

Radio Retailing

The Business Magazine of the Radio Industry

A McGraw-Hill Publication

OCTOBER, 1930

75
TONS
of Dealer Helps

back a 23,000,000

Home National

Advertising Campaign

Smashing national magazine and newspaper advertising . . . reaching 23,000,000 homes! Back of it . . . 75 TONS of sparkling Dealer Helps! Man, what a SELLING campaign!

Westinghouse
Radio

\$10,000 Idea Contest

WESTINGHOUSE ELECTRIC & MANUFACTURING CO.

Radio Dept. . . . 150 Broadway, New York City



THE PIONEER OF
RADIO IN THE HOME

© Westinghouse Electric & Mfg. Co. 1930



LEADERSHIP MUST BE DESERVED

In the hard fought battle of commerce the title of Leadership is not won by any accident of chance.

Those who win success in this strongly disputed contest must be upheld by the knowledge that the merchandise they offer is right; that it is honestly built, and designed to outstrip all competition.

Brunswick with many years of experience in building fine musical instruments, brings to radio the tradition of genuine craftsmanship and the technical knowledge of acoustical engineering.

It naturally follows that the combination Radio-with-Panatrope bearing the Brunswick name, is a radio and record playing instrument second to none in the industry!

Who is more fitted to excel in the

manufacture of a combination instrument than a house celebrated for many years in the world of music? The Brunswick Record Catalog reads like a roster of the great names in musical history; in its pages are famous entertainers, and artists of every nationality.

The dealer handling the Brunswick line can expect that a large proportion of his business will come from the sale of Brunswick Radio-with-Panatrope. *He is likely to be the type of dealer equipped to handle such business and Brunswick will attract it to him!*

Brunswick Radio Corporation

MFRS. OF RADIO, PANATROPE AND RECORDS

Makers of the World Famous Brunswick Records

NEW YORK—CHICAGO—TORONTO

SUBSIDIARY OF WARNER BROS. PICTURES, Inc.



MODEL 31

THE RADIO-WITH-PANATROPE

This great combination offers sensational sales possibilities.

Model 31. Price, less tubes \$185

Ask your jobber about the Automatic Panatrope-with-Radio that handles 20 records without attention.

Model 42. Price, less tubes \$480.

BRUNSWICK



RADIO

FUTURA SERIES

For the
 Serviceman



HAVE you been reading our service pages lately? And have you noticed how full of practical ideas they are? The "Symptoms at the Socket" article, for example, in the Trade Show issue.

▼
"I CONSIDER it one of the best technical write-ups I have ever been fortunate enough to find. I have referred to it time and again in my service work and have just about worn the pages out rereading it," writes dealer S. A. Jacobs, of Bar Harbor, Maine.

▼
NEXT MONTH

WE WILL describe a shielded antenna system which permits demonstrating receivers in a location beset with electrical interference. Not only does this jobber employ a modern antenna but he has constructed a system of switching which permits the antenna to be swung from one set to another at the touch of a button.

Radio Retailing

The Business Magazine of the Radio Industry

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No. 4

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Contents for October, 1930

Copyright, 1930, by McGraw-Hill Publishing Company, Inc.

<i>Marshal Your Man Power</i>	33
<i>We're Ready for 1931</i>	34
<i>Internal Financing</i>	36
By Russell B. Rich	
<i>Figuring Trade-In Allowances</i>	38
<i>About the Super-heterodyne</i>	39
<i>Tracing the Bird That's Flown</i>	40
By Alan Streeter	
<i>Tomorrow's Merchandise</i>	43
<i>A Great Week for Radio</i>	44
<i>Less Money, More Set</i>	46
<i>The Better Records</i>	48
Criticized by Compton Pakenham	
<i>Three Windows of Merit</i>	49
<i>Conquering Canvassing Difficulties</i>	50
By Eugene V. M. Gilbert	
<i>To Help You Sell</i>	52
<i>What We're Doing About Tubes</i>	54
<i>Utilizing 20 Foot Frontage</i>	56
<i>A Portable Shop Test Panel</i>	58
<i>New Life for Profitable Business and Editorial Comment</i>	64
<i>New Merchandise</i>	66
<i>News of the Industry</i>	72
By Detector	

McGRAW-HILL PUBLISHING COMPANY, INC., Tenth Ave. at 36th St., New York, N. Y.

Cable Address: "Machinist, N. Y."

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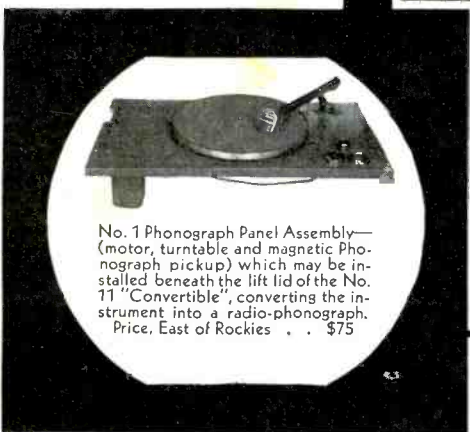
Member A.B.P.

Member A.B.C.

Printed in U.S.A.



No. 11 "Convertible" Console. No larger than an ordinary receiver. Employs 7 tubes, 4 of them Screen Grid. Walnut finish. Price, less tubes, East of Rockies \$285



No. 1 Phonograph Panel Assembly—(motor, turntable and magnetic Phonograph pickup) which may be installed beneath the lift lid of the No. 11 "Convertible", converting the instrument into a radio-phonograph. Price, East of Rockies . . . \$75

DOUBLE SALES APPEAL—TWO POSSIBILITIES FOR PROFIT

"There Is Nothing Finer Than a Stromberg-Carlson"

WHEN you sell a No. 11 "Convertible" Stromberg-Carlson Receiver, you have made a new SALES PROSPECT as well as a SALE. Your customer is already sold on adding record reproduction sometime in the future.

If he buys both the Receiver and the No. 1 Phonograph Panel Assembly at the same time, you have made nearly 25% additional profit.

