inches wide)

A beautiful burl walnut clock style cabinet houses this entirely new model. Has no equal in performance. Its screen grid circuit, with Loftin-White amplification system, gives all the power of a console size model, and the compact cabinet contains a standard dynamic speaker of unusual perfection and beauty of tone. Only five tubes are required.

List Price \$69.00
Less tubes

A MARVELOUS ENGINEERING ACHIEVEMENT! New developments have improved the lifelike tone which already seemed perfect! And the new Sterling Concertone is growing in popularity daily.

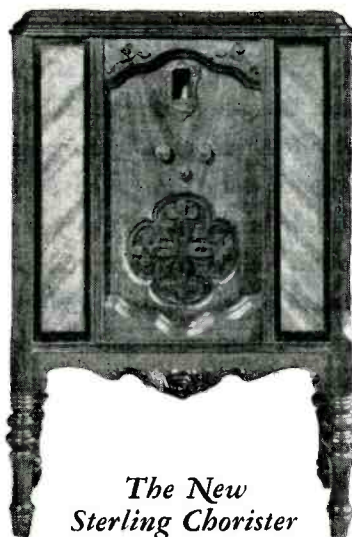
Power, Volume, Selectivity, Sensitivity, Beauty—everything you want in radio. And above all, matchless balanced TONE, faithful and lifelike, from the highest treble to the deepest bass.

Prices to interest discriminating buyers, and a proposition that means both volume and profit to any established radio dealer.

This is your opportunity to participate in Sterling's popularity—to share in Sterling's success. Act now.

THE STERLING MANUFACTURING COMPANY
Cleveland, Ohio

ELECTRICAL MANUFACTURERS FOR 25 YEARS



*The New
Sterling Chorister*

An improved radio frequency circuit with four screen grid tubes, and power detection provides an actual surplus of sensitivity and selectivity. Two stages of audio frequency, in push pull. Dynamic speaker of unusual excellence. Variable tone control and phonograph hook-up. Cabinet of proven popularity and great beauty. Chassis of heavy rigid metal, silver finished. Operates with 8 tubes.

List Price \$107.50
Less tubes



*The New
Sterling Minstrel*

The first console model to incorporate Loftin-White amplification, with its balanced perfection of tone. Cabinet of new design, in contrasting shades of beautifully grained walnut. A beautiful piece of furniture, and a receiver of marvelously faithful performance, suited for the finest homes—for those who buy only the very best. Operates with seven tubes—four screen grid.

List Price \$123.50
Less tubes

Sterling

OF CLEVELAND

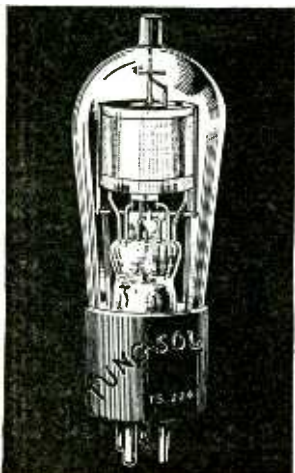
No. 2 in the SERIES of REASONS WHY you should SELL TUNG-SOL TUBES



HOW DARE WE SAY... "YOUR PROFIT LIES IN TUBES"

TUNG-SOL tubes embody four major features that bring maximum reception to even a mediocre receiving set:

- 1** They are humless, operating smoothly and silently over all tonal ranges.
- 2** They are the fastest heating tubes on the market, active in 6 seconds, not 30.
- 3** They are non-microphonic, pleasantly free from crackling, howls or spluttering.
- 4** They are scientifically matched; lest one weak tube rob you of 100% enjoyment.



DEALERS are waking up with a jolt to the unpleasant truth that they must look to tubes for their profits. ¶ For the comparatively small sale of a radio tube controls the profits of your store . . . in two distinct ways: (1) Your profits depend upon the satisfaction sold with every purchase. (2) Your profits depend upon your ability to reduce costly "free" service calls on sets you sell. And it all points directly to the tube. ¶ Tube failure . . . from any cause . . . means radio failure in the minds of your customers . . . *your* failure to sell 100% enjoyment . . . and *your* loss in profit for one or more service calls that could easily be avoided. ¶ That's why Tung-Sol-ized radios are profit insurance for the dealer. ¶ That's why Tung-Sol Tubes have been built to such precision standards that tube failure from Tung-Sols is practically eliminated. ¶ For though it's true that Tung-Sol offers sales and performance features not found in any other single make of tube . . . (such as 6 second heating, non-microphonic, and absolutely humless . . .) to you the dealer whose profits are linked with satisfaction and uninterrupted performance no feature can compare with the minute precision and perfect matching of every Tung-Sol tube. ¶ In that you will find your greatest source of profit . . . your greatest relief from annoyance. Tung-Sols deliver, everytime, exactly what their labels claim. ¶ That's why we say "Look to your tubes for your profits."

TUNG-SOL RADIO TUBES

LICENSED UNDER PATENTS OF THE RADIO CORPORATION OF AMERICA

MANUFACTURED BY TUNG-SOL RADIO TUBES, INC., NEWARK, N. J.
with district sales divisions in principal cities

ONLY PERFECT TUBES GIVE YOU FAULTLESS RECEPTION



The name GENERAL ELECTRIC can multiply your sales

EVERYBODY who sells General Electric Cleaners can magnify his own customer influence with General Electric's tremendous prestige. Stores of many kinds do.

a NEW
G-E
STANDARD
CLEANER!



\$ 35

*A greater value
at the old price.*

Greater suction, more efficient nozzle, sturdier axle, positive adjustments on rear caster instead of front axle, nicked steel handle, better appearance.

The complete G-E Line

is now made up of De-Luxe, \$42.50; New Standard, \$35; Junior \$24.50; Handy, \$13.50 (with deodorizer, \$14.50)

For example:

"During the past 30 days we sold approximately 1200 Cleaners."

P. A. Frank
HARTMAN'S
Merchandise Manager

... sold over 400 ... found General Electric Cleaners real over-the-counter sellers."

E. E. Stevens
Electric Sales Manager

"Our campaign for the sales of General Electric Cleaners has gone far beyond our fondest expectations...over 400 Cleaners without the use of outside salesmen..."

E. E. Stevens
Star Radio General Manager

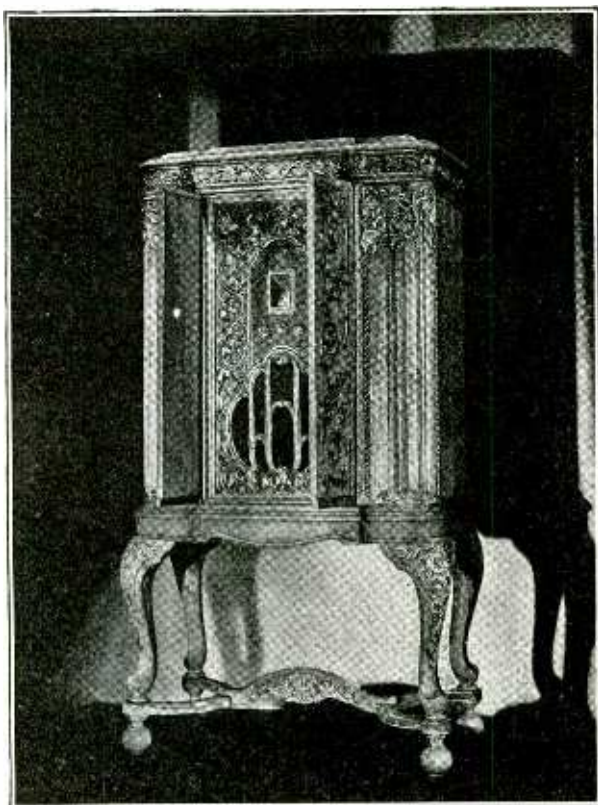


You can profit by General Electric acceptance if you stock at once. The great Fall house-cleaning campaign is now on! Use the coupon TODAY!

Section V609, Merchandise Dept.
General Electric Co., Bridgeport, Conn.
Rush me details of the G-E Cleaner sales plan.
Name.....
Address.....

GENERAL  ELECTRIC 
MERCHANDISE PRODUCTS

MERCHANDISE DEPARTMENT • GENERAL ELECTRIC COMPANY • BRIDGEPORT, CONNECTICUT



Model 51, With Automatic Volume Control, \$317

Other Models \$208 and \$248
and up to \$1000

Prices quoted are without tubes



*The highest
note
in radio
achievement*

THINGS HAPPEN OVERNIGHT IN RADIO

Circuit refinements are perfected—new patents are released—public demand changes.

Always alert, Story and Clark keeps abreast of the changing tides. Dealers who have continued their relations with Story and Clark over a period of three score years and ten have complete confidence that before a new trend is noticeable the new Story and Clark product is on hand to meet the demand.

The research and engineering work of months goes into the planning of production for the seasons ahead. Field men and engineers, marketing and advertising departments, are at work week after week determining the trend of public demand—checking, testing and experimenting with every circuit development—all to the end that Radio by Story and Clark may continue to be "The Highest Note In Radio Achievement."

Such foresight, such planning are the dealer's guarantee of freedom from obsolete merchandise, surprise changes, and other stratagems that threaten his good business standing and continued prosperity.

• Built Complete in the Story & Clark Factories

THE STORY & CLARK RADIO CORPORATION
173 N. Michigan Avenue, Chicago

* *

*Manufactured under STORY & CLARK owned Patents
and Patents Pending*

Licensed under R. C. A. and Affiliated Companies,
Charter Member R. M. A.

RADIO

by STORY & CLARK

SINCE



1857

THE METAL THAT IS "TUNED" TO RADIO



For these Electrodes nothing but pure Aluminum will do

Electrolytic filter condensers, now coming into wide use in radio circuits, must be made of aluminum. No other metal will give the same results at a commercial price.

Aluminum Company of America offers the radio industry a reliable source of supply for the high purity Alcoa Aluminum required for this service.

Alcoa Aluminum, due to its combined electrical and physical properties, is the ideal material for many radio purposes. Weight for weight, it has the highest electrical conductivity of any metal used in set building. Further, it is extremely

light in weight, making possible lighter supports for metal parts and less chance of misalignment in shipping. It is non-magnetic and easily worked.

Important radio builders use non-microphonic, light and non-corrodible Alcoa Aluminum not only for electrolytic condensers, but for variable condenser blades, for shielding and for wire, panels and chassis. Our nearest office will gladly supply you with complete information on the application of Alcoa Aluminum to radio. ALUMINUM COMPANY of AMERICA; 2468 Oliver Building, PITTSBURGH, PENNSYLVANIA.



ALCOA ALUMINUM



Protect your Radio Cabinets from delivery damage with a **WEBB** *Slingabout*

Specifications

The **WEBB Slingabout** is made in two standard sizes to accommodate all standard radio cabinets and combinations.

Sizes and prices are as follows:

<i>Slingabout</i> No.	Inside Dimensions			Price
	Height	Width	Depth	
WR-1	40"	28"	18"	\$6.00
WR-3	50"	30"	20"	\$7.00

What the **WEBB Slingabout** is

The **WEBB Slingabout** is a padded jacket to protect radio cabinets in delivery.

It is made of green waterproofed sail cloth, lined with soft fleecy flannel, interlined with thick heavy cotton padding. A strap and buckle at the back makes it adjustable for several sizes of cabinets. It completely covers the top and four sides of the cabinet, as well as the legs.

Its attractive appearance is quite in keeping with the fine merchandise it protects.

It is tough and durable, and can be used over and over again.

What the **WEBB Slingabout** does

Protects cabinets from scratches and mars, thus eliminating refinishing costs.

Reduces depreciation in making home deliveries—and creates a decidedly favorable impression of your business-like methods of delivery.

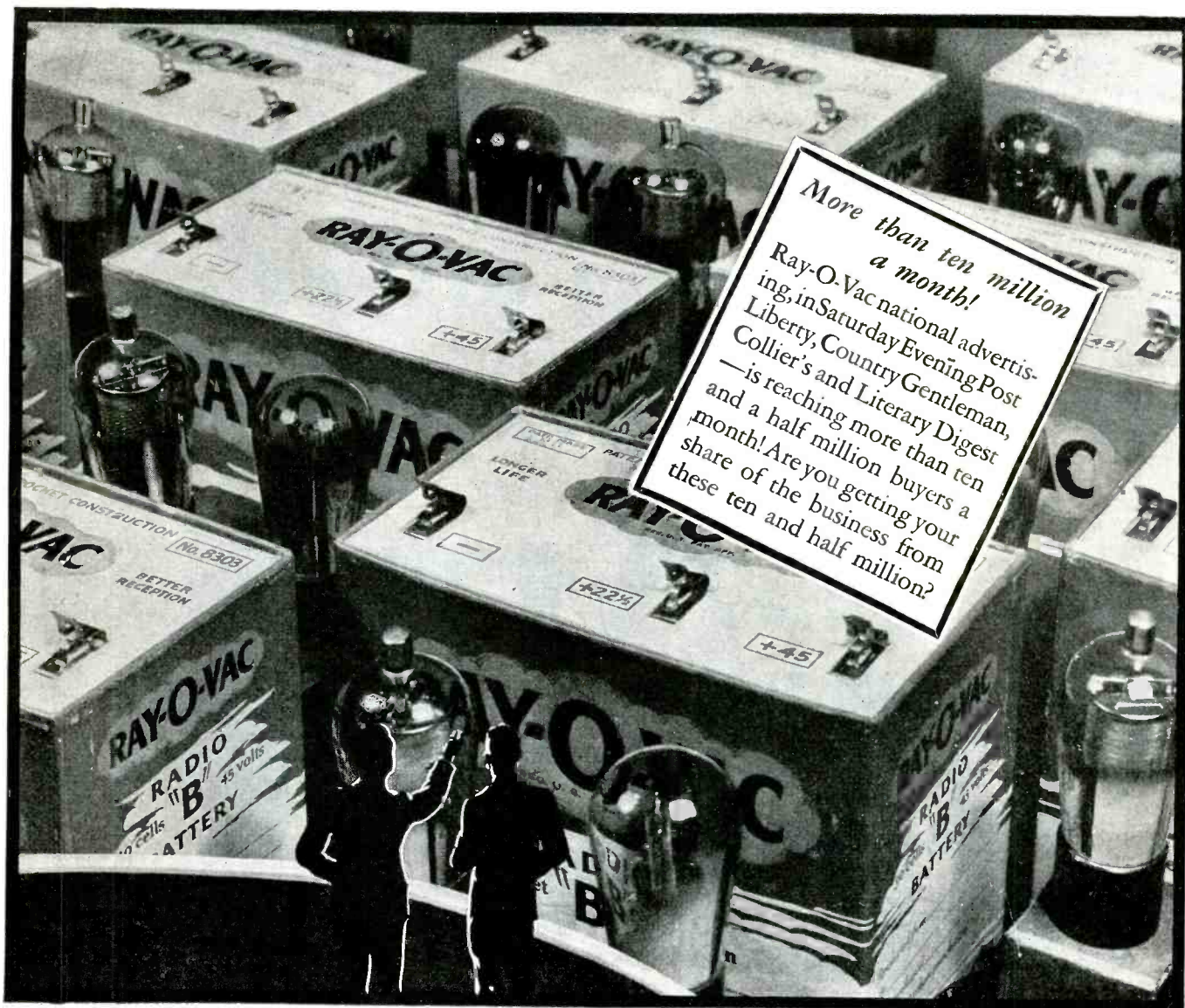
Manufactured by

CHARLES J. WEBB & COMPANY
116 Chestnut Street Philadelphia, Pa.



SPEED UP YOUR DELIVERIES!

A **WEBB Slingabout** slips easily on and off, saving time, trouble, and expense.



...ask 'em to buy RAY-O-VACS!



"A", "B" and "C" Radio Batteries;
 Autoradio and Aircraft Radio Batteries;
 Telephone, Ignition, and Flashlight Batteries;
 Rotomatic and Standard Flashlights;
 Electric Lanterns;
 Licensed Radio Tubes

When they come in looking for tubes, or radio batteries, **ask 'em to buy Ray-O-Vacs!* Tell 'em they can't buy any better tubes regardless of price ... tell them that tests conducted according to U. S. Government standards *prove* Ray-O-Vac batteries better!

Ask 'em to buy Ray-O-Vacs ... and watch your profits grow!