By leaving record reproduction optional in the No. 11 Receiver,—Stromberg-Carlson gives you a sales approach enjoyed with no other Receiver,—keeps your customer a live prospect, and affords you a sales proposition more interesting to many people than purchasing an unconvertible receiver or a costlier combination.

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



1894

Stromberg-Carlson

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

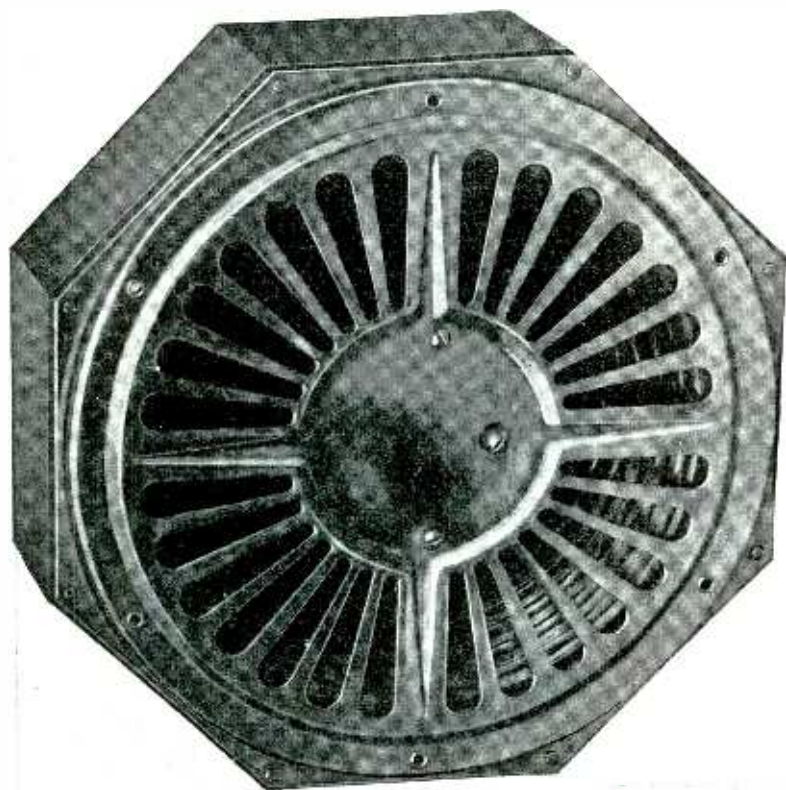


1930

Compact « » Sturdy « » Adaptable « »
with famous Utah Tone and Volume

THE NEW UTAH

AUTOMOBILE DYNAMIC SPEAKER
FOR 6 VOLT BATTERY OPERATION



Makers of automobile radio sets in search of the utmost in Realistic Dynamic Quality will hail this NEW Utah with enthusiasm « » «

- ✓ Marvelous Tone
- ✓ Amazing Compact
- ✓ Sturdily Built
- ✓ Operating on any 6-volt Battery with but 1 Amp. Current draw

Utah Dynamic Speaker Unit, No. 510B. Price.....
Designed especially for automobiles. Built into a sturdy, octagon-shaped box 8 1/2" wide x 3 1/2" thick. Extremely sensitive speaker entirely enclosed. Operates from any 6-volt battery, (current draw 1-Amp.). Complete with brackets and 5 ft. of connecting cord.

\$12

This NEW Dynamic Speaker for Automobile use is available NOW

Manufacturers are Invited to Write or Wire for Specifications
Prices and Samples « » «

SALT LAKE CITY

NEW YORK

TORONTO, CANADA

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

THE TIDE OF TUBES HAS TURNED TO

Eveready Raytheon

DEALERS know a good thing when they see it. Radio-set owners know a good thing when they hear it. That is why both the trade and consumer are turning to Eveready Raytheon 4-Pillar Tubes. For these superior-quality tubes cost no more than other established brands!

Eveready Raytheons always deliver . . . and here's some of the proof: Thousands of new dealers from coast to coast are stocking full lines of these tubes. Dealers have found the improvement in reception with Eveready Raytheons to be so startling that customers are buying them in complete sets, rather than just one or two at a time.

Service-men are equally enthusiastic. They are engaged in a nation-wide house-to-house canvass of prospective tube-customers. They have found home-demonstrations remarkably successful with Eveready Raytheons . . . customers can always *hear* the difference and *see* the reason.

And customers! People in all parts of the country are *asking* for Eveready Raytheon demonstrations, in their own radio-sets, at home. The tide of popularity, demand, and sales has turned to Eveready Raytheon!

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.

* * *

The Eveready Hour, radio's oldest commercial feature, is broadcast every Tuesday evening at 9 (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



**EVEREADY
RAYTHEON**

Trade-marks

“Extra profits for me *both* ways”



SO says the Grebe dealer and his ledger proves it. First, his *gross* is greater. The new AH1, moderate-priced companion line to the SK4, means that everyone who enters his store can now afford the kind of enjoyment Grebe radio brings into the home. And the Grebe store merchandising plan, featuring the *7-check test*, means more demonstrations—more sales.

Second, he continues to earn substantial *net* profits. When he sells Grebe radio, his margin is not whittled down to the core by incessant service calls—precise, troubleproof construction protects him. And the unvarying performance of the Grebe—the pleasure it consistently gives its owner—insures its *lasting* welcome in the home.

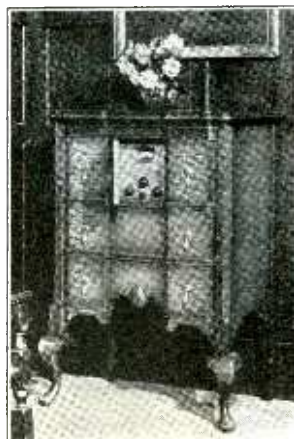
This dealer's experience with the Grebe franchise is typical. *Without exception, every retailer and distributor who handled the Grebe line last year found it profitable—highly profitable.* Time and time again, it was the revenue from Grebe sales that eradicated losses and furnished the entire margin of gain.

This year, for dealer and jobber alike, Grebe radio is fulfilling the promise of *increased* earnings. Franchise holders *have* made money, *are* making money and *will continue* to make money.



Grebe radio

SUPER-SYNCHROPHASE 



Grebe 225M, AH1 chassis; maple console with hinged door concealing controls. Original design of cabinet prevents identification as radio. Walnut console, 225W, is similar in general appearance. Price without tubes, \$225.00; slightly higher on Pacific Coast.

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

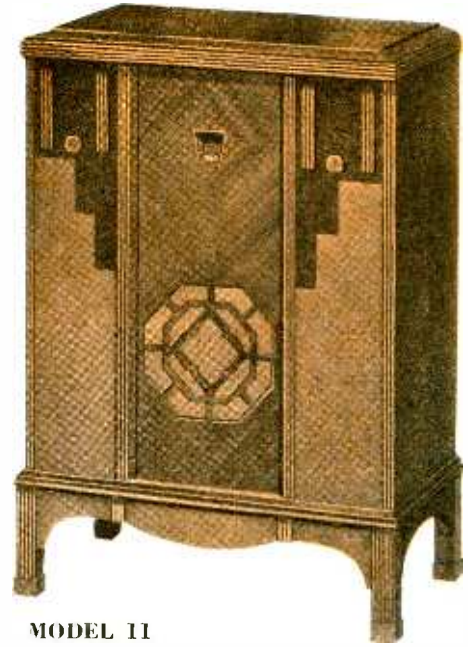
SENTINEL'S

Honest Challenge
makes

RADIO BUYERS

LISTEN

• • •



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

Only a very fine radio could make such a challenge! Compare Sentinel—tone for tone—with any radio at any price, to find *quality*. Then contrast Sentinel with the same set—dollar for dollar—to find *value*.

Yet Sentinel is confidently making this challenge, through strong newspaper advertising, to radio buyers in all principal cities. And the result is *an interest in Sentinel* that is bringing large sales.

Sentinel has every proved feature of fine radio
 The new Sentinel combines every worthwhile feature of radio, skillfully designed, soundly engineered. Tone control—a screen grid chassis that is a marvel of radio engineering. Tone and cabinets of appealing beauty!

At prices so low!

Seasoned, successful manufacturing methods, learned in 8 years in radio, keep Sentinel costs low. All vital parts of Sentinel are made at one profit under one roof. Consequently all Sentinel models are pleasingly low, priced to sell in volume in the most competitive markets.

Alert Dealers can stimulate their business by featuring Sentinel—in a wide range of models from \$99.50 to \$180, including a radio-phonograph combination. They will find Sentinel—dollar for dollar—tone for tone—the finest, most profitable line in radio.

UNITED AIR CLEANER CORPORATION
 9705 Cottage Grove Avenue Chicago, Illinois

SENTINEL



Announcing . . .

A RADIO that TUNES ITSELF

For some time the science of radio has been practically at a standstill. All reputable makes feature the same factors of interest to the public. Something new . . . something to stimulate new interest in radio . . . an element for the dealer to feature that is distinctive to his line alone, has been imperative. The answer to this pressing demand is twenty-four-hour self-tuning, only to be had in the Lyric group.

Fresh from the undreamed of triumph of the soulful Wurlitzer Pipe Organ more than a score of craftsmen, uncanny in their knowledge of electrical intricacies, turned to the construction of a radio that would give the public what they expect from the knowledge held by electrical science today. Many Lyric features are enabling Lyric dealers to enjoy substantial sales increases in all sections of the country.



In order to be in the fore of the radio situation today, no dealer can afford to overlook the amazing new attraction Lyric Radio, Product of Wurlitzer, is now offering the market.



ALL-AMERICAN MOHAWK CORP.
CHICAGO, ILLINOIS . . . NORTH TONAWANDA, N. Y.

LYRIC RADIO

Product of **WURLITZER**



Clear, Vivid
LIFELIKE TONE
 when you use
ARCTURUS TUBES

ARCTURUS
 TUBES for every RADIO
 TUBE with the LIFELIKE TONE"

Watch
OF A



they're

blue!

ARCTURUS
DETECTOR
 — NO. 127 —
MADE IN U.S.A.

The **TUBE**
with the
LIFE-LIKE TONE"

This striking advertisement illustrates the improved reception provided by Arcturus Tubes, "the Tubes with the Life-like Tone." See it in The Saturday Evening Post for November 1st, Collier's Weekly for November 15th.

*** 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, the improved reception, the clearer reproduction, made possible by Arcturus Life-like Tone.

ARC
TUBES *for*

For This First Announcement

DISTINCTIVE SELLING FEATURE..

LIFE-LIKE TONE

IN THE SATURDAY EVENING POST

CLEAR, brilliant reproduction... that's the kind of performance you get with Arcturus Blue Tubes. Every note and word comes in with *Life-like Tone*.

Radio set owners everywhere want this kind of reception. We are telling them how to get it in a new series of unique advertisements. The opening "shot" of this big 1930 Arcturus Campaign appears in two of America's leading magazines, The Saturday Evening Post of November 1st, and Collier's Weekly of November 15th.

Radio tube buyers in your com-

munity, prospective customers of your store, will see and read these interesting advertisements. Many of them will ask you about Arcturus *Life-like Tone*.

Be ready to answer them; be ready to show them the advantages of *Life-like Tone*.* Be ready to get the extra profits that *Life-like Tone* can bring. Sell Arcturus Blue Tubes, "The Tube with the *Life-like Tone*,"—and know that you can back them up with the reputation of your store. See your jobber, or write us for unusual Arcturus Facts. Arcturus Radio Tube Company, Newark, N. J.



and
**COLLIER'S
WEEKLY**



THIS INDESTRUCTIBLE CARTON contains a complete set of Arcturus Blue Tubes ready for delivery with any radio receiver you sell—with the assurance that the tubes cannot be damaged in transit. 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 this attractive Arcturus plan.