**Any type of dry battery—flashlights, too!*

Observe National Radio Week—September 22-28, 1930

FRENCH BATTERY COMPANY *Factory: Madison, Wisconsin*
General Sales Office: 20 North Wacker Drive, Chicago

**can you afford
NOT to be a
ZENITH
DEALER**

?

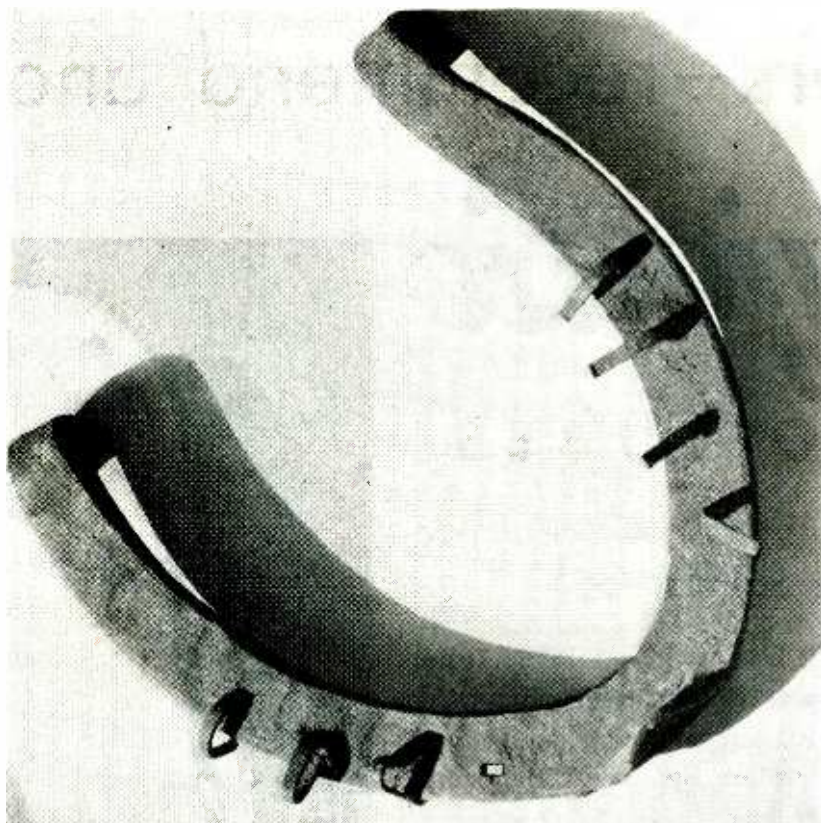
*See the new Zenith
70 line for the answer*

ZENITH
AUTOMATIC
→LONG DISTANCE←
RADIO

At the 7th Annual Radio World's Fair
Madison Square Garden, week of Sept. 22.

Booths 1, 3 and 5, Section J

ZENITH RADIO CORPORATION, CHICAGO, ILL.



"ALL FOR WANT OF CARE ABOUT A HORSESHOE NAIL"

When Poor Richard wrote of the train of disasters that followed in the wake of the loss of a horseshoe nail, he might easily have been referring to the troubles that follow in the wake of a small piece of inferior insulation in a radio receiver. Insulation that absorbs moisture, or that dries and splits when temperatures run high, or whose dielectric properties are impaired by age, works havoc with radio reception. Through long years of experiment and experience, the makers of fine radio receivers have discovered that the one insulation which may be relied upon

under all climatic and temperature conditions is Bakelite—Molded, Laminated and Varnish. For this reason a large majority of receivers have Bakelite Insulated parts—and their numbers are increasing.

To make certain that the receivers which you sell are Bakelite Insulated, is an assurance that you will be exempt from customer complaints due to faulty insulation. The important role that Bakelite Insulations play in the construction of modern radio receivers is told in Booklet 39, "Bakelite In Radio." Write to us for a copy.

BAKELITE CORPORATION, 247 Park Avenue, New York. CHICAGO OFFICE, 635 West Twenty-Second Street
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario

BAKELITE

REGISTERED U. S. PAT. OFF.



The registered Trade Mark and Symbol shown may be used only on products made from materials manufactured by Bakelite Corporation. Under the copyright "B" is the numerical sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

Dealers—recommend and install

Majestic

RADIO TUBES

*Their Rugged, Accurate Construction
Insures Satisfaction*

Dealer profit is built into every Majestic Tube. Stronger, finer materials, greater testing accuracy, far lower gas content, longer-lasting power and tone—these mean satisfied users and profit to the man who sells this finer tube.

Majestic Radio Tubes are built to give Majestic owners the very best in radio. Greater power and truer Colorful Tone than other tubes can give. A million Majestics are already equipped. Another million are waiting for tube replacements.

Here is a real opportunity. A million Majestic-equipped homes waiting for service men to recommend Majestic tubes and get the profits that only a service-free tube can give. Half your selling is already done by Majestic tube advertising in newspapers and national magazines. The other half is easy.

Find out today how much Majestic Radio Tubes can add to profits. Write or phone your Majestic distributor. Grigsby-Grunow Company, Chicago, Illinois. *World's Largest Manufacturers of Complete Radio Receivers.*



UNCONDITIONALLY GUARANTEED
AGAINST MANUFACTURING DEFECTS

Majestic

RADIO TUBES

NOW in thousands of Midget Sets

The ROLA Midget "K" Units

THIS little brother of the famous "K" Series — known throughout the industry for the realization of tone control — is establishing its own record for popularity.

Just like the larger "K" Units except in size, these tested and perfected midget speakers offer you an unparalleled opportunity to demonstrate outstanding tone reproduction in midget receivers.

Your customers will quickly identify ROLA high and low frequency advantages. Only a ROLA can give your midgets this convincing sales feature.

Your source of supply looks to you as the finger on the retail radio pulse. Request your next shipment to come through ROLA equipped and watch your sales jump.

Immediate shipment is assured your manufacturer or jobber from our well organized Western and Eastern Plants.

Tone is all they can buy. Give them ALL the tone by insisting on ROLA electro-dynamic reproducing units.

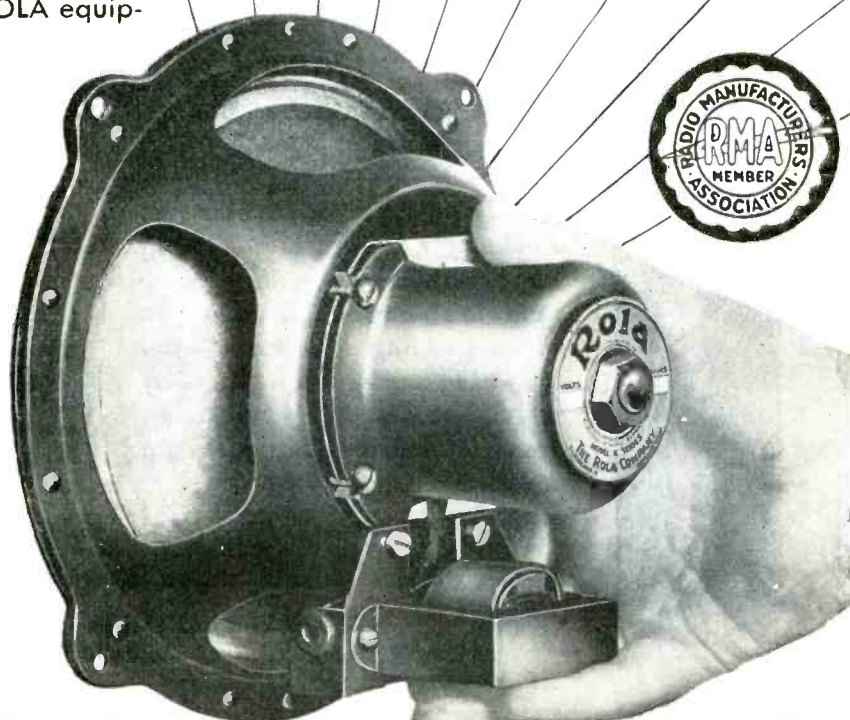
FOR MANTEL, AUTOMOBILE AND SMALL CONSOLE SETS

• MODEL K-6

Height 8½ inches, Depth 5¾ inches

MODEL K-5

Height 8½ inches, Depth 5½ inches



The
ROLA
COMPANY

CLEVELAND
OHIO

OAKLAND
CALIF.

Greatest Advancement in 1930 Sound Recreation

DENTALITE

THE "QUEEN"

of

VEST-POCKET
FLASHLIGHTS

BRIGHT STAR



A REAL MONEY SPECIAL

This unusual Bright Star "deal" is one of the most popular ever offered. It means QUICK, Profit Making Sales for you. The Dentalite Vest Pocket Flashlight is a LEADER wherever displayed. Don't miss this BIG Bright Star Special—right at the height of the flashlight selling season.

Everybody Wants One

DENTALITE, the Bright Star Vest Pocket Flashlight, is becoming more popular every day. Thousands are being bought and if you are not selling your share—you are losing some good profits. Easy to sell and bought by everybody. Handier than regular flashlight for emergencies.

You Make 47% On Selling Price at this Special Offer

NEW DENTALITE ASSORTMENT

Complete with Batteries **\$5.00** per dozen

(Regular price per dozen, \$6.20)

Packed in attractive 3-color Counter Display Box—6 to a unit, 2 Nickel, 2 Red, 1 Black, 1 Green. If your jobber is unable to supply, rush your order direct, giving name of jobber. Prompt shipments.

Stock up with famous Bright Star No. 250 D Special Dentalite Vest Pocket Flashlight Batteries.

They give one and one half times more service than any other Pen light battery made.

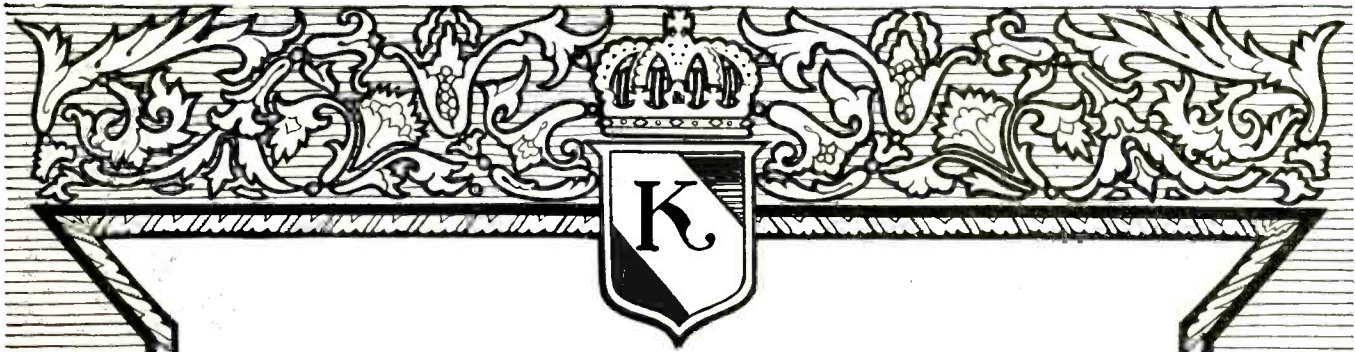
BRIGHT STAR BATTERY CO.

Makers of Bright Star Dry Cells, Radio Batteries, Flashlights and Single Cells

Main Office & Factory: Hoboken, N. J.

Branches, Chicago and San Francisco

"TWENTY-ONE YEARS BUILDING THE QUALITY LINE"



KENNEDY PREFERRED

Our preferences are often different from those of our neighbors. The types of homes they like may not appeal to us—tastes differ. So it is with radio. There has never been any "best" line that would satisfy everyone.

This season KENNEDY has built a line of receiving sets in various designs with a wide range of prices. For radio dealers, fortunately, among these models there is a set which will please, in design, cabinetry and price, the taste of almost everyone—especially those who know and love the finer things of life.

Whether your customers prefer Opera or Jazz, makes no difference—with a KENNEDY receiver, Life Tone reception is assured. And even greater enjoyment of tone quality is now available with SELECTONE, a KENNEDY feature which enables each individual to select, from deep bass to high treble, the particular tone, that best suits his ear.

KENNEDY also offers a new wonder—the outstanding radio achievement of the year—a long and short wave set, which permits both American and Foreign program reception in the home. This set alone, will appeal to thousands.

Many other features of KENNEDY receivers will also interest your customers. We invite you to see KENNEDY, to hear KENNEDY, and learn why it is deserving of its title, "The Royalty of Radio." Full information about the KENNEDY line furnished gladly to distributors and dealers upon request. COLIN B. KENNEDY CORPORATION, South Bend, Indiana

KENNEDY

The Royalty of Radio

1911



1930

SELL ❧ INSTALL ❧ SERVICE

SOUND DISTRIBUTION SYSTEMS

A PROFITABLE FIELD FOR
MEN WHO KNOW HOW »



THE sales, installation and servicing of Sound Distribution Systems offer a very profitable opportunity for men or organizations who know how. The field is already well established as indicated by the increasing demand in every community for such systems. The following list is typical of the sources of such demand:

Apartment Buildings	Playgrounds
Amusement Parks	Public Parks
Airports	Race Tracks
Base Ball Parks	Railroad Depots
Camps	Restaurants
Churches	Riding Academies
Circuses	Sanitariums
Civic Centers	Skating Rinks
Convention Halls	Schools
Dance Halls	Sporting Arenas
Factories	Stadiums
Gymnasiums	Swimming Pools
Hospitals	Yacht Clubs
Hotels	

These installations require amplifiers . . . Webster Amplifiers, the product of an institution specializing in the manufacture of delicate and precise electrical apparatus for nearly a quarter of a century.

. . .

Someone in your community will profitably engage in this activity. You or your organization can be that "someone". Webster Amplifiers, soundly designed and soundly built, are the product which provide the opportunity to well established organizations with sales ability and engineering facilities. We solicit inquiries from such organizations.

WEBSTER ELECTRIC CO.

Established 1909

RACINE

WISCONSIN

Webster
W Power Amplifier

S U P R E M E

Both in Quality and Price

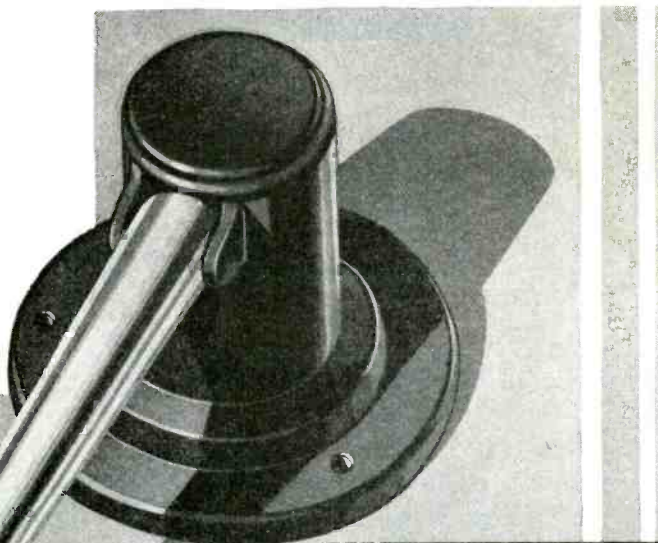
... No matter what your customers require Webster can supply in these two models

SOME seek the utmost in quality—the Webster Model 4 A; some require performance at a modest price—the Webster Model 3 A; you need nothing more in pick-ups to meet the entire range of public demand for performance, for beauty, for price.

Thus with only two models the Webster dealer has the assurance of being able to meet the call of every class of trade, besides the confidence inspired by the name Webster, known for excellence in the manufacture of electrical and precision devices for more than twenty years.