TURUS

every

RADIO

"I'll be right out!"

"This program is coming to you through the courtesy of---"
sizz-z-z bung!!!

"Market today closed with---" whee-e-e-e

"Suffering cats!!!" dot dash dot dash---zzzz

"The President of the United States-----" screech---zzzz
whee-e-e-e

"Merciful goodness--for the love of Mike will somebody---
zzzz---some idiot with a regenerative set!!!"

"Oh what's the use? PHONE FOR A SERVICE MAN!"



An easy chair, soft slippers and a good pipe feel as good to him as they do to you.

Remember the old leg ache and the weariness after thirty-six holes on a hot day over a hilly course? Well—EVERY day is like that to your neighborhood radio man.

Shinning up ladders. Balancing on slate roofs. Hanging on by his teeth where only a fireman or a steeplejack would dare to climb—stringing aeri-als—fixing gadgets—listening to silly questions from people like you and me, who know nothing about radio—what it is—where it comes from or what it's all about. People like us, who turn it on and turn it off without once stopping to think what, in money and effort, it has cost SOMEONE to fill our homes with the music and the mirth and the wisdom of the world.

All this great benefaction, like the air and the sunshine, we take for granted—never once pausing to be THANKFUL.

Turn it on! Turn it off! Night after night his ear-feast keeps coming in to us with

not one whisper of gratitude. But let one little thing go WRONG—and it's just too bad for the whole radio world, from the top down to the modest little trouble shooter with his quivering instruments of detection—a screw driver in one hand—pliers in the other.

The traffic cop of the air!
Without him—there is no radio. Only SILENCE.

Fourteen hours a day. No let up—EVER. For you and I must get our laugh tonight from Amos and Andy. We must get the

fight of the century round by round—blow by blow. We must get our football—see through the "mike's" eyes the fleet-footed Elders, the elusive Boobis, the crashing Nagurskis. Not a witticism nor a song shall escape us. We must keep tuned in with America. AND HE ALONE makes it possible.

Aching bones. Muscles of lead. If he hasn't been on the job at someone's home, he has been on the job at his store—ready at all times instantly to serve you.

It does seem that he is entitled to a little rest at day's end—but just let the 'phone ring and watch him leap out of his lethargy! For, no matter what happens—the lanes of the air must be kept OPEN

Radio! An incomprehensive MIRACLE! Yes, but what good's a miracle unless it WORKS?

And this is the man who MAKES it work. Don't forget THAT

9 times out of 10
—it's the tubes

Excessive static, distorted tone, chronic fading, generally are caused by defective tubes. Your radio dealer is an expert judge of tube performance. Let him give your set the Perryman tube test—show you how Perryman Radio Tubes will snap up the tone and volume.

Perryman Radio Tubes will give you hours of service at once. Have your local radio dealer test your tubes today. Specify Perryman Radio Tubes or original equipment or they cost no more.

PERRYMAN RADIO TUBES

Licensed under patents of R.C.A. and associated companies and patent claims of Perryman Electric Co., Inc.

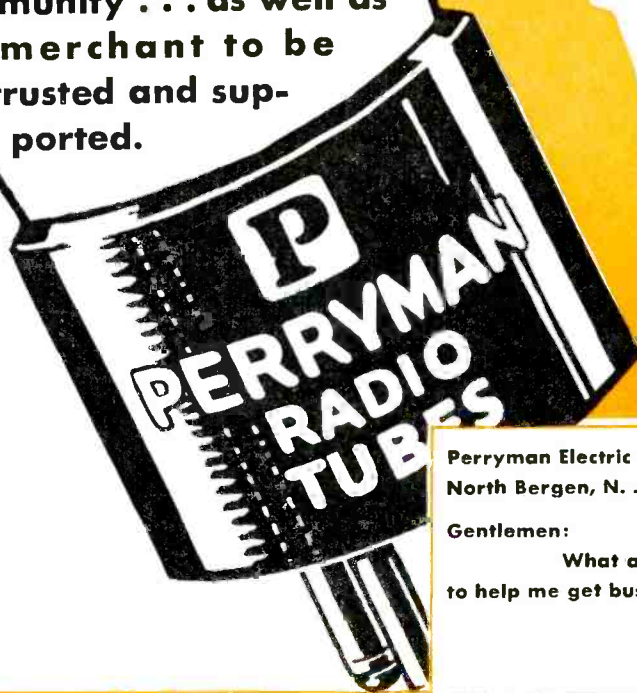


PERRYMAN



Look it over. The full-page advertisement shown on the opposite page is just one of the many messages Perryman is sending out to millions of newspaper readers in the national advertising campaign now under way... a campaign that will bring Perryman Radio Tube dealers a big volume of profitable business this season . . . a campaign that crashes through the case-hardened shell of public indifference and establishes the dealer in his rightful place as a public servant of tremendous importance in every community . . . as well as a merchant to be trusted and supported.

This campaign is unique in the history of radio. Watch it. It is creating an amazing amount of interest. The idea of a manufacturer subordinating his own merchandise and devoting time, space and money to the cause of the retailer is radical and new. Perryman is doing it as a natural following-out of a five-year policy that has built up a close-knit, loyal and steady growing organization of well satisfied dealers.



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

Gentlemen:

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

RADIO TUBES

*“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.

This unsolicited CeCo window display—in the heart of Cortlandt Street, N. Y. C.—has aroused tremendous trade attention. Here’s a dealer featuring CeCo Tubes ahead of all radio merchandise. Why!... The high reputation, long life and liberal discounts make CeCo Tubes one of the most profitable lines in radio.”

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

DO YOU KNOW?