WEBSTER ELECTRIC COMPANY
RACINE (Established 1909) WISCONSIN

Model 4 A Webster Pick-up compact, neat and finely finished in burnished gold and black the famous Webster Precision Tone unusual volume for reproduction through screen grid sets other refinements distinctively Webster. List price.....\$21.00



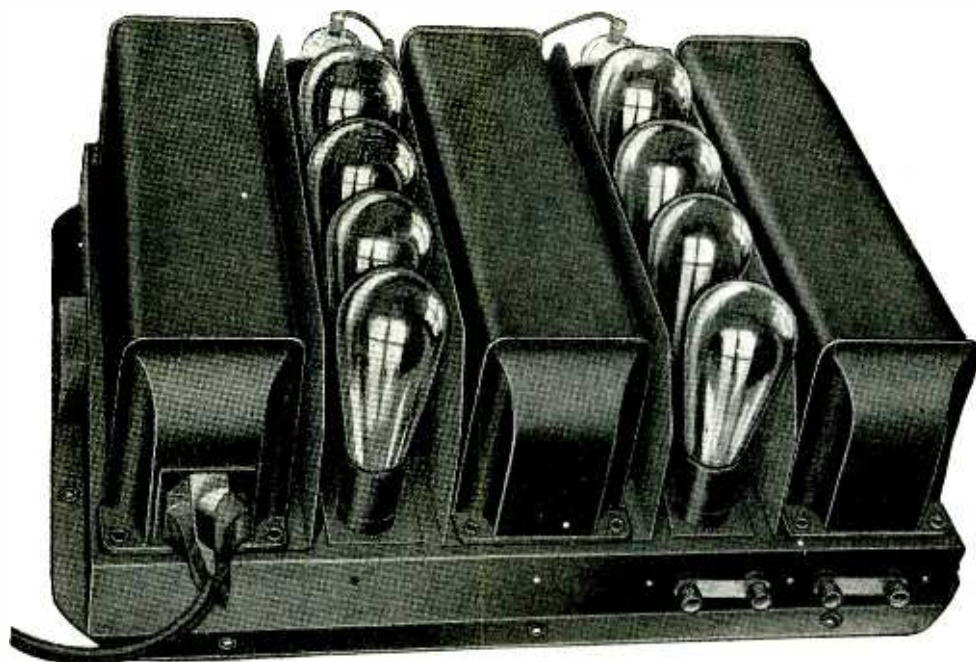
Model 3 A Webster Pick-up all the features which have made Webster known for excellent performance yet modestly priced. List price.....\$14.00

Model 3 B Webster Pick-up includes Pick-up head, separate volume control, and necessary adapters. List price.....\$12.00



Webster

W *Electric Pick-up*



PAM 29—PRICE \$225.00—POWER OUTPUT 18.6 WATTS

Why your dollar buys more in the NEW PAM

THE efficiency (low operating cost) of a PAM is so high that considerably less current is used for a given power output.

Hermetical seal of components assures continuous operation in tropical climates and on humid days. This is the same type of construction required by the U. S. government, to whom we supply similar units.

Condensers are built to our specifications calling for a life expectancy of 25 years of continuous operation. High-priced sockets are used that continue to make good contact year after year. A finish consisting of one coat of baked enamel followed by one coat of Duco ensures the PAM retaining its appearance after long service.

A temperature rise, exclusive of tubes, for continuous operation is so low (only 20° C. or less above surrounding air) that no strain is put on component parts, and no fire hazard is present.

Power resistors are of a non-metallic type to assure freedom from open circuit. Built-in variable voltage compensation (from 100 to 130

volts) is provided. Fuses and fuse protection covers give additional safety.

You are assured a frequency characteristic that is *exactly* as we specify (approximately flat between 50 and 10,000 cycles). If a flat frequency characteristic is not desired, use our Qualpensator to change it to suit any condition or ear.

Longer tube life keeps down operating cost. We have records of numerous PAMs that have used the original set of tubes for more than two years of continuous operation.

Drawn extra heavy bases and containers of polished steel insure internal parts against physical damage which might occur in shipment or in use. Two values of output impedance (500 and 2000 ohms) assure maximum energy transfer without the usual loss.

A folder, No. RR22, "More Power per Dollar," gives all mechanical and electrical specifications of these new PAMs. Write for it.

Main Office:
Canton, Mass.

Samson Electric Co.
MANUFACTURERS SINCE 1882
MEMBER
RMA

Factories: Canton
and Watertown, Mass.



A M E R I C A ' S FINEST RADIO

Naturally Brings You

MORE PROFIT

Star-Raider, always the standard-bearer for the industry in quality, brings to you now a new and fuller opportunity.

To you, a better product permits better price, greater satisfaction and a fuller margin of net profit. There are always people in every market who insist upon buying a better product.

That's the reason we know you will want to include Star-Raider Radio in your plan for this season. The line comes to you backed by an experienced organization, ably financed, and with a quality reputation of widespread importance.

Dealers and Distributors who have not received our new merchandising plan, with details of discounts, prices, and models, will find it highly profitable to do so at once.

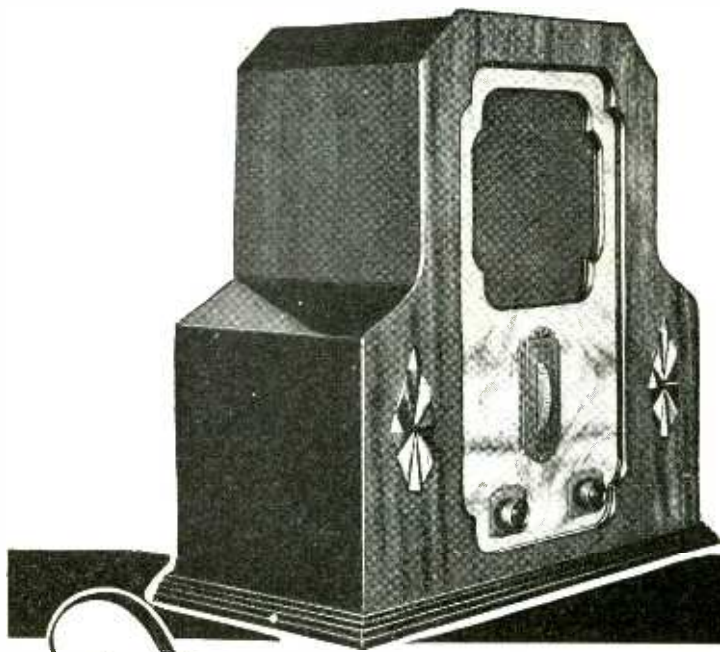
CONTINENTAL RADIO CORPORATION
FORT WAYNE, INDIANA



STAR-RAIDER

AMERICA'S FINEST RADIO





PILOT MIDGET

THE SET YOU CAN SELL MOST OF AND MAKE MOST ON
 Compact A-C receiver in handsome two-tone walnut cabinet gives full console quality reproduction. 2 stages Screen Grid assures selectivity: Screen Grid power detector safeguards tone: 1 stage 227 audio, 1 stage 245 power audio give volume: 280 rectifier in special pack for \$ **59**.50
 power. Specially designed electro dynamic speaker. Full shielding.

Now

Retailers of Radio Direct with PILOT'S

Pilot manufactures its own bakelite mouldings, metal stampings for chassis, transformers, dials, escutcheons, etc; die casts its own aluminum alloys.

Pilot makes its own coil forms and winds them, also winding its own audio and power transformers.

Pilot also makes all parts for and builds power amplifiers for sound distribution systems.

DEALERS qualified to receive Pilot's NEW Direct-to-Dealer Franchise are offered unusual profit-making possibilities because Pilot eliminates all in-between profits, allowing to Pilot dealers the largest money making margin ever.

Pilot charges no manufacturer's profit—only a sales profit with prices based on how economically good products can be built by large scale methods—never on how much product can be moved by high pressure selling.

Every essential of a radio receiver is made by Pilot, except

PILOT RADIO & TUBE



Other names in radio may be better known, but Pilot products are more widely used throughout the world than any others. Licensed radio amateurs, who relay messages around the world, use and endorse Pilot products. Short-wave listeners at the jumping-off places of the earth depend on Pilot sets, tubes and auxiliary apparatus, to keep them in touch with civilization.



can Profit from Dealing Greater Radio Plant! !

cabinets. The new Pilot plant at Lawrence, Mass. is the largest in the world, owned and operated by a radio manufacturer. The ever increasing international demand for Pilot products can no longer overtax Pilot production.

In 1930 as always, it is safe to do business with Pilot because conditions cannot compel Pilot to dump products.

Dealers who are looking for NEW LIFE for their business should ask IMMEDIATELY for details of PILOT'S DIRECT-TO-DEALER FRANCHISE. Do so before your territory is assigned.

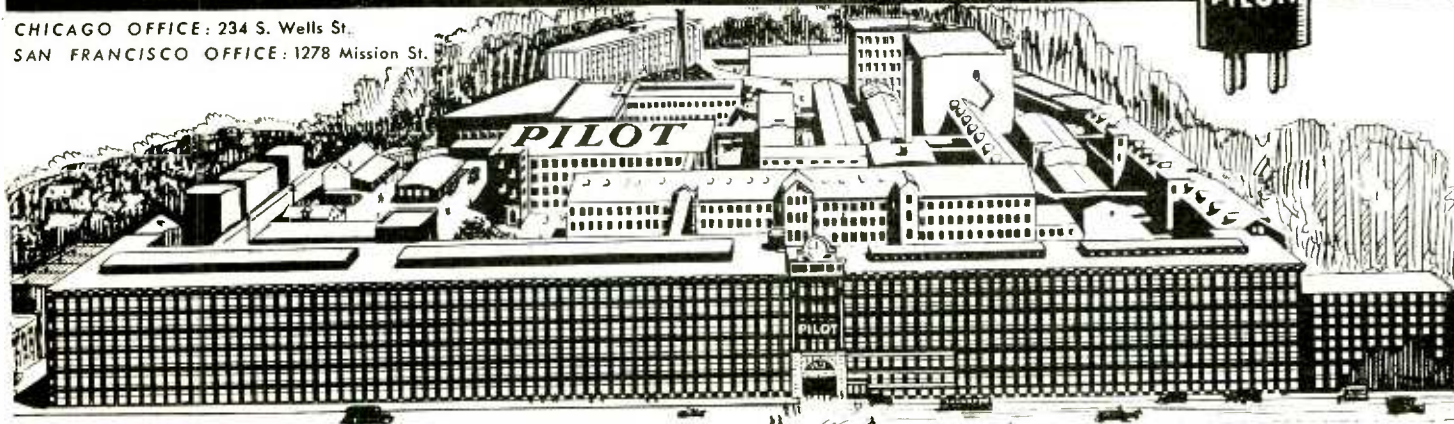
DEPENDABILITY

Pilotron Radio Tubes are the choice of professionals because of their dependability—and Pilotron nets dealers the greatest margin of tube profit with the least service troubles and replacements.



CORPORATION • LAWRENCE, MASS.

CHICAGO OFFICE: 234 S. Wells St.
SAN FRANCISCO OFFICE: 1278 Mission St.



SMALL RADIOS ARE THE THING!

The JESSE FRENCH RADIO



JUNIOR MODEL

\$ 69⁵⁰

COMPLETE WITH TUBES

**Features
That Command
Attention!
And Guarantee
Real Profits!**

Chassis

Heavy gauge steel plate, guarantees long life and freedom from minor troubles often found in poorly braced and supported chassis.

Circuit

The new Loften-White improved circuit giving the utmost in selectivity, power and tone, with a minimum number of tubes.

Speaker

A powerful Dynamic Speaker, built by Rola.

Tubes

Five tubes in all—three Screen Grid, one No. 245, and one No. 280. Especially matched and packed in Junior Model kits.

Accessibility

The chassis may be removed from cabinet in a few minutes. Replaceable fuse, and dial light may be replaced or changed from beneath without removing any parts.

A new wave of Radio business is sweeping the country. The small radio has come into great popularity.

Experienced dealers are not meeting this new demand without careful thought. It is important to offer a radio that gets everybody's approval immediately.

Three screen grid tubes—245 power output—dynamic speaker—there's a world of reasons why this Junior Model can become a "best seller" for you.

Its beautiful burl walnut cabinet will harmonize in any setting.

As in all things, there had to be an outstanding small-sized radio. Here it is!

Small in size—big in sales—masterful in design—a grown-up for distance—select in tonal quality, the new Jesse French Junior model is the youngest member of a famous family of radios.

Distributors—a few territories are still available.

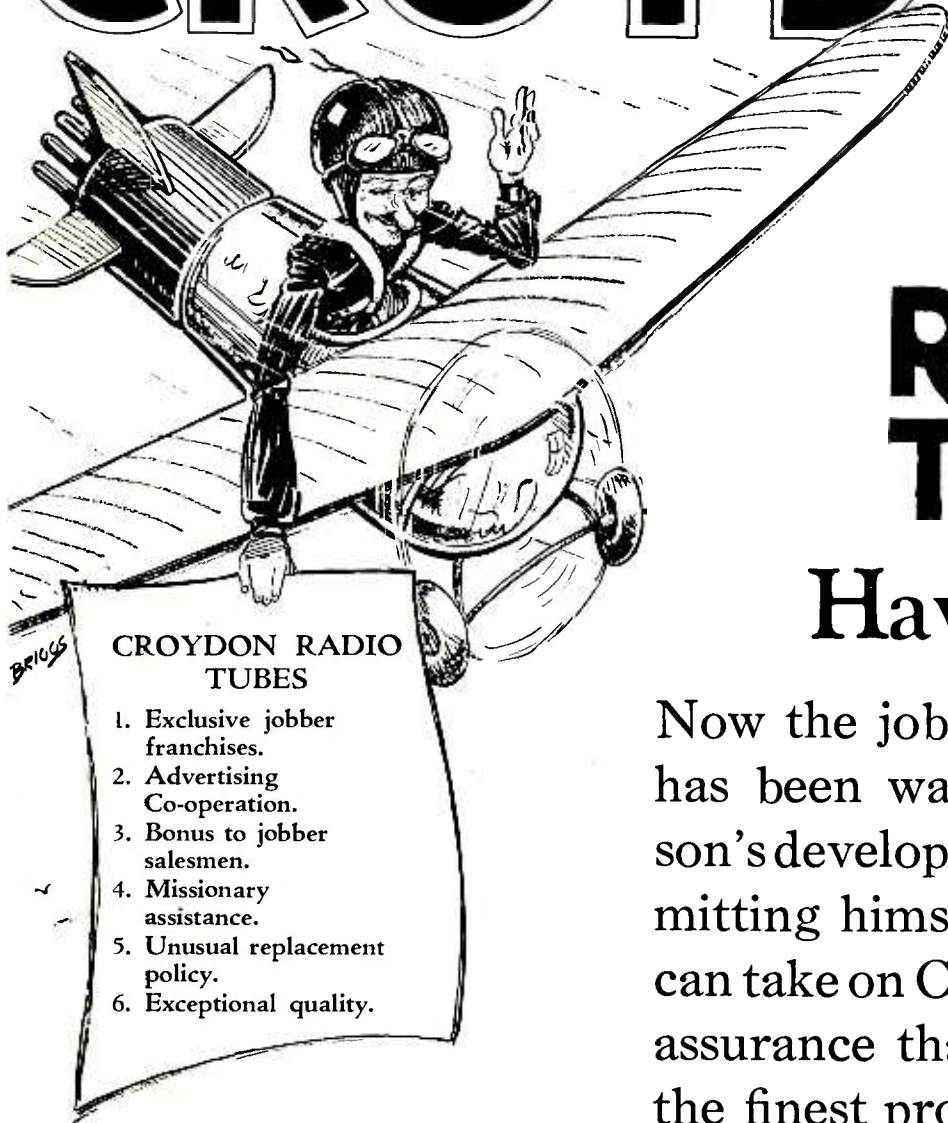
Dealers—Write for name of our nearest distributor.

JESSE FRENCH & SONS PIANO CO.

Radio Division
Newcastle, Indiana

IMMEDIATE DELIVERIES

CROYDON



CROYDON RADIO TUBES

1. Exclusive jobber franchises.
2. Advertising Co-operation.
3. Bonus to jobber salesmen.
4. Missionary assistance.
5. Unusual replacement policy.
6. Exceptional quality.

The only American made tube passed by Croydon test.

RADIO TUBES

Have Arrived

Now the jobber or dealer who has been waiting for the season's developments before committing himself to a tube line, can take on Croydon with every assurance that he has selected the finest product the industry affords.



CROYDON DIVISION

GOLD SEAL ELECTRICAL CO.

250 Park Avenue

New York

**AS SETS
IMPROVE**

—as standardized performance is approached—the appearance of the cabinet has become an increasingly important factor in sales.

For this reason more and more set-makers are turning to

ADLER-ROYAL

for the assurance of authentic styling, meticulous workmanship and actual economy.

They realize that ADLER-ROYAL combines an experience of over 25 years in fine cabinet-making with production economies that mean the right cabinet, at the right time and at the right price.

ADLER MFG. CO., Incorporated
LOUISVILLE, KY.

**DEPENDABLE
CABINETS
NEED COST
NO MORE**



**DON'T OVERLOOK PARTS
AND ACCESSORIES**

With just a little extra selling effort and a very small investment, you can increase your profits by stocking nationally known and established sellers among parts and accessories such as Corwico products. Your investment is small—the turnover is rapid—your profit is attractive.