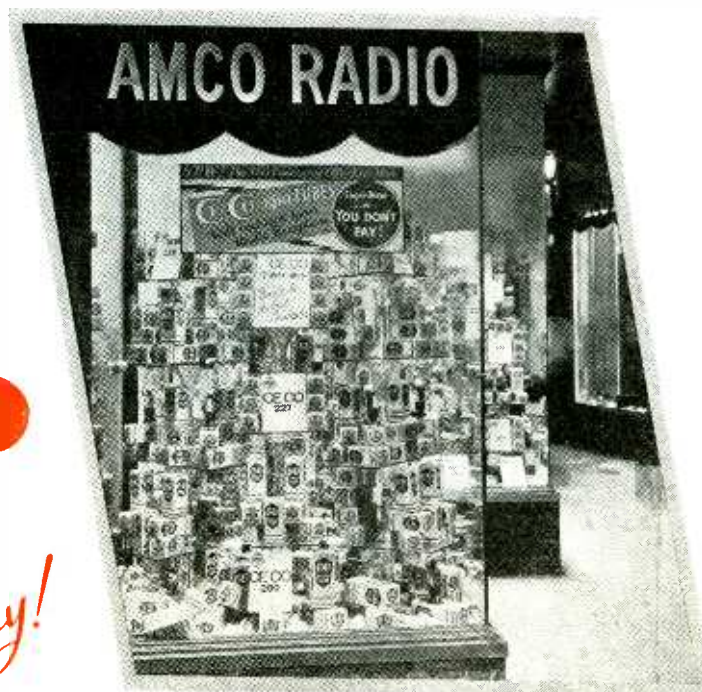
1. For prompt delivery CeCo maintains warehouses carrying complete stocks at New York, Chicago, Boston, Philadelphia, Pittsburgh, Providence, Toledo, Cincinnati, San Francisco, Los Angeles, Dallas, Springfield, Mass.
2. Forty-two specialty engineers supervise the sixty-four major tests subjected to each CeCo tube produced . . . your guard against defective manufacturing.



1930

Radio Tubes

*They're Better
or You Don't Pay!*



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

BIG CALIBRE OPPORTUNITY

HEAR *The*
30th Anniversary
JUBILEE
SPARTONS

Seventh Annual Radio World's Fair
MADISON SQUARE GARDEN
September 22-27
Booths 5 & 7, Section F, Arena Floor
Demonstration Rooms
COLLEGE BALL ROOM, ASTOR HOTEL

9th Annual Chicago Radio Show
COLISEUM, October 20-26
Space No. 1, Section J
Demonstration Rooms
STEVENS HOTEL

SPARTON starts this year with nothing to "live down". During the trying months just passed, the soundness of Sparton's protective policies have been proved. As a result of this . . . together with the intrinsic quality of Sparton instruments . . . we believe that the name Sparton is the easiest name to sell in all radio right now. The greatly broadened price range provides, we are sure, the best opportunity for dealers available today, if they are of big calibre.

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"

2 more great Endorse National



DR. R. E. MYERS World-famous scientist, physicist, college professor, maker of a billion radio tubes, designer of the new National Union Radio tubes.

Manufacturers Union Radio Tubes



SUCH QUALITY COMMANDS
CONFIDENCE

Crosley and Zenith, after countless exhaustive tests, have expressed their confidence in National Union Radio Tubes by approving them for shipment in their latest sets.

Crosley and Zenith have stamped their approval on National Union tubes. Only after rigid and extensive laboratory tests was this choice made.

Throughout the United States these two manufacturers are known for their quality merchandise, and hence their endorsement of National Union is very significant to distributors and dealers seeking a quality tube line. It is an additional tribute to National Union quality.

In the last seven months National Union has jumped to an enviable position in the radio industry. No other independent tube today is offered as standard equipment by as many manufacturers as National Union.

This phenomenal advancement can be attributed primarily to the work of Dr. Ralph E. Myers, Vice President in charge of En-

gineering and Production, who came to National Union with fifteen of his staff early this spring from Westinghouse Lamp Company. To these Radio Engineers goes the credit. They are the men who perfected the quality tubes that have won the approval of Crosley and Zenith and other famous manufacturers.

TEST THESE TUBES YOURSELF. 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. Then realize the sales opportunities these quality tubes will give you.

National Union jobbers will gladly explain our 6-fact profit plan and our theatre-lobby store display plan. If you do not anticipate a call from your jobber in the next day or two, write or wire direct to main office in New York.

**NATIONAL UNION RADIO CORPORATION
400 MADISON AVENUE • NEW YORK CITY**

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.