Thousands of dealers are making money with Corwico products. You can, too. If your jobber cannot supply you, write us for complete catalog and full particulars regarding the Corwico line. We call your particular attention to these

THREE GOOD SELLERS



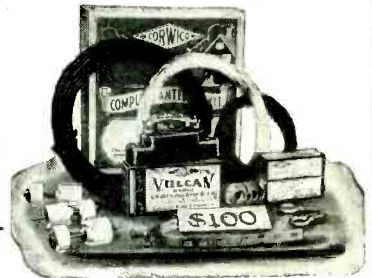
Corwico Vulcan Lightning Arrester

It also dissipates accumulated static charges. Backed by \$100 guarantee. Sells for a dollar. A timely item right now.



**Corwico Braidite
Hook-up Wire**

Braidite is recognized by the trade as the best hook-up wire made. It's a year round seller. A good item.



**Corwico No. 4
Antenna Kit**

Includes a Corwico Vulcan Lightning Arrester. All other equipment also of the highest quality. An unequalled value for two fifty list.

OTHER CORWICO PRODUCTS

- | | |
|---------------------|------------------|
| Antenna Wire | Lead-in Wires |
| Antenna Kits | Hook-up Wires |
| Antenna Accessories | Annunciator Wire |
| Lightning Arresters | Cables |

See the Corwico Display
Radio World's Fair, New York, Section KK—Booth 5

CORNISH WIRE COMPANY
28 CHURCH ST., NEW YORK CITY

MAKERS OF THE FAMOUS



BRAIDITE HOOK-UP WIRE

Capehart

The Capehart Corporation, Fort Wayne, Ind.

Pioneers and Leaders in Automatic Record-Changing Devices



H. E. Capehart
President and General Manager
The Capehart Corporation

IN SO FAR as our company has been instrumental in spreading the idea of automatic music to the public, I am happy to have contributed to the solution of the music dealer's problems. It is an approach to the "good old days" when every instrument sold brought repeat profits in the shape of record sales. I believe that the progress of the industry lies in the manufacturer giving more thought and consideration to the means by which the individual dealer may increase his profits.

A handwritten signature in black ink, appearing to read "H. E. Capehart", with a stylized flourish at the end.

Simplex



MIDGET MODEL H

\$59⁵⁰
Less
Tubes

A full fledged Electric Radio—Compact
Trim—Symmetrical. Dynamic Speaker.
Burl Walnut Cabinet

TRIPLE SCREEN GRID

Kilocycle Calibration—Built-in Antenna—
Completely Shielded—Illuminated Dial

Television Attachment

The Simplex Radio Co., Sandusky, O.

Makes Midget Sales Profitable!

Master Filtered Aerial

Successor to the Roof Antenna

Here is a real aerial for midget sets! Banishes all outside wires. No dangerous roofs to climb. Saves time and money. Has a capacity equal to a good 60-foot outside aerial. Non-directional and non-corrosive. Requires no lightning arrester. Fastens anywhere on cabinet with small screw. Not a light socket aerial, hence it picks up no line noises. Made of polished bakelite. Just the thing to meet the competition of FREE INSTALLATION in your town!

List Price, \$2.00



Master Voltage Control

Protects AC Tubes from High Voltage



Wherever the line voltage exceeds 118 volts sell your customer a MASTER VOLTAGE CONTROL. It will protect your profits and make you money. Remember FREE SERVICE CALLS to replace burned out AC tubes never made any money for the dealer. Sell a MASTER VOLTAGE CONTROL with every Midget set.

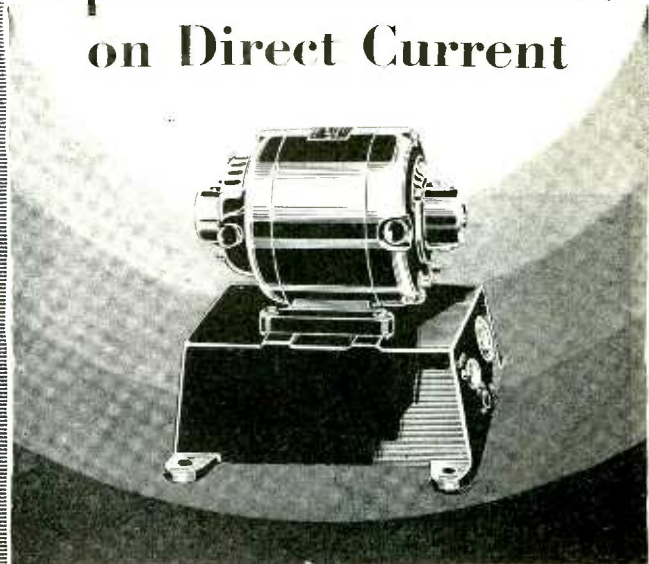
Standard Type for magnetic speakers, \$2.00

Heavy Duty Type for dynamic speakers, \$2.50

Order at Once from Your Jobber

MASTER ENGINEERING CO.
771 Mather St., Chicago, U. S. A.

Operates A. C. Radios on Direct Current



The new Janette 32 volt Rotary Converter is the most completely equipped rotary converter on the market. Furnished complete with filter, cord and plug for D. C. side and receptacle for A. C. side.

Perfect filtration of current generated by this machine eliminates all hum and ripple, and makes A. C. radio reception equally as enjoyable as with A. C. supplied by central station.

Thousands of Janette Rotary Converter installations all over the world prove that the problem of how to operate A. C. radios on direct current has been satisfactorily solved. Units available for all D. C. voltages.

Write for Bulletin 730-C

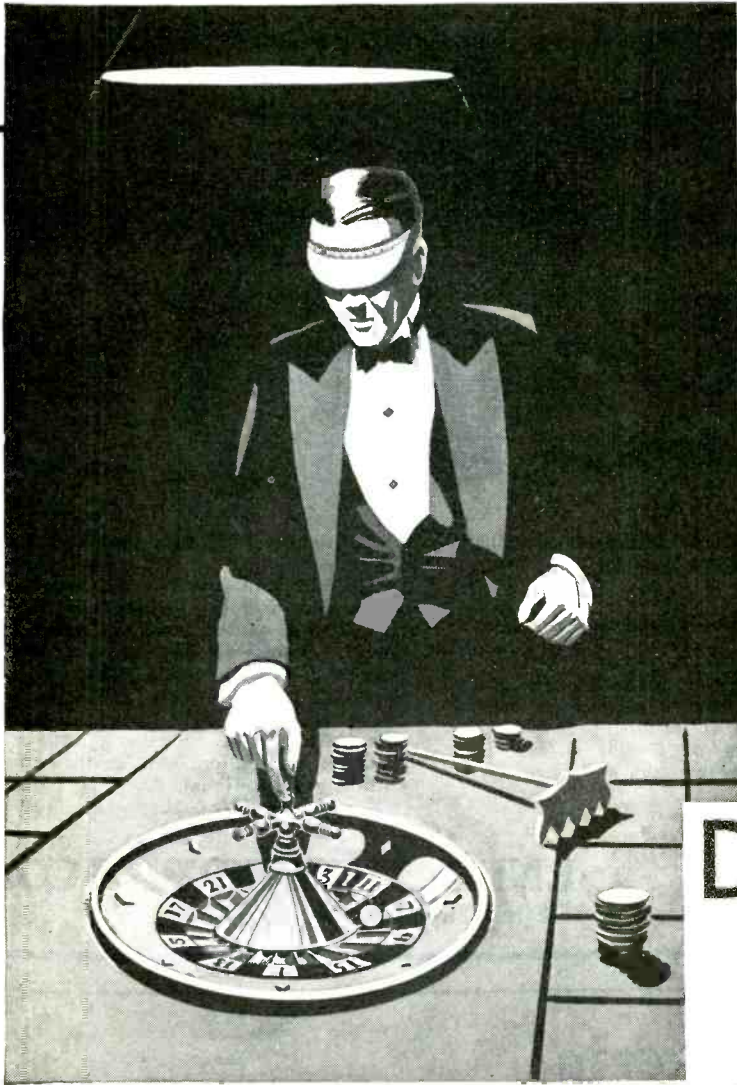
JANETTE MANUFACTURING CO.

555 West Monroe Street, Chicago, Ill.

Singer Bldg., 149 Broadway,
New York

Real Estate Trust Bldg.,
Philadelphia

Harrison Sales Co., 314 Ninth Ave. N. Seattle, Wash.



DON'T TAKE CHANCES

●●● WHEN YOU ARE BUYING RADIO TUBES

Lady Luck or Old Man Chance have never produced a consistent winner! Nowhere does that truth apply more strongly than in the buying or selling of radio tubes.

You will find every development known to radio tube science *all* built into the new, improved TRIAD line. Types T-24 and T-45 have been entirely redesigned to assure greater power output and less distortion at higher signal voltages. Type T-50 has been strengthened to withstand the most severe usage.

All thru the entire TRIAD line you will find the same sensational improvements carried out.



NEW 210 TUBE

We have designed this tube for strenuous service under transmitting conditions. The filament is thoriated tungsten and the plates are molybdenum. At exhaust, each 210 is individually treated and evacuated for the highest possible vacuum.

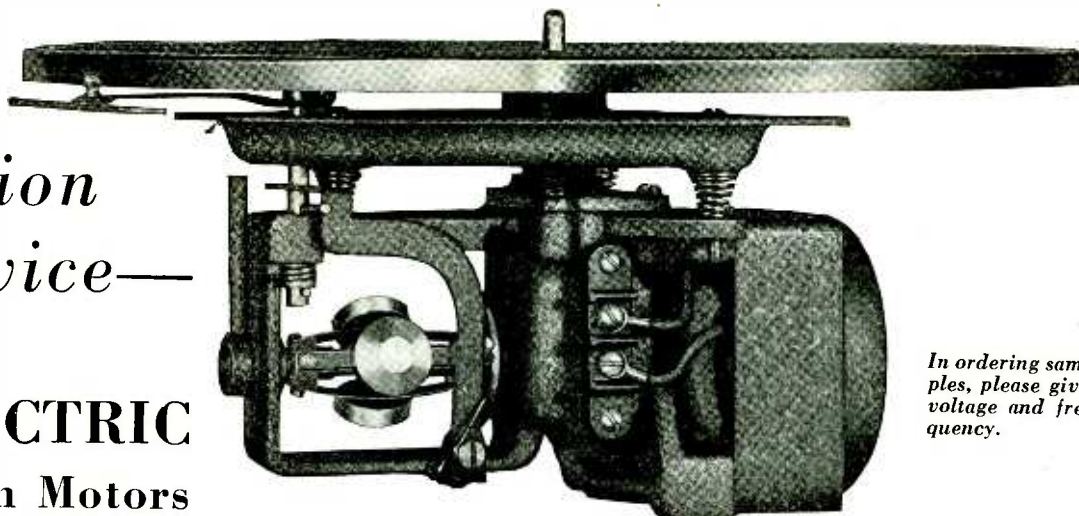
For further information send for our bulletin T-10. Special prices extended to Licensed Amateurs and Members of A. R. R. L.

... TRIAD Tubes are fully licensed under all R.C.A., General Electric Co., and Westinghouse Electric Mfg. Co. patents!



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

for
Perfection
of service—
FLYER
ELECTRIC
Phonograph Motors



In ordering samples, please give voltage and frequency.

CCAREFUL tests for more than a year, by the largest and most exacting buyers, have brought out more than ever the distinct *superiority* of Flyer Electric Phonograph Motors.

Judges of value are buying them heavily, for all radio-phonograph combinations and pick-up units.

Along with their outstanding response to all demands, Flyer Electrics are the popular choice for other reasons. Ample assurance of highest dependability is behind every Flyer Electric. Fifteen years of leadership in phonograph motor manufacturing and a quarter century of similar success in electrical manufacturing is the record of the Flyer organization and plant.

Made to match high standards of quality and service.

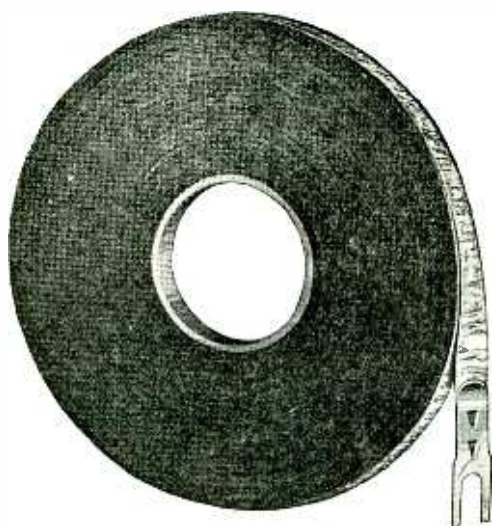
The Green Flyer Electric Phonograph Motor, smaller and lighter than the Blue Flyer, is dependable for uniform turntable speed under severe variations of voltage and record drag. Responsibly Guaranteed.

The Blue Flyer Electric Phonograph Motor, developed especially for radio-phonograph combinations. Has ample power for heaviest pick-ups on all records—known for abundant reserve power. Furnished for use on all voltages and frequencies. Open construction with complete ventilation. Silent spiral-cut fibre gears; long oversize bearings. Supplied complete ready for installation. Automatic stop equipment is optional.

Responsibly Guaranteed

The **GENERAL INDUSTRIES CO.**
3043 Taylor Street, Elyria, Ohio

A Genuine Radio Aerial
Ingeniously Easy to Install—



Patent Applied for

SAMPSON
STIKTAPE AERIAL
INSTANTLY INSTALLED

AAERIAL eliminators or condenser-type aerials were originally produced to answer a legitimate call for help. *The dealer had to simplify installations wherever possible.* But—sadly enough—they lacked one great requirement of a radio aerial—namely, induction value.

STIKTAPE is not an attempt at aerial elimination nor at aerial substitution. *It is a genuine Radio Aerial.* It has the capacity of four Number 14 copper wires in parallel and an induction value equivalent to that of a good outside antenna.

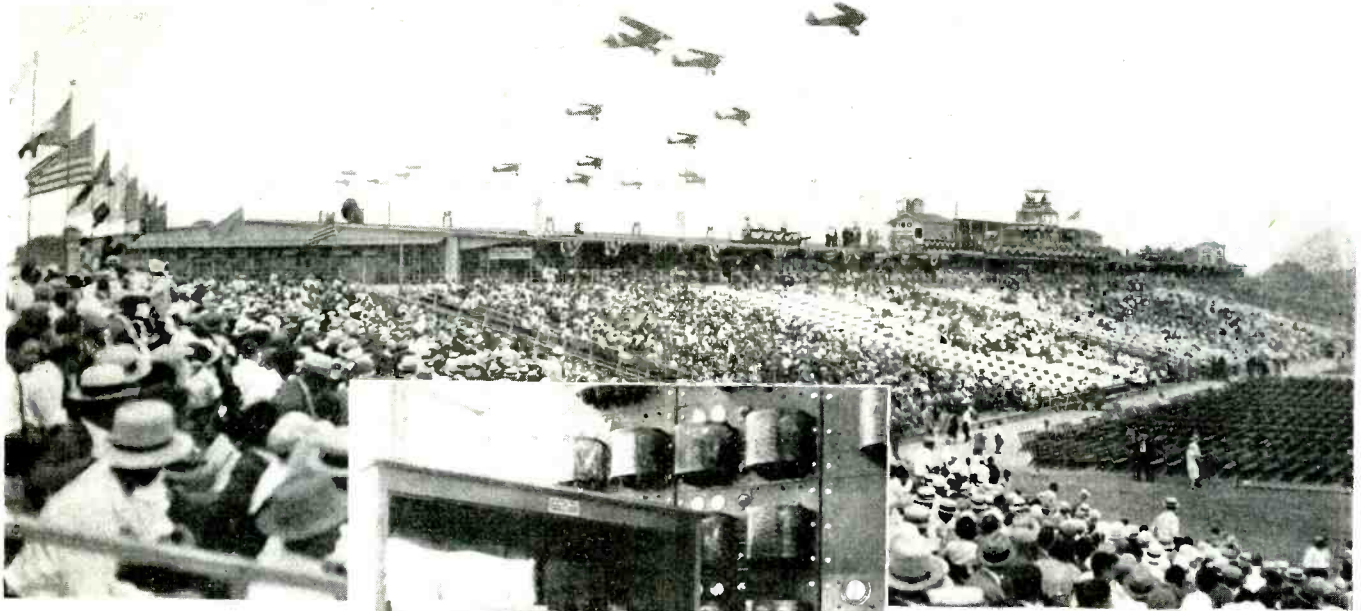
But that only starts the story—it is so far superior to anything else in case of installation that we feel we can safely term it the most welcome contribution to Radio in many a day.

ORDER it from your jobber today (if he doesn't have it now he will have it very soon) and see if it does not do for you what it has already done for thousands of other dealers:—simplify installations to where they require less concern and time on your part than ever before in all your experience. The list price is \$1.00—it is packed twelve to a carton—twelve cartons to standard shipping package.

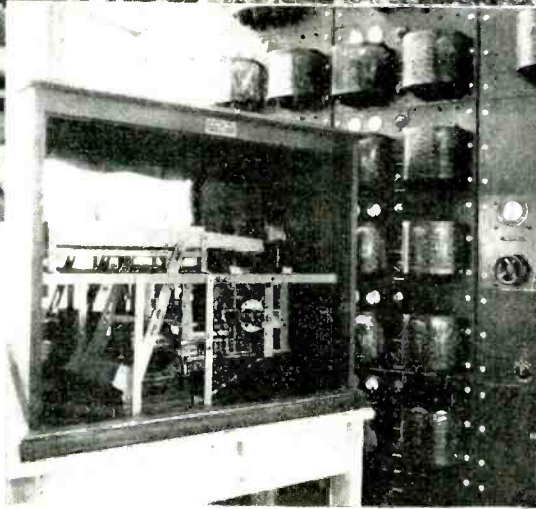


SAMPSON INDUSTRIES, Inc.

ST. LOUIS, MO.



(Above) — Army Fliers sweep across CURTISS Field to demonstrate how Aerial Attack is made.



(At left)—Control room CURTISS-REYNOLDS AIRPORT, CHICAGO, showing the Mechanic-Dynamic Automatic Phonograph Mechanism.

WESTERN "Automatic" thrills National Air Race Fans

In conjunction with the amplifying and speaker equipment the new WESTERN 30-Selection AUTOMATIC PHONOGRAPH entertained an average of 50,000 persons each day. Installation made by the OPERADIO COMPANY, St. Charles, Illinois.

SAID to be the largest installation of its kind, the Public Address System at CURTISS-REYNOLDS AIRPORT, CHICAGO, included the new and much talked of MECHANIC-DYNAMIC AUTOMATIC PHONOGRAPH mechanism. The Standard Chassis 30-Selection Automatic wonder will continue as a permanent installation at this airport to thrill the thousands of air fans with its perfect performance.

USED

wherever the best is demanded!



GLADYS O'DONNELL, winner of "Powder Puff" Derby.

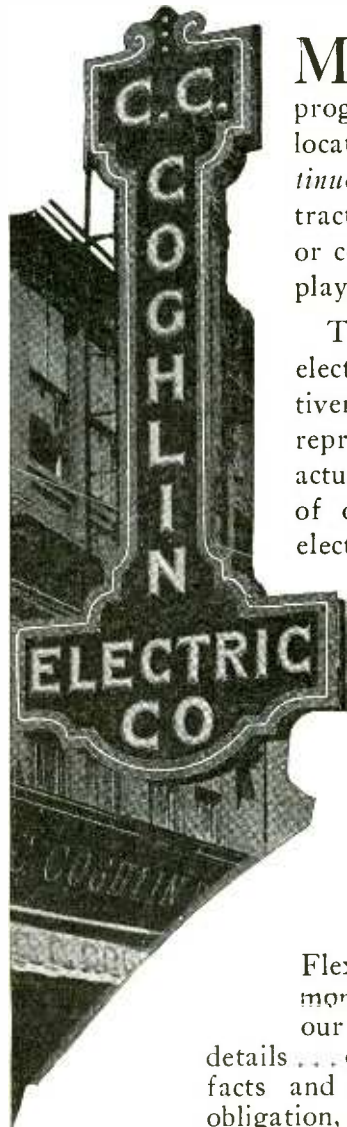
WESTERN ELECTRIC PIANO CO.

Manufacturers of Quality Automatic Musical Instruments.

850 BLACKHAWK STREET, CHICAGO, ILLINOIS

Send for a free booklet, "A Sound Line"

FLEXLUME NEON Adds New Sales Pull to Your Business



Mark your business as progressive. Give your location the strongest continuous day-and-night attraction of a Flexlume neon or combination electric display.

To appreciate 100% electrical advertising effectiveness, ask a Flexlume representative to show you actual examples in your city of our latest combination electrics. They utilize the living flame of colorful neon letters or borders with the white splendor of Flexlume raised glass letters . . . or flashing exposed lamps for spectacular effect.

In many cities businesses are now enjoying the benefits of Flexlume displays on a monthly service-rental. Ask our local representative for details . . . or write us to submit facts and color sketch, without obligation, of an attractive display for your building front or roof. Address FLEXLUME CORPORATION, 1050 Military Road, Buffalo, N. Y. Factories also in Toronto, Can., Atlanta, Ga., Kansas City, Mo. and Houston, Tex.

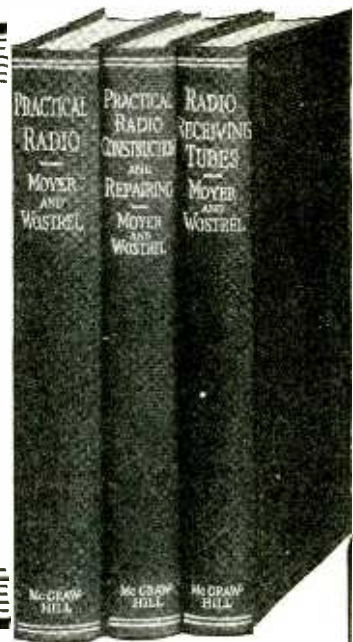
Proven most productive of results is the Flexlume combination of illuminated raised glass letters with border or letters of colorful neon tube.



NEON TUBE...
RAISED GLASS
LETTER . . . EXPOSED
LAMP or COMBINATIONS

SALES AND
SERVICE OFFICES
IN CHIEF CITIES OF
U. S. AND CANADA

a complete
library
on building,
testing and
repairing
radio sets



A MODERN and practical library that covers the building, repairing and servicing of radio receiving sets— It serves alike the needs of the amateur and the commercial dealer and serviceman—

Radio Construction Library

Three volumes, 993 pages, 561 illustrations, 6x9.

By JAMES A. MOYER, Director of University Extension, Massachusetts Department of Education, and JOHN F. WOSTREL, Instructor in Radio Engineering and Supervisor in Charge of Industrial Subjects, Massachusetts Department of Education.

Volume I.—PRACTICAL RADIO: This volume presents the fundamental principles of radio so clearly and simply, that anyone of average training will be able to read, understand and apply them. In one chapter alone, it gives actual working drawings and lists of materials necessary for the construction of eight typical sets.

Volume II.—PRACTICAL RADIO CONSTRUCTION and REPAIR: All of the elementary principles of radio construction and repair are given full consideration. An explanation of the necessary steps together with a description of the accepted practices, for repair and construction of radio are covered.

Volume III. — RADIO RECEIVING TUBES: In this volume the essential principles underlying the operation of vacuum tubes are explained in as non-technical a manner as is consistent with accuracy. It gives the construction, action, reactivation, testing and use of vacuum tubes and applications for distant control of industrial processes and precision measurements.

10 DAYS' FREE EXAMINATION—SMALL MONTHLY PAYMENTS

Examine these books free for ten days. You will find them invaluable as a home study course and as a reference in the daily radio problems which you meet in your business. Simply fill in the coupon and the books will be sent to you postage prepaid; there is nothing to pay if they do not prove satisfactory. At the end of ten days send us only \$1.50 and then \$2.00 a month until the price of \$7.50 has been paid. If at the end of the examination period the books are not satisfactory return them to us—No red tape—No agents.

Fill in and mail this coupon—now

McGraw-Hill FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc., 370 Seventh Avenue, New York.

Gentlemen:—Send me the NEW RADIO CONSTRUCTION LIBRARY, all charges prepaid, for 10 days' Free Examination. If satisfactory I will send \$1.50 in ten days and \$2.00 a month until \$7.50 has been paid. If not wanted I will return the books at your expense.

Name

Home Address

City and State

Name of Company

Occupation R.R. 9-30



THE OXFORD CHROMATROPE BRINGS IN THE MISSING MUSIC

The complete range of audible sound, with the correct relative intensities of bass, intermediate and treble. As this is a new definition of tone, so the Oxford Chromatrobe sets a new standard of sound recreation. It reproduces the lowest drum notes, the lowest overtones of every musical sound, as well as the highest violin notes with their highest overtones. Here is complete music for the first time. Exquisitely sweet or magnificent and tremendous, as the mood suits you, but always superlatively colorful.

The Model 150—the Radio Phonograph combination is illustrat-

ed, with licensed tuner—Price \$328.00. The straight radio is \$268.00.

The cabinets are gorgeous art creations, amazingly beautiful.

The Oxford Chromatrobe is marketed through distributors and dealers, with exclusive territories and guaranteed price maintenance. It sells the instant you turn it on.

Deliveries are now being made. Distributors, dealers, sales representatives, write immediately for full information, our sales plan, territory available, and discounts.

Valuable franchises are available for the right concerns.

OXFORD • RADIO • CORP • CHICAGO ILL

BUILD YOUR POWER-PACKS WITH PUNCTURE-PROOF FILTER CONDENSERS

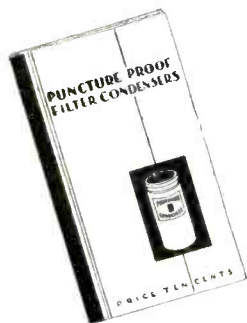
AND ELIMINATE, ONCE FOR ALL TIME, THE DANGER OF HIGH-VOLTAGE BREAKDOWN.

Prominent Radio Manufacturers, who have been using Mershon Electrolytic Condensers for years (over 3,000,000 of them in use today), continue to do so, for they provide better filtering, greater reliability and almost unlimited life—at lower cost.

In building power-packs for receivers, transmitters or power-amplifiers (or in repairing them) your problems closely parallel theirs.

You can profit from their experience

**THIS
NEW
BOOKLET
SHOWS
YOU
HOW**



It is the most complete, helpful booklet on Electrolytic Filter Condensers ever published. In successive chapters it deals with voltage surge effects, condenser life limits, moisture, safety-valve action, cost and size,—and carefully and completely analyzes them from a very practical point of view.

It contains complete descriptions of the newest types of Mershon Electrolytic Condensers, and shows effective circuits for their use. Although priced at 10 cents, it will be sent FREE on request to Radio Dealers and Service Men.

SEND FOR FREE COPY TODAY

The Amrad Corporation
360 College Avenue
Medford Hillside, Mass.

Sole Manufacturers of Mershon Electrolytic Condensers

Please send me a FREE copy of your new booklet "Puncture Proof Filter Condensers."

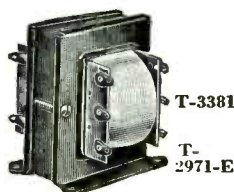
NAME

STREET

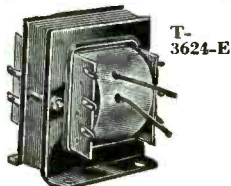
CITY STATE

REPLACEMENT TRANSFORMERS by THORDARSON

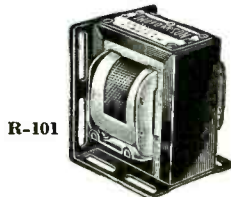
Replacement Power Transformers



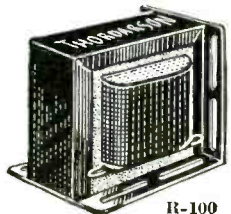
T-3381 for single "171" tube in output stage.
T-2971-E for "171" push-pull tubes in output stage



for "245" push-pull tubes in output stage
Replacement Input Transformer



for push-pull tubes in output stage
Replacement Audio Transformer



Install tone quality in unsatisfactory sets by replacing inferior, obsolete, or worn out units with THORDARSON REPLACEMENT TRANSFORMERS . . . it is what the set owner hears . . . the improvements in audio amplification . . . that makes pleased customers.

THORDARSON Replacement Transformers are constructed according to the true high standards set by all THORDARSON apparatus . . . and they are almost universal in application.

A small stock of THORDARSON Replacement Transformers enables you to recondition a wide variety of sets, with minimum investment in stock. For sale at all good Parts Dealers everywhere.

SEND TODAY for the new catalog of Replacement Power and Audio Transformers.

THORDARSON

TRANSFORMER SPECIALISTS SINCE 1895 . . .

Thordarson Electric Mfg. Co.
Huron, Kingsbury and Larrabee Streets, Chicago, Ill.

Ex-Divot Diggers *know*

*the worth of
business papers*

“**L**AST year I got a healthy tan digging divots. This year I've acquired a Pullman pallor digging for business. And let me tell you: this year I realize the dollars-and-cents value of my business papers.”



You'll hear the same story from business executives the country over, in every line of industry or trade—yes, and from professional men too. These are the times that try the worth of every business thing. And from the welter of work and worry the business paper emerges with firmer friends and a brighter prestige than ever before.

For the business paper is one institution which, without fuss or feathers, goes quietly



THIS SYMBOL identifies an ABP paper . . . It stands for honest, known, paid circulation; straightforward business methods, and editorial standards that insure reader interest . . . These are the factors that make a valuable advertising medium.

about its work of telling how to do a better job. And the business concern of today is up against

the problem of doing a better job or going to the wall under pressure of competition.

Hence the greater appreciation of business papers among business men—evidenced by a closer study of their pages and an increased use of the data that business papers bring. Hence the marked confidence in the leadership of business papers—shown by a readiness to follow their lead in the turmoil of changed conditions.

Hence, too, the reliance upon the business paper as a primary advertising medium, indispensable for reaching industry, trade or profession—attested by a notable steadiness of business paper advertising volume.

This publication is a member of the Associated Business Papers, Inc. . . . a cooperative, non-profit organization of leading publications in the industrial, professional and merchandising fields, mutually pledged to uphold the highest editorial, journalistic and advertising standards.

+ + +

THE ASSOCIATED BUSINESS PAPERS, INC.
TWO-NINETY-FIVE MADISON AVENUE · NEW YORK CITY

Control Counts Most!

BABE RUTH recently wrote that "Control makes a pitcher and lack of it breaks him."

Simple . . . easily understood.

In radio it's also a case of CONTROL. That's where CENTRALAB comes to bat with a Volume Control that is as smooth as Dizzy Vance's pitching —yet as powerful as Babe Ruth's slugging.



CENTRALAB volume controls in millions of radio receivers are making this a nation of red hot radio fans.



Write Dept. 140-D for Free Booklet, "Volume Control, Voltage Control and their uses."

Centralab

CENTRAL RADIO LABORATORIES
Dept. 140-D, 20 Keefe Ave., Milwaukee, Wis.

ACME WIRE PRODUCTS

Parvolt Filter and By-Pass Condensers,
Coils—Magnet Wire Wound,
Varnished Insulations

Magnet Wire - - - All Insulations

All products made to Recognized Commercial Standards, including those of:

National Electric Mfrs. Assn.
Radio Manufacturers' Assn.
American Society for Testing Materials

For more than 25 years manufacturers and suppliers to the largest and most discriminating users.

THE ACME WIRE CO.
NEW HAVEN, CONN.

Branch Offices

New York
52 Vanderbilt Ave.

Chicago
842 N. Michigan Ave.

Cleveland
Guardian Bldg.

Business Wants

THE *Searchlight* Section of this paper represents a meeting place for men and concerns who have immediate business "wants" to fill—the section covers

Agencies Wanted
Agents Wanted
Books and Periodicals
Business Opportunities
Civil Service Opportunities
Contracts Wanted
Desk Room for Rent or Wanted
Educational
Employment Agencies
Employment Service
Foreign Business
For Exchange
For Rent
For Sale
Franchises
Labor Bureaus
Miscellaneous Wants

New Industries Wanted
Office Space for Rent or Wanted
Partners Wanted
Patent Attorneys
Patents for Sale
Positions for Sale
Positions Vacant
Positions Wanted
Property for Sale
Representatives Wanted
Salesmen Available
Salesmen Wanted
Spare Time Work Wanted
Sub-Contracts Wanted
Tutoring
Vacation Work Wanted
Work Wanted

"SEARCHLIGHT"

Here It Is!