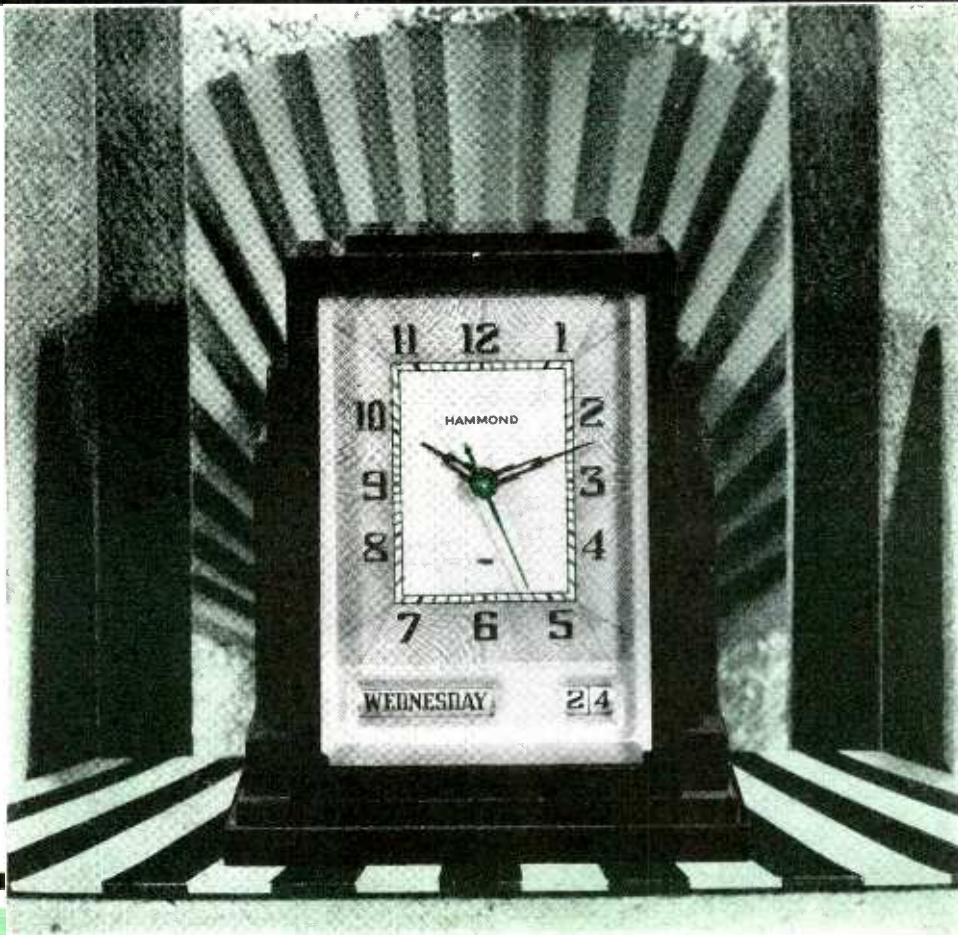
LICENSED APPARATUS



THE MARK OF THE GENUINE

THE MAGNAVOX COMPANY
ESTABLISHED 1911

◆ THIS IS HAMMOND'S MYSTERY MODEL ◆



RETAIL
\$1250

Case is black bakelite 6 1/2" high, 5 3/4" wide at base. Dial is silver finish, raised black numerals.

Tells Exact Time, the Day and the Date

Calendar Changes Automatically at 12 O'clock Midnite

Another Scoop—Once again Hammond places before you a chance to make a real profit.

Backed by an advertising campaign that reaches 3 out of 4 families every week, Hammond introduces the Gregory Calendar Clock just in time to prepare for a record-breaking Christmas business.

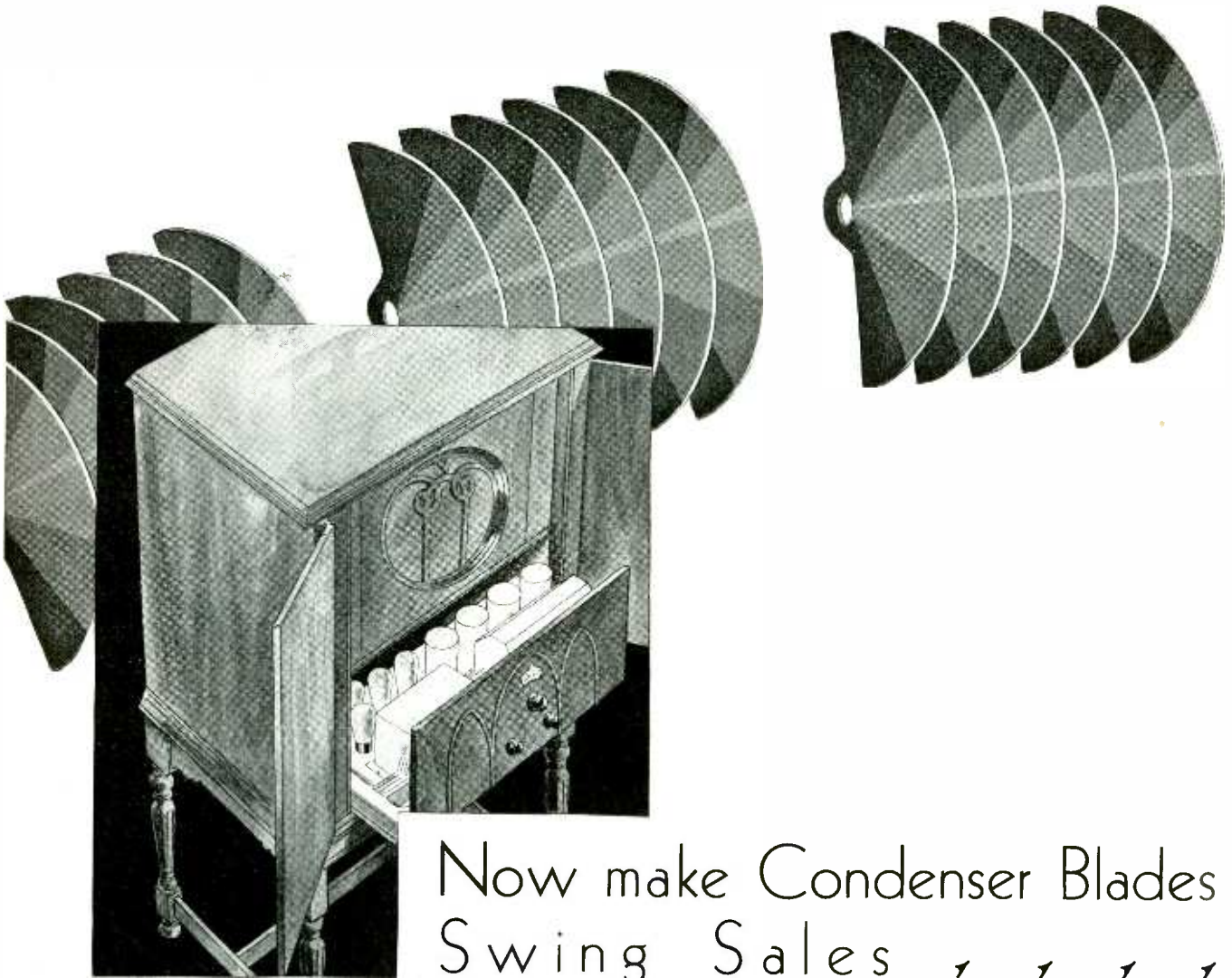
Think of the features of this new model, the sales appeal, the practical uses for this clock—

something to talk about instead of just a low price.

Nothing has been overlooked—the Gregory comes in a beautifully colored gift box—special displays are ready—circulars too.

Write or wire your order to one of the Hammond jobbers or to us and we will see that a jobber takes care of you. The Hammond Clock Company, 2915 N. Western Avenue, Chicago, Illinois.

HAMMOND
ELECTRIC CLOCKS



Now make Condenser Blades Swing Sales , , , ,

If the sets you sell have all-aluminum condenser blades you have a real sales story. You can let your customers know *why* your sets give finer results.

It is well known that there are no better blades than all-aluminum blades for clear tone—volume—sensitivity. Shaving costs in manufacture by using cheaper materials for condenser blades shaves the efficiency of the set.

Alcoa Aluminum in a radio is assurance that the builder is choosing the very best material, regardless of costs. Get this fact across. And show customers the inside of your sets. Point out the Alcoa Aluminum condenser blades, foil condensers, shielding, wire and other parts.

You need every sound sales argument you can find to help boost your business. Alcoa Aluminum is a real sales point, because it is a real contribution to radio efficiency. ALUMINUM COMPANY of AMERICA; 2462 Oliver Building, PITTSBURGH, PENNSYLVANIA



THE METAL THAT IS TUNED TO RADIO

Clarion Jr.
with **TONE CONTROL**

The Modern Convenient Radio



\$63.30
COMPLETE WITH TUBES

Pictured above is model 60, Clarion Jr., leading the modern trend toward small radios. Price complete with tubes \$63.30.

CLARION JR., though small in size for your convenience—easily moved from room to room—is large in performance. With every advance radio feature... without sacrifice of any of the quality so necessary to give you lasting radio satisfaction.

CLARION RADIO'S true re-creation... the justly famous CLARION tone, which you may control from "deep" to "brilliant" by a finger's touch, to please your particular taste in tone values... CLARION which embodies the best to be found in fine furniture... CLARION RADIO is a joy to the tone-conscious and to those who know furniture.

Naturally behind this marvelous performance are all the advance features of present day radio—screen-grid circuit, full size electro-dynamic speaker, push-pull 245's; screen-grid power detector, all-steel chassis, illuminated dial, local-distance switch, phonograph jack.

In the CLARION plant every manufacturing operation is under the guidance of a specialized expert who knows his place in the production picture—and still sees clearly in his mind's eye the perfect finished radio... so that CLARION will reach you as originally conceived... the "Greatest Radio Value at any Price."

The CLARION dealer in your neighborhood will be happy to show you all of the CLARION models and to explain the many unusual CLARION features. You can depend on his courteous assistance in making your choice.

IN ADDITION TO CLARION JR. of \$63.30 complete, is the Lowboy (pictured) at \$109.00... the Highboy at \$179.00... and the radio phonograph combination at \$199.00, less tubes.

\$109.00

Clarion Radio
THE GREATEST RADIO VALUE AT ANY PRICE

TRANSFORMER CORPORATION OF AMERICA • Keeler and Ogden Avenues • Chicago

Reproduction of full page advertisement in Collier's, October 18, 1930

We're telling the world that CLARION is "The Greatest Radio Value at any Price"

Millions of people are being told about Clarion Radio in one of the strongest, most striking magazine and newspaper campaigns ever launched. The Clarion distributors listed above will testify that this great public is not only being told—but that it is being sold. The large sums of money spent in advertising Clarion Radio will come back still larger in the form of profits for the Clarion dealer. The Clarion line is already the sensation of the country—because it is nationally advertised—because it has the backing of a great organization—but principally because the product itself is "The greatest radio value at any price."

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

Clarion Distributors

- BIHL BROTHERS, Buffalo, N. Y.
- 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.
- DOMESTIC ELECTRIC APPLIANCE CO.
Seattle, Wash.
- 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.
- GREENVILLE TEXTILE SUPPLY, Greenville, S. C.
- HERBERT HORN, Inc., Los Angeles, Calif.
- INLAND RADIO CO., Spokane, Wash.
- W. J. HOLLIDAY & CO., Indianapolis, Ind.
- 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.
- NORTHWEST RADIO SUPPLY CO., Inc.
Portland, Ore.
- PATTERSON PARTS CO., Cincinnati, Ohio
- PHILIPS & CREW PIANO CO., Atlanta, Ga.
- 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.
- ROBERTS TOLEDO CO., Toledo, Ohio
- ROCKEFELLER ACCESSORY HOUSE
Sunbury, Pa.
- THOMAS B. SHARAR CO., 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, Illinois
- ISAAC WALKER HDWE. CO., Peoria, Ill.
- WILLIAMS HDWE. CO., Minneapolis, Minn.

CLARION RADIO will be exhibited at the Ninth Annual Chicago Radio Show at the Coliseum October 20-26, 1930 Booth 3, Section G.