The Sensation of the
Radio World!

The New Model 50-301 "UNITED" RADIO

with the
Super-performing, Treble to Bass Tone Control



“R
E
C
E
P
T
I
O
N
T
E
L
L
S”

At **\$99⁵⁰** Complete

8 Tubes—including 4 Screen Grids—Screen Grid Power Detector—Super-Performing, Treble to Bass Tone Control—Dynamic Speaker—Perryman Tubes—Phonograph Connections—Low Boy Cabinet—Licensed by R. C. A.

RADIO DEALERS need what the United Franchise offers them—A Radio which by sheer merit and Low Price is growing in demand every day by leaps and bounds.

Powerful, Selective, Accurate, Humless, Marvelous tone quality, Super-Performing, Treble to Bass Tone Control. Beautiful Cabinets—Incomparable Prices!

HEAR IT! That is the only way to judge the merits of the "United" Radio—Only then can you know what we mean when we say "America's Greatest Value"—Only then can you know why so many of the leading Radio Dealers are concentrating their purchases on "United" Radios—Send that order Today. Prove to your own Satisfaction the Superiority and Selling Appeal of "United" Radios.

DON'T WAIT. Write or Wire Today for Complete Information in regard to our extraordinary Dealers Franchise.

United Engine Company

MAIN OFFICE: LANSING, MICHIGAN



Handy carton of four
Eveready Raytheon
B-H Tubes

SUGGEST!!! EVEREADY RAYTHEON B-H REPLACEMENTS FOR "B" ELIMINATORS

TRY IT for a week! Keep a carton of Eveready Raytheon B-H Tubes right out front. Suggest them to customers. A new B-H tube makes a big difference in reception.

Because B-H, original gaseous, rectifying tubes, are standard with over 100 makes of "B" power units. Most units were designed for the B-H. The replacement market is tremendous.

Always keep Eveready Raytheon B-H Tubes, four in the handy carton, out in display.

* * *

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at nine (New York time) from WEAJ over a nation-wide N. B. C. network of 31 stations.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City
New York San Francisco

Unit of Union Carbide  and Carbon Corporation



Trade-marks

NOW... a tone control

FOR EVERY RADIO

You have sold or will sell!

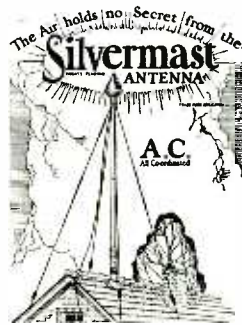


The Orotrol is perfected tone control. List Price \$2.95 each. Packed six each in a standard package. 3 3/8 in. in diameter, 2 3/8 in. high.

MOST new radios have tone control—but what about those you have sold for the past year? Here's a profitable answer—just have your service man step out and install the OROTROL—the most compact complete control you've ever seen. Graduated of course—high notes—low notes—just what you want by the mere turn of the dial. Reduces static, and available for instant installation on all radios with 245 push-pull audio stage. The new OROTROL is priced right, and opens the way for you to quick profits. Wire or write for sample and full details!



1000-1010 George Street Chicago, Illinois
World's Largest Manufacturers of Tonearms and Reproducers



SILVERMAST

ANTENNA

LIST PRICE

\$5.95

COMPLETE

Freight Prepaid on 24 Silvermasts or Over

Sold for 4 years by leading jobbers. Approved by Popular Radio Laboratory, Jan. 15, 1926. Proven, in March, 1930, by the radio editor of a Portland, Oregon, newspaper to be superior in test with three makes of sets and other aerials.

Joint mast like a fish rod and attach to roof. 7-22 tinned copper guy wires and rubber covered lead-in wire, already attached, non-corroding alloy mast, seven feet high, adjustable roof bracket, lead-in strip, ground clamp, insulators, screw, etc., included.

Weight Only 5 1/2 lbs.

One Carton 38x4 3/4 x4 1/4

DEALERS—Write for Nearest Jobber.

JOBBERS—Write for Full Details.

AGENTS—Some Territories Open.

National Sales Rep.

THE JAMES H. BLINN Co.

1800 BLAKE ST., DENVER, COLO.

M'FRS—GOLDBERG BROS., DENVER



Slusser

Coin Radio Attachment

Pays as much as \$40.00 Per Month

ELECTRICALLY AUTOMATIC

Here's a new source of profit

The Slusser Coin Radio Attachment turns radio listeners into profits—can be sold outright or let out wherever people congregate. Easily attached to any radio—fully automatic—requires no wiring, just plug it in. Operates only when a nickel is inserted—plays for six minutes—several coins can be inserted at once.

Get the details today—write for prices, discounts. Address all correspondence to:

R & R APPLIANCE CO.
304 N. Main St., Findlay, Ohio
Exclusive Factory Sales Representative—
Frank E. Pierman, Manufacturer
Ottawa, Ohio

MAYO

FOR

SERVICE MEN

REPLACEMENT TRANSFORMERS, CONDENSERS RESISTANCES

Replace with MAYO. "They're Guaranteed"

CONDENSERS FOR		List	Net
MAJESTIC A.....	\$7.50	\$3.75	
Kodel (3 condensers).....	10.00	5.00	
Kodel (2 condensers).....	7.50	3.75	
Kuprox (same as Kodel)			
Knap (uses 3 this type)...	4.00	2.00 ea.	
Elkon (replacement).....	4.00	2.00	
Fada (ABC).....	4.00	2.00 ea.	
MAYO 4000 mfd. can be used as replacement in most any A eliminator...	6.00	3.00 ea.	

CONDENSER BLOCKS FOR		List	Net
Majestic B.....	\$6.00	\$3.00	
Majestic Special.....	6.50	3.25	
Willard B.....	6.00	3.00	
Zenith.....	7.00	3.50	
Atwater Kent No. 37.....	10.00	5.00	
Majestic Set (1928).....	10.00	5.00	

TRANSFORMERS FOR		List	Net
Majestic B.....	\$5.00	\$2.50	
Majestic A.....	9.00	4.50	
Zenith, Mohawk, Stewart Warner and all packs made by Majestic.....	9.00	4.50	
Atwater Kent.....	8.00	4.00	

RESISTANCES
A Complete Line of Wire Wound Resistances

Write for new catalogue sheets



MAYO LABORATORIES, Inc.
281 East 137th St., New York City

new...



MOUNT
IN ANY
POSITION
∞
HIGH
VOLTAGE
∞
SELF-
HEALING
AND . . .



dry

For the modern radio set, use **CONCOURSE DRY** Electrolytic Condensers. Designed for peak voltages of 500, and higher . . . with a better power factor efficiency than the usual type condenser.



Imagine it! You can mount these **NEW** dry condensers in any position. Light in weight; long-lived on the shelf; models of efficiency and economy!



From less than 1 to 200 or more mfd. Round or square housing. Various types . . . and we can make them to **YOUR** own specifications. They form on applied current to proper rated capacity in a few minutes. Not affected by extreme heat or cold. Self-healing!

Dealers, this is great news for you! Send for literature at once.

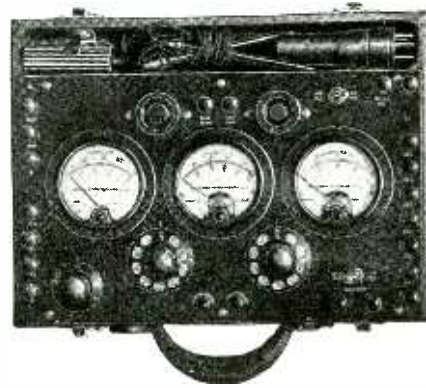


CONCOURSE
ELECTRIC COMPANY, INC.

292 East 137 St.

New York City

Makers of high grade Condensers and Coils



WESTON MODEL 547

*the popular test set
for quality radio service*

Ever since Model 547 was put on the market, it has become increasingly popular among radio dealers and service men who do quality service work. They enthusiastically endorse Model 547 as the ideal set tester for home service work, because it furnishes quick, accurate, reliable readings in testing all the new and old model radio receivers.

For Every Type Radio Receiver

Model 547 is convenient, fast, and reliable in operation, and has several distinctive testing features because of its three meters. It is contained in an attractive, rugged Bakelite case with carrying handle. It is small, light in weight, and simple to operate.

Fully Equipped

Model 547 has three 3½ inch diameter Weston meters—an eight range D.C. Model 301 for 750/250/100/50/10/5 volts, 100/2.5 milliamperes; a double range D.C. Model 301 for 100/20 milliamperes; a five range A.C. Model 476 for 750/150/16/8/4 volts. All tests are made with the use of three rotary switches, selective switches, tester plug and binding posts. A "C" battery is provided for continuity tests. A complete book of instructions with test data on many standard sets is supplied with each tester.

Testing Features of Model 547

Because Model 547 has three meters, simultaneous readings can be made of the heater voltages and plate current while the plate, grid bias, cathode or screen voltages, or the grid, screen or rectifier currents are being measured. Besides permitting all the standard tests for all A.C. and D.C. tubes, it furnishes simultaneous readings of the currents of both plates of '80 type rectifiers. Model 547 also measures line voltages, heater voltages, "A," "B," and "C" battery voltages, resistance ranges of 10,000 and 100,000 ohms, condensers (.25 to 10 Microfarads), currents (20-100 milliamperes D.C.; and with the use of shunts to 2 or 10 amperes for the measurement of trickle chargers) and low and high resistance continuity tests.

Write for descriptive literature.

WESTON ELECTRICAL INSTRUMENT CORPORATION,
581 Frelinghuysen Avenue, Newark, N. J.

Weston
PIONEERS
SINCE 1888
INSTRUMENTS

**WASMUTH-GOODRICH
COMPANY**

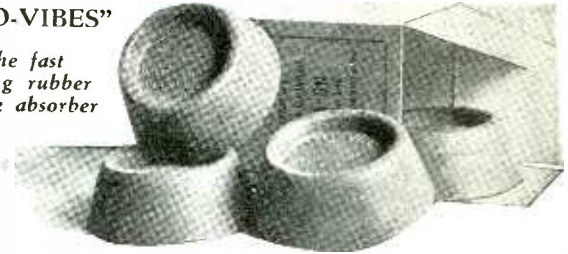


Fine Radio Cabinets
fashioned by
Master Craftsmen

103 Park Ave., New York
Peru, Indiana

"NO-VIBES"

... the fast
selling rubber
shock absorber



BIG PROFITS READY SALES

Every radio owner—everyone that has an electric refrigerator, vibrator, oil burner—wherever there is vibration—they want NO-VIBES to absorb vibration and shock.

There's hardly a limit to the prospects—the profit is good. No selling job—just put them on the counter and watch them go.

Cash in—send for discount—price \$1.00 per set.

The DALITZ MFG. CO., 570 Erie Bldg., Cleveland, Ohio



Jobbers
Write for
Your Copy
of the
Kato Plan Portfolio

NEW CUSTOMERS
for A. C. RADIOS
Plus Double Profits
for YOU
with the new
KATO KONVERTER

See YOUR JOBBER for
information on the KATO
PLAN, "A PROFIT MAK-
ING MERCHANDISING
PROGRAM FOR THE
JOBBER AND DEALER."

Dept. 1
KATO ENGINEERING CO.
MINNEAPOLIS 277 First Street MINNESOTA

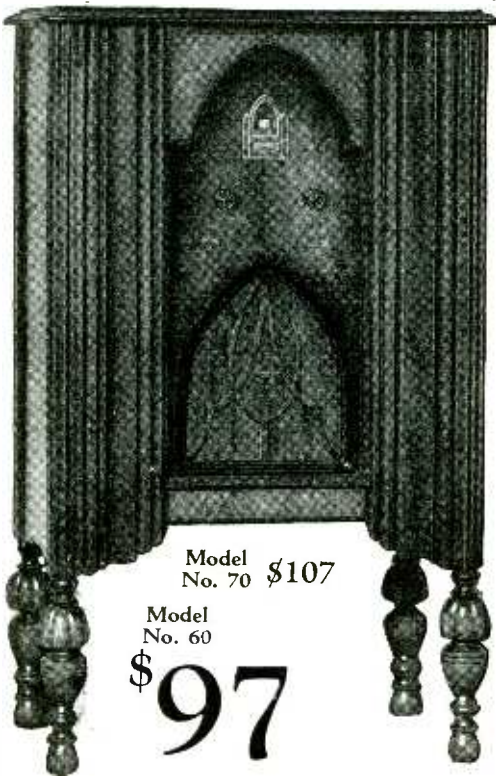


NOT
"adapted to"
... but actually
BUILT FOR..
electrical
reproduction!
Just listen to
the difference!
Samples on
request!

BRILLIANTONE Steel Needle Company of America, Inc.
Pennsylvania Terminal Bldg., 7th Ave. at 30th St., New York City

AUDIOLA

**Can You Afford to Gamble on
Your Profits?**



Model
No. 70 \$107

Model
No. 60
\$97

LOW PRICED radios have reached the point where they represent a respectable portion of the total radio volume done in this country. This year, more than ever, a GOOD low priced receiver will be the bread and butter of the average dealer.

INCREASING your 1930-31 profits will largely be a matter of selling the right priced receivers when they are wanted. *It is easier to MEET the demand for a lower priced radio than to MAKE a demand for a high priced one!*

LOW IN PRICE—HIGH IN QUALITY

Mr. Radio Dealer

See your local distributor today, or write direct to us for
AUDIOLA'S liberal discount plan.

AUDIOLA RADIO CO.

430 S. GREEN ST.,

CHICAGO, ILLINOIS

RADIO MANUFACTURERS FOR 8 YEARS

**RADIO
WORLDS FAIR
MADISON SQ. GARDEN
NEW YORK
SEPT. 22-27 Inc.**

Over half a million people, including the trade and public will visit these two great Radio Expositions



**CHICAGO
RADIO SHOW
COLISEUM
CHICAGO
OCT. 20-26 Inc.**

OFFICIAL

SHOWS

NEW FEATURES INCLUDE LATEST DEVELOPMENTS IN SHORT WAVE AND TELEVISION

This year marks the entrance into the radio industry of some of the country's largest and strongest manufacturing organizations. A number of these will make their first public displays of radio at these two shows.

Newest developments in models of receivers, speakers, tubes and other accessories designed since the June Trade Show will also be shown for the first time at the New York and Chicago Expositions.

The popularity of short wave transmission and reception has spurred

the development of short wave apparatus, which will be featured in the short wave section. There will also be interesting displays of air-craft, marine and automobile radio. Material progress has been made in Television during the past year, the latest developments of which will be a feature of these shows.

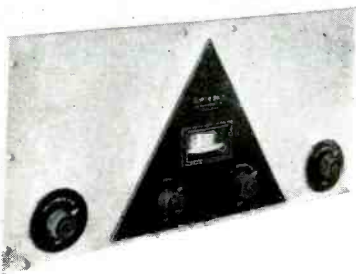
This year of all years, in order to know what to sell to increase your profits, you should attend either of these two great Radio Expositions

RADIO MANUFACTURERS' SHOW ASSOCIATION

G. CLAYTON IRWIN, Jr., General Manager

U. J. HERRMANN, Managing Director

**When they ask for DX
what have you got to offer them?**



ALL ELECTRIC. Entirely new R.F. amplifier. Uses new pentode tube. Complete shielding. Vernier adjustment. Wide wave length range. Extreme selectivity. Sensational distance. Day-light reception. List \$150.00.

ORDINARY broadcast reception is an old story. More and more are fans seeking the thrills that can be gotten only with short waves . . . DX from the other side of the world . . . locals scattered all over the U.S.A.

The Norden-Hauck Super DX5 short wave receiver is the key to the romance that fills the air. Sell it . . . the romance . . . and you sell the set that brings it in.

NORDEN-HAUCK, Inc., Engineers
MARINE BUILDING, PHILADELPHIA

Radio-Music Outlets, Yes!

But ALL other important outlets, too . . . electrical, department stores, hardware stores, jobbers, etc. . . . a COMPLETE coverage of Radio Merchants by one magazine . . . *Radio Retailing*. Here is a classified statement of its circulation:

Retailing

Radio-Music Trade Outlets 11,230

Primary radio, phonograph, piano, musical instrument, furniture, department stores, whose major lines are receivers, combination radio-phonographs, and accessories, phonographs and other home entertainment specialties, such as projection machines, portable phonographs, etc.

Electrical Outlets 4,302

Electrical appliance dealers and specialty selling organizations, electric light and power companies.

Automotive Outlets 2,482

Automobile accessories stores, car dealers, filling stations, etc.

Hardware Stores 1,106

Hardware and house furnishing stores.

Miscellaneous Radio Outlets 1,812

Drug, sporting goods, chains, plumbing, etc.

***Wholesaling* 2,738**

Jobbers and Distributors (Radio, music, electrical, automotive, hardware, etc.) Jobbers' salesmen, Manufacturers' agents.

***Manufacturers* 916**

Executives and engineers making radio receivers, combination radio phonographs, phonographs, parts and accessories.

***Miscellaneous* 980**

Including societies, clubs and other publications and other manufacturers than radio.

***Unclassified* 658**

Total 26,224

When buying advertising space, ask for an Audit Bureau of Circulations Statement. It is *reliable*.

Radio Retailing

A McGraw-Hill Publication

Member of ABC and ABP

Tenth Avenue at 36th Street, New York

SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

UNDISPLAYED—RATE PER WORD:

Positions Wanted, 5 cents a word, minimum \$1.00 an insertion, payable in advance.
Positions Vacant and all other classifications, 10 cents a word, minimum charge \$2.00.
Proposals, 40 cents a line an insertion.

INFORMATION:

Box Numbers in care of any of our offices count 10 words additional in undisplayed ads.
 Discount of 10% if one payment is made in advance for four consecutive insertions of undisplayed ads (not including proposals).

DISPLAYED—RATE PER INCH

1 inch\$7.50
 2 to 3 inches..... 7.25 an inch
 4 to 7 inches..... 7.00 an inch
Rates for larger spaces, or yearly rates, on request.
 An advertising inch is measured vertically on one column, 3 columns—30 inches—to a page. Radio Retailing

POSITIONS WANTED

RADIO department manager, now employed, desires to make change. Capable taking charge sales, service and repairs. Excellent references. PW-125, Radio Retailing, 520 No. Michigan Ave., Chicago, Ill.

BUSINESS OPPORTUNITIES

CORPORATE organizing and promoting of meritorious enterprises, reorganizations, mergers and new financing. The Brookworth Co., Inc., 110 East 42nd Street, New York City.

RADIO salesman wants to receive wholesale prices, obsolete model all-electric radio sets for re-sale. Box 1541, Tampa, Fla.

SEND FOR LATEST ISSUE OF "NUBOR FLASHES"

Hundreds of bargains in Radio and Electrical Merchandise.

NUBOR RADIO CO.
 14 Warren Street, New York City

Crystal Detector stand, including galena, 25c.; 3 slide Tuning Coil, \$1.95; Loose Couplers, \$2.50; Telephoto Cells, \$5.95; 44 grooves to 1 in. plug in Coil for UX or UY, 60c.; Drum Dial Cable for Majestic-Radiola sets by foot or mile.

When ordering include postage.

BLAN THE RADIO MAN, INC.
 89 Cortlandt St., N. Y. City, N. Y.

SPECIAL NOTICE:

TO THE RADIO INDUSTRY

Advertising in connection with legitimate offers of surplus stocks and discontinued models of radio merchandise is acceptable in this section of "Radio Retailing."

Extreme care will be exercised by the publishers to prevent the use of advertising in the Searchlight Section to encourage price cutting on current models of merchandise or equipment. Nor will advertising which invites violation of the dealer's contract with the manufacturer be acceptable.

All merchandise offered in the Searchlight Section must be accurately and fully described and must be available on order.

SURPLUS WILL SELL

Three warehouses full of radio material of all descriptions.

1000 items in stock for manufacturers, jobbers, exporters, dealers, and service men. These items can be used in quantity production, in sets, power packs, etc., or can be bought in smaller lots. Everything owned exclusively by us.

SURPLUS WILL BUY

Unlimited reserve cash for outright purchases of surplus material regardless of quantity and description. Our past purchases and deals with the outstanding manufacturers are your guarantee of our reliability. Get in touch with us direct for quick action.

NOTE

Be sure to see us when you visit the New York Radio Show.

FULTON RADIO CO.

16 Hudson St., N. Y. City, N. Y.

Phone BARelay 3851

Surplus Stocks

When you have surplus stocks of radio equipment to sell—coils, tubes, sets, speakers, cabinets, insulators, etc., or when you are in the market to purchase such surplus stocks of other dealers—

Use a "Searchlight" Ad.

New "SEARCHLIGHT" Advertisements

must be received by September 30 to appear in issue out the 1st of the following month.

Address copy to the Searchlight Department

Radio Retailing

Tenth Ave. at 36th St., New York City

DEALERS and SERVICE MEN

Hundreds of dealers have taken advantage of my expert advice on their repair problems. Why not you? Remember there is no obligation or charge for this service. My former connection with Freed-Eisemann, Freshman, Radiola Wireless, and Volta Eng. Co. assures you of competent advice.

JACK SOLZBERG.

Carbon Pig Tail Resistors in values as: 180, 375, 500, 2000, 10,000, 15,000, 20,000, 25,000, 50,000, 70,000, 100,000, 250,000 Ohms dozen \$ 1.00	Small Knobs for Freed Models 55-56-78-79-95each \$0.12	High Voltage Metallized Resistors, 1000-1500-4700 Ohmseach \$0.22
Wire wound Resistors for Model 57-11-60-70-80-85 Freed - Eisemann 2000-350, 4000-350-1950-1750-4000, etc.each .40	Wire wound spaghetti covered Grid Suppressors 500-750-1000 Ohm dozen .60	Double Central Laboratory Volume Controls 250,000-10,000 Ohms, used on Earl 22-24, Freed 55-56 each .75
First stage Audio Transformers for Model 80 and 85 Freed-Eisemann can also be used for 1st stage transformer in the Earl Model 41 and Freed Model 95 Receivers each .85	Freed-Eisemann 57-60-80 and 85 Power Transformerseach 4.50	Freed 78-79 — Scale and Drive Ass. each .40
Freed-Eisemann Model 80 and 85 Volume Controlseach .27	Earl Model 22-24 and Freed 55-56 Power Transformerseach 3.10	Freed-Eisemann Model 70 Condenser Blockseach 1.35
R.C.A. and Atwater Kent Line Toggle Switcheseach .10	Double 30 Henry Chokes as used in Freed-Eisemann No. 57-60-80, Freed Model 55-56-78-79-95, Earl Model 22-24-31-32-41 each 1.15	Power Transformers No. 78-79-95 Freedeach 4.65
Freed-Earl-Freshman Line Toggle Switcheseach .12	B-Eliminator Transformer for replacement in any (B) eliminator using 280 rectifier tube each .98	Power Transformers No. 31-32-41 Earleach 4.65
R.C.A. Model 17-18-33 Power Transformerseach 3.25	Stewart Warner Speaker Chassis each Freshman (g) Audio Transformers each .42	2 Meg. Metallized Grid Leads dozen 1.00
Freed-Eisemann Model 85 Condenser Blockseach 1.35	Freshman (g) Audio Transformers each .35	Condenser Belts for Freed-Eisemann Model 30-40-8-9-57-11-60-66 each .10
Freed-Eisemann No. 300 Dynamic Speaker to be used with Model 85 Receivereach 1.75	Replacement Audio Transformers each .19	Model 80 Freed-Eisemann No. 80 Condenser Blockseach 1.25
	30 Henry Chokes incasedeach .42	Freed Model No. 55—8-tube Chassis with inductor dynamic speaker.. 22.50
	1M.F.-600 volt Condenserseach .28	Freed Model No. 78—8-tube Chassis with inductor dynamic speaker.. 27.50
	2 M.F.-600 volt Condenserseach .45	Freed Inductor Dynamic Speaker Chassiseach 7.50
	4 MFD. Condenserseach .60	(N) Freshman 60 cycle Power Trans. 4.65

FREED RADIO SALES AND SERVICE CO.

16 HUDSON STREET

NEW YORK CITY, N. Y.

Job Lot Merchandise

WANTED!!

An aggressive chain store organization desires to get in touch with individuals or companies who have for sale worthwhile jobs of merchandise in the following lines—SPORTING GOODS, HARDWARE, RADIO, ELECTRICAL APPLIANCES, AUTO ACCESSORIES or any kindred lines.

Stocks must be fresh, clean and salable; and able to be sold at unusually low prices as sales stimulants.

EXECUTIVE OFFICES

TAUBMAN'S, Inc.

305 West Baltimore St.
Baltimore, Md.

Are You On the Preferential List?

Over 12,000 live dealers receive our BARGAIN BULLETINS regularly. We are the pioneer mail order radio house in the country. The national products sold by us at substantial reductions are the talk of the industry.

Let us put your name on our list. There is no charge for this service and no obligation, of course.

RADIO CIRCULAR CO., INC.

225 Varick St., N. Y. City, N. Y.

Gentlemen: Please place my name on your Preferential List to receive your BARGAIN BULLETINS.

Name

Address

City State

Use this coupon today. We are always making good "buys" and this is our means of passing the news to you.

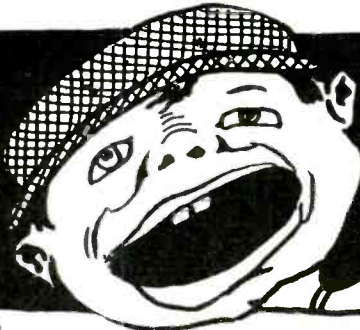
*Keep Posted!
Radio, Electrical and Sporting Goods "Buys"
Make More Sales!*

Use the Coupon.

Over
26,000
other
men
in the
Radio
Industry
will see
this page—

Then isn't this the logical place to advertise any business wants you may have of interest to men in the Radio Industry? Employment—Business Opportunities—Surplus Stocks, etc.

EXTRA EXTRA



**Guaranteed
Merchandise**

**ORDERS
SHIPPED
SAME DAY
RECEIVED**

**American
SALES COMPANY**

19-21 Warren Street NEW YORK CITY

**Take
Advantage**

**REAL
MONEY
MAKERS**

**WHOLESALE RADIO and ELECTRICAL
BARGAIN BULLETIN NO. 65**

**Genuine RCA Replacement
Parts**

- For Radiolas 33, 18, 17 and 51
- Power Transformer No. 8335. Supplies filament voltages for four 226's, one 227, and one 171-A and 280 tubes... \$3.25
- Two stage Audio Transformer Pack No. 5667. Ratio of each Transformer 3-1... 1.70
- Double Choke Coil No. 8336, contains two 30 Henry 100 Mill Chokes... .95
- Tapped Condenser No. 5996 contains three .1 and 1/2 mfd. condenser... .35
- Output choke and filter condenser No. 8333, contains two 1 mfd. condensers and one 1/2 mfd. output condenser and choke coil... 1.50
- Rotary Switch No. 2518, 3 amps. at 125 volts, with wire leads... .17
- R. F. Coil Assembly No. 8463... 1.50
- 2000 ohm Volume Control No. 5091... .45
- Filter Condenser Block, Part No. 8289 for Radiola 17... 4.75

Speakers

- RCA 106 Speaker in Cabinet... \$14.50
- RCA 100-A Speakers... 7.50
- RCA 100-B Speakers... 4.50
- RCA 103 Speakers... 5.25
- Kolster K-5 Electro-Dynamic Speaker with 210 or 250 Power Amplifier and "B" supply Unit. List \$175.00 (less tubes)... 15.00

Miscellaneous

- Graytar Electric Motor and Phonograph pick-up chassis... \$19.50
- New Gordon Electric Phonograph pick-up Type CG-4... 7.50
- Improved Gordon Electric Phonograph Motor with automatic stop and speed governor... 8.95
- Patent Phonograph pick-up with tone arm, volume control and adaptors. List \$13.50... 4.50
- Without tone arm... 2.75
- Bremser-Tully Model 80, six tube Battery operated Console Receiver, fully shielded, one dial control. \$89.50 (less tubes)... 17.50
- Powerizer for Radiola 28 and 25. List \$84.00 (less tubes)... 18.75
- Kolster 6-H Console Receiver with built in Dynamic Reproducer. List \$295.00 (less tubes)... 28.50
- Bristophone Phonograph pick-up. Model "L" Automatic... 6.95
- Model "M" Non-Automatic... 4.95
- Bodine Electric Turn-Table and Motor... 12.50
- Samsol "Pam" No. 16, Two-stage Power Amplifier (less tubes)... 27.50
- The New Gould Kathanode Uni-power 6-volt Automatic Radio. "A" Power from light socket... 7.50

Transformers

- Jefferson Step Down Transformer, 110 v. to 14 v. at 2.5 amps... .95
- Thordarson Push-Pull Interstage Transformer... 3.95

- Thordarson High-Voltage Power Transformer, 250 Watts, for two UX-250 or 210's and two UX-281 tubes. Type T-3202... \$4.75
- Thordarson High-Voltage Power Transformer, 175 Watts, for one UX-250 or 210 and two UX-281 tubes. Type T-3321... 3.50
- RCA Power Transformer, for UY-224 and UX-245 Tubes. Type 380... 2.85
- Thordarson Sonora Power Transformer. Supplies plate and filament voltages to four 224's, one 227, two 245's and one 280 tube. For B 31, 33, and 35 sets... 3.25
- Thordarson Zenith Power Transformer. For 33 and 33X, 34, 35 and 35A sets... 3.50

Filter Condensers

- Victor Replacement Filter Condenser Block, 10 1/4 mfd... \$3.25
- Zenith 10 1/4 mfd. PL-1145 Filter Condenser Block for Zenith Receivers Models ZE-11, 12, 14 and 18... 3.95
- Dubilier 11 1/4 mfd. High Voltage Filter Condenser Block, DC Working Voltage 1,000, 600 and 160... 2.75

Filter Chokes

- Thordarson Double Filter Chokes. Model T-2458 contains two 18 Henries-250 Mill Chokes... \$4.75
- Filter Choke-30 Henries-120 Mills mfd. by Chicago Transformer Corp... 1.25
- Thordarson 30 Henries-150 Mill Choke. Model T-2030-A... 2.95

This page is the cover of our new, big catalog. It is the largest and best edition ever issued by the American Sales Company. These items listed were taken at random from among hundreds of Radio and Electrical bargains in this bulletin. Send us your name today. Do not wait, but be sure that you receive this bulletin.

Radio's Sensational Tube Values

MAGNATRON TUBES

Type	List
226	1.75
227	2.20
280	1.90
245	2.00
224	3.30
281	7.25
210	9.00
250	11.00

30c.
ea.

95c.
ea.



Because of the extreme low prices offered it is impossible to ship orders for less than 10 dollars. You can order any assortment. All tubes are guaranteed perfect. Replacements will be made if returned within 10 days after receipt of tubes. Every tube was tested on the meter and in a receiver before being packed and shipped.

TELEVOCAL TUBES



Type	List
226	1.75
227	2.20
280	1.90
245	2.00
224	3.30

40c.
ea.

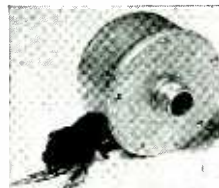


9-TUBE KIT

Consisting of: 6—227; 2—245; 1—280 Tubes

List \$19.10 **SPECIAL \$2.90**

List \$5.00 NATHANIEL BALDWIN RIVAL UNIT



This Nathaniel Baldwin unit is one of the finest made by that Company.

Can be used for Phonograph, Automobile and Portable Radio outfits, etc.

Order your supply today before it is too late. (Write for quantity prices.)

Same Unit Manufacturers' type without shell

40c. | **50c.**
ea.

[Terms—20% with order, balance C.O.D.; sold subject to prior sale.]

MODELL RADIO OUTLET, INC.

71 Cortlandt St.

Wholesale Division

New York City, N. Y.

ESTABLISHED
1921
AND Now
Federated Purchaser
IS SERVING
OVER 20,000
DEALERS

We buy for CASH and sell for CASH, giving our customers the benefit of our saving.

All orders shipped within 24 HOURS OF THEIR RECEIPT.

We are not connected with any other mail order house. There is but one FEDERATED PURCHASER.

Radio Bargain News

Federated Purchaser

16-22 HUDSON STREET
NEW YORK, N. Y.

A PAGE FROM THE SEPTEMBER NUMBER

BOSCH POWER AMPLIFIER



Uses 1-227, 2-245 and 1-280 tubes
Cat. No. 7031

First Stage 227. Second Stage 245 in push-pull, with phonograph pick-up field supply for 2500 ohm D. C. dynamic speaker.

Also furnishes filament voltage for 224, 227 tubes and plate voltage for detector stage of radio receiver.

Converts any battery set into an up-to-date A. C. receiver with 245 push-pull audio.

OUR NET PRICE \$19.50

NATHANIEL BALDWIN



DYNAMIC SPEAKER

110 V. 50-60
Cycle A.C.

10 in. Diaphragm
Kuprox Rectifier
Packed in original
factory cartons

**Our Price
\$7.50**

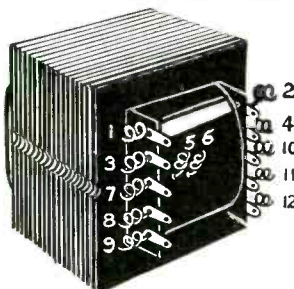
The Caswell All-Electric POWERTONE



A General Electric Motor, Turntable and Patent Phonograph Pick-up in a handsome case. Speed regulator and switch. Weight only 17 lbs. List Price \$49.50.

**Our Net Price
\$14.50**

PEERLESS REPLACEMENT POWER TRANSFORMER



Size 4x4x4 in. Cat. No. 1553

For All Peerless Courier Sets with Kylectron Speakers and other sets using 3-224, 1-227, 2-245 and 1-280 tubes

- 1 and 2—2½ V.
- 3 and 4—5 V.
- 5 and 6—3 V. for 199-tube supplying current for Kylectron
- 7 and 9—High voltage
- 8—Center tap of high
- 10 and 12—Primary (120 V.)
- 10 and 11—Primary (105 V.)

Our Net Price \$4.75

TEMPLE

AIRCHROME SPEAKER

Temple speakers are equipped with a two-tone switch so that individual requirements for tone may be satisfied.

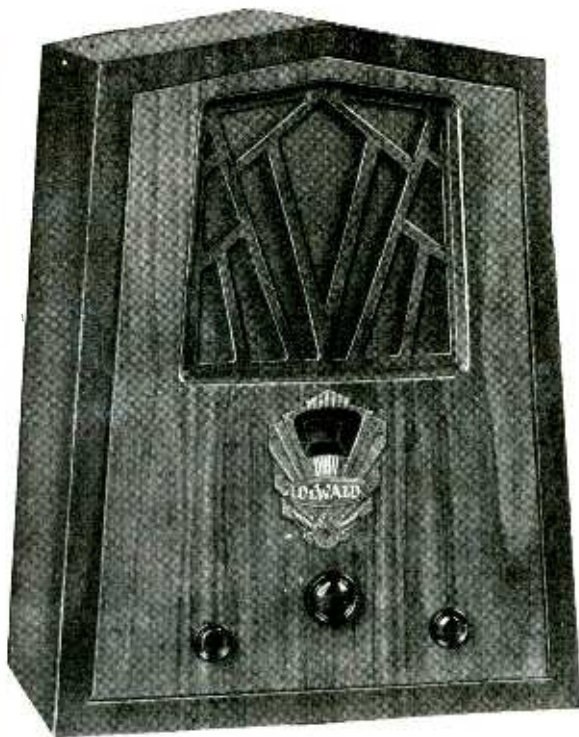
MODEL 20

Our Price \$3.50 each



Mail orders to **Federated Purchaser** 16 Hudson St., N. Y. City, N. Y.

SEND FOR OUR 40 PAGE CATALOG



Model A.C. 524

Triple screen grid chassis—dynamic speaker—Solid walnut two-tone modernistic cabinet—16"x14"x8 1/2". Remarkable combination with excellent tone—Eye and ear value beyond comparison.

SUPPLY THE DEMAND FOR MIDGET SETS WITH THIS NEW AND BETTER "De Wald" Receiver

A MINIATURE OF THE FAMOUS AND PROVEN



A.C. and D.C. POWER PLUS CHASSIS

SEE OUR DISPLAY
AT OUR
SHOW ROOMS
117 Fourth Ave.
New York



Model A.C. 721

Model D.C. 727

During the New York
Radio World's Fair
Sept. 22 to 27

PIERCE-AIRO, Inc., 113R Fourth Ave., New York City

ALPHABETICAL INDEX TO ADVERTISEMENTS

	Page		Page
Acme Wire Co.	136	Gold Seal Electrical Co.	125
Adler Mfg. Co.	126	Grebe & Co., Inc. A. H.	5
Aluminum Company of America	109	Grigsby-Grunow Co.	114
American Bosch Magneto Corp.	4	Gullbransen Co.	103
American Weekly	24	Hammond Clock Co.	102
Amrad Corp.	134	Janette Mfg. Co.	128
Andrea, Inc., F. A. D.	82	Jewell Electrical Instrument Co.	33
Areturus Radio Tube Co.	86-87	Johnsonburg Radio Corp.	84
Associated Business Papers Inc.	135	Kato Eng. Co.	140
Atwater Kent Mfg. Co.	7-8-9-10	Kellogg Switchboard Supply Co.	79
Audiola Radio Co.	140	Kennedy Corp., Colin B.	117
Bakelite Corp.	113	Ken-Rad Corp., Inc.	104
Blinn Co., The James H.	138	Magnavox Co.	6
Bright Star Battery Co.	116	Master Engineering Co.	128
Brilliantone Steel Needle Co.	140	Mayo Lab's	138
Brunswick Radio Corp.	Inside Front Cover	Meadows Mfg. Co.	100
Cable Radio Tube Corp.	97	McGraw-Hill Book Co.	132
Caphart Corp., The	127	National Carbon Co., Inc.	Front Cover
CoCo Mfg. Co., Inc.	11	National Union Radio Corp.	98-99
Central Radio Lab.	136	Norden-Hauck Inc.	141
Champion Radio Works, Inc.	89	Orotone	13F
Colonial Radio Corp.	80-81	Oxford Radio Corp.	133
Concourse Electric Co.	139	Paent Elec. Co.	26-27
Continental Radio Corp.	121	Perryman Electric Co., Inc.	34-35
Cornish Wire Co.	126	Pienman, Frank E.	138
Crosley Radio Corp.	Inside Back Cover	Pierce Airo, Inc.	148
Dalitz Mfg. Co.	140	Pilot Radio Tube Corp.	122-123
DeForest Radio Co.	31	Poole Manufacturing Co., Inc.	83
Edison Co., Inc., Thos. A.	25	RCA Victor Co., Inc., Radiola Div.	66-67
Flexlume Corp.	132	RCA Radiotron Co., Inc.	B. C.
French Battery Co.	111	Radhart Corp., The	23
French & Sons Piano Co., Jesse	124	Radio World's Fair	141
General Elec. Co.	12-13-14-15	Radio Prod. Co.	101
General Elec. Co., Merchandise Dept.	96-107	Readrite Meter Works	22
General Industries Co.	130	Rola Company, The	115
General Motors Radio Corp.	32	Samson Electric Co.	120
		Sampson Industries	130
		Shakeproof Lock Washer Co.	88
		Silver-Marshall, Inc.	94-95
		Simplex Radio Co., The	128
		Sparks-Withington Co.	21
		Sterling Mfg. Co., The	105
		Stewart-Warner Corp.	85
		Story & Clark Radio Corp.	108
		Stromberg-Carlson Tel. Mfg. Co.	2
		Sylvania Prod. Co.	36
		Thordarson Elec. Mfg Co.	134
		Transformer Corp. of America	28-29
		Triad Mfg. Co.	129
		Tung-Sol Radio Tubes, Inc.	106
		United Air Cleaner Corp.	30
		United Engine Co.	137
		Utah Radio Prod. Co.	3
		Victoreen Radio Corp.	16
		Wasmuth-Goodrich Co.	150
		Webb & Co., Charles J.	110
		Webster Elec. Co.	118-119
		Western Electric Piano Co.	131
		Westinghouse Elec. & Mfg. Co.	90-91-92-93
		Weston Elec. Instrument Co.	139
		Zenith Radio Corp.	112

SEARCHLIGHT SECTION

Classified Advertising

BOOKS	143
BUSINESS OPPORTUNITIES	143
EMPLOYMENT	143
REPRESENTATION	143
RADIO STOCKS	
American Sales Co.	145
Blair Inc.	143
Federated Purchaser	147
Freed Radio Sales Service	144
Fulton Radio Co.	143
Modell Radio Outlet, Inc.	146
Nubor Radio Co.	143
Radio Circular Co., Inc.	144
Taubman's Inc.	144

Crosley Offers an Amazing *NEW* Electric Phonograph and Radio Combination at a New Low Price

The Crosley NEW COMPANIONSHIP SERIES

SCREEN GRID
POWER SPEAKER

NEUTRODYNE
A. C. ELECTRIC

The Crosley NEW BUDDY



The hand carved effect shown in The NEW BUDDY is, as in all of the NEW Companionship Series models, produced by the use of the new and exclusive Crosley Repwood—an entirely different material of ground, long fibre wood combined with a composition which makes it possible to mold Repwood into any shape or form, producing exact duplicates of the most expensive and delightful wood carvings. For the first time such a compact radio receiving set bearing a name which means "quality" is offered. The set itself is entirely NEW. While the chassis is different in physical appearance from that used in The PAL and The MATE, it embodies the same circuit, delivers the same performance and uses the same type tubes. The newest type Crosley electro-magnetic power speaker is incorporated. Dimensions: Only 15 $\frac{3}{8}$ " high, 15 $\frac{3}{8}$ " wide, 9 $\frac{3}{4}$ " deep. Nothing like this wonderful set has ever been offered at the low price of.....

\$64.50

With Tubes

The Crosley PAL



Here is a magnificently beautiful cabinet, the front and sides of which are of the new Crosley Repwood. The top is of 5-ply Walnut veneer. Newest type Crosley electro-magnetic power speaker is incorporated. Tubes required are: Two Screen Grid type -24 in the radio frequency stages, one Screen Grid type -24 in the detector stage, one type -45 in the power output stage and one type -80 as a rectifier. Dimensions: Only 25 $\frac{3}{8}$ " high, 21" wide, 11" deep. An astonishing value at.....

\$69.50

Less Tubes

The Crosley MATE



The exquisitely designed front of this beautiful cabinet is made of the famous Crosley Repwood. The substantial posts and stretchers are of the finest 5-ply Walnut veneer. The newest type Crosley electro-magnetic power speaker is built in. Contains the same powerful and wonderfully selective NEW Companionship Series chassis as The PAL. Dimensions: 30" high, 20 $\frac{3}{4}$ " wide, 12 $\frac{1}{2}$ " deep. The price is amazingly low—only.....

\$75.00

Less Tubes

The Crosley NEW LEADERSHIP SERIES

SCREEN GRID
POWER SPEAKER

NEUTRODYNE
A. C. ELECTRIC

The Crosley DIRECTOR

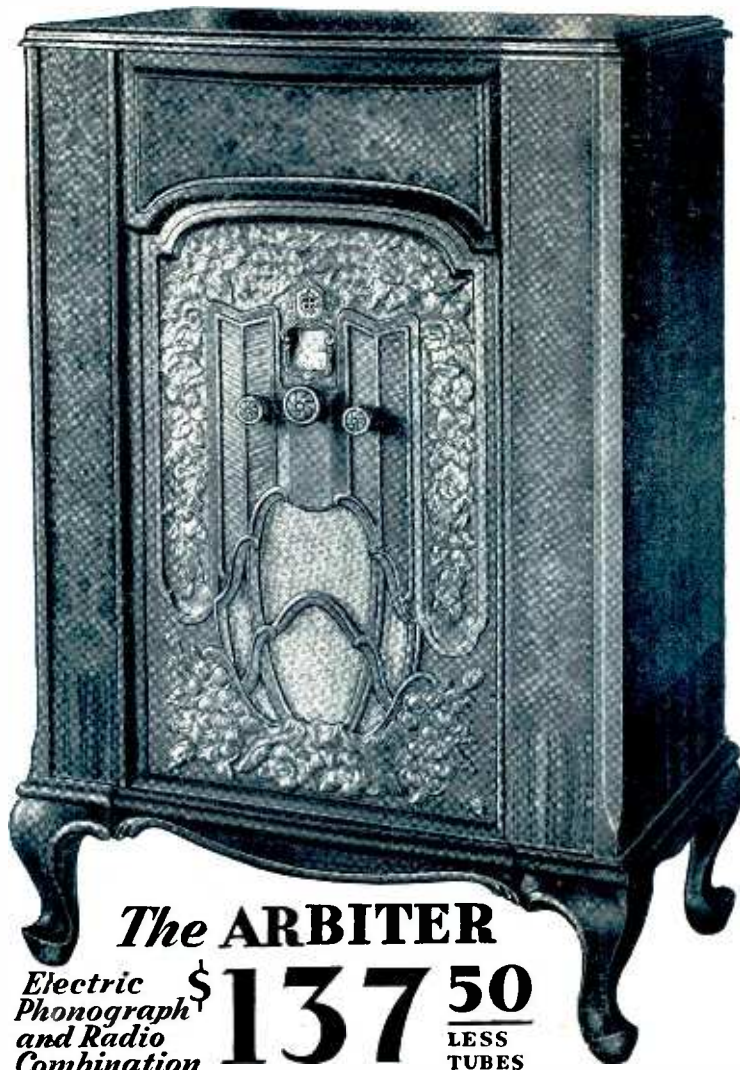


This handsome cabinet is a master-piece of harmony and beauty. The sides and top are of genuine 5-ply Walnut veneer. The exquisitely designed center front panels of the new, sensational Crosley Repwood. Has new and astonishingly efficient automatic volume control. The latest type Crosley moving coil dynamic speaker is incorporated. This set requires three Screen Grid tubes type -24; one tube type -27; two type -45, and one rectifier tube type -80. Dimensions: 31 $\frac{1}{4}$ " high, 23 $\frac{3}{4}$ " wide, 13 $\frac{1}{2}$ " deep. The price is sensationally low—only.....

\$107.50

Less Tubes

The CROSLY ARBITER Electric Phonograph and Radio Combination is also a member of the Crosley NEW Leadership Series.



The ARBITER

Electric
Phonograph
and Radio
Combination

\$137.50
LESS
TUBES

As an example of the beauty, value, originality and distinction of the NEW Crosley line, look at The CROSLY ARBITER shown above. An electric phonograph and radio combination at only \$137.50! A highly sensitive and selective Screen Grid, Neutrodyne, power speaker, A. C. electric receiving set housed in a delightfully designed and executed cabinet—plus—an electric phonograph and pick-up. Never before has such an outstanding value been offered in radio. The beauty of the cabinet is self-evident. The latest type Crosley moving coil dynamic power speaker is used. The automatic volume control maintains a uniform volume all over the dial. The tubes required are: Three Screen Grid type -24, one type -27, two type -45, and one rectifier tube type -80. Dimensions: Only 35" high, 23 $\frac{3}{4}$ " wide, 13" deep. Available with induction type self-starting motor at \$147.50.

Backed with extensive national advertising, this remarkable Crosley line will be the fastest-selling, biggest profit-making line on the market. Get in touch with your Crosley distributor immediately and learn more about this wonderful new line.

THE CROSLY RADIO CORPORATION
POWEL CROSLY, JR., President Home of "the Nation's Station"—W1.W
CINCINNATI, OHIO

Also manufacturers of CROSLY Battery Radio Receivers, the CROSLY ROAMIO Automobile Radio Receiving Set, and the famous AMRAD RADIO

YOU'RE THERE WITH A CROSLY

CROSLY RADIO

Here I
am!



SPECIFICATIONS—Colors—Red feet, yellow legs and arms, blue body, red hand with white RCA Radiotron, white collar, natural tinted features, silver tube-hat with black base. Made from moulded composition and wood turnings. Flexible joints. Stands approximately 15 inches high, legs 6 1/4 inches long, arms 5 3/4 inches long. Weight: 1 lb., 1 oz.

“THE RCA Radiotron Selling Fool. I can be used in your windows or in your store. My antics will attract attention, increase your store traffic, and boost your sales.

“No position is too difficult for me to stand in, no feat too difficult to perform. Let me and my brothers carry the message of your merchandise and RCA Radiotron superiority in our own clever way. Send a check or money order for me.”

Write today for yours! Orders will be filled in the order they are received. Packed in a box of six the price is \$5. This includes a set of 14 attractive two-color display cards.

RCA RADIOTRON COMPANY, INC. . . . HARRISON, N. J.

RCA Radiotrons

THE HEART OF YOUR RADIO SET