Ken·Rad

Fine Radio Tubes

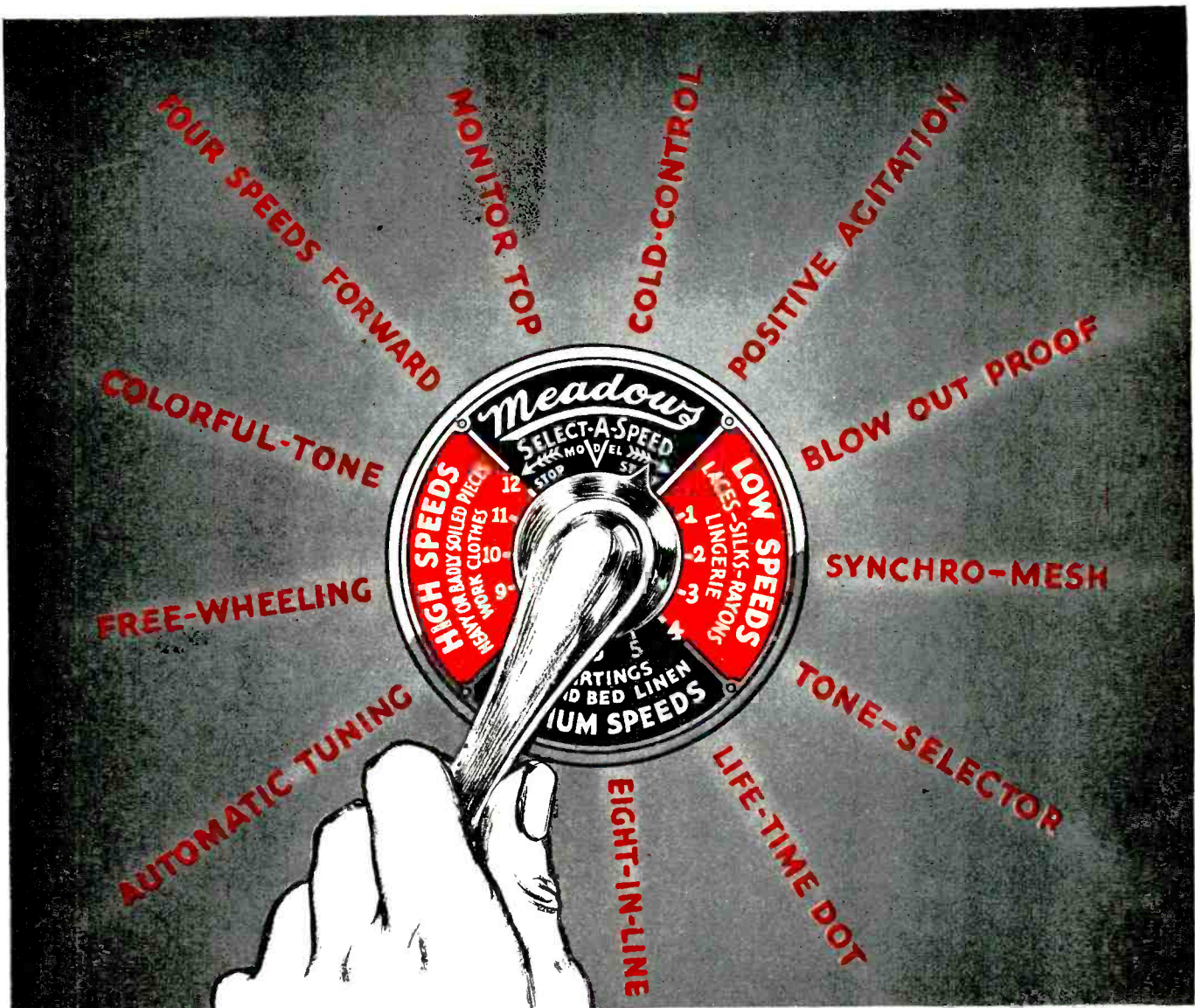


*and Ken·Rad Sales Policies
Are More Profitable
for You*

WRITE US AND LET US PROVE IT!

•

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY
A Division of Ken-Rad Tube and Lamp Corporation



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.

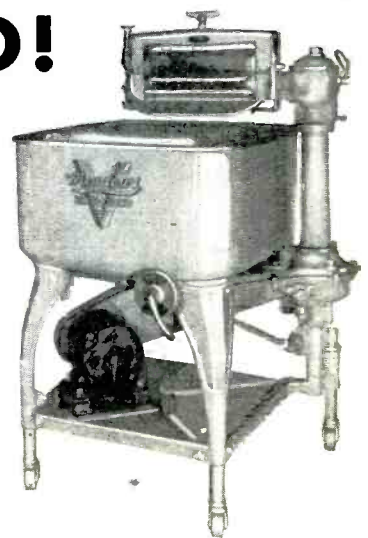
Here it is. The first and still the only genuine specialty feature in the washing machine industry. It stands on a par with the specialty features that made leaders in other industries. MEADOWS SELECT-A-SPEED! A different washing speed for each different type of fabric. An improvement that means something 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.

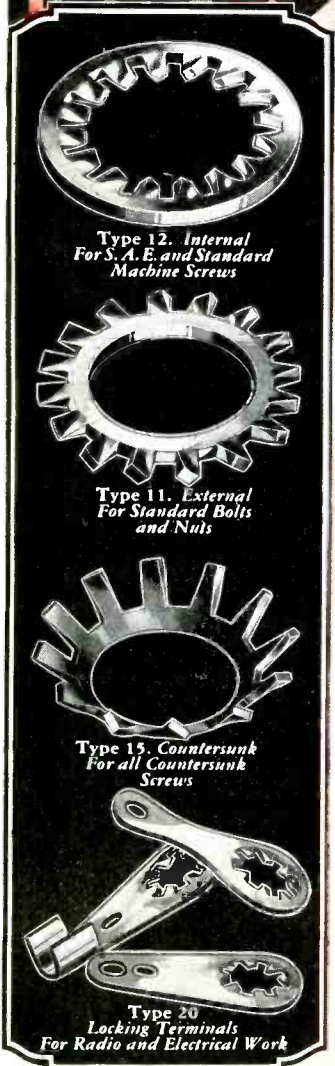
Get in touch with the Meadows factory. Put your men on Select-A-Speed. See the difference in the results they get from the first day. Write or wire us for details on your local franchise.



THE MEADOWS MANUFACTURING COMPANY, BLOOMINGTON, ILLINOIS, U. S. A.

MEADOWS THE LINE THAT ALWAYS WINS

The best protection against costly customer complaints!



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

Type 20 Locking Terminals For Radio and Electrical Work

PRODUCTS that falter and fail to perform perfectly should never find a place in your store. They cause dissatisfied customers—expensive service calls—and keep eating into your profits.

That's why it pays to insist on Shakeproof equipped merchandise. Shakeproof Lock Washers and Shakeproof Locking Terminals prevent trouble at its source—they keep connections tight and defeat the damaging action of vibration. Look for Shakeproof under every nut and screw and when you find it you will know you have a product that you can be proud to offer to your customers.

Test Shakeproof Lock Washers on your next service job—see for yourself how this positive locking principle keeps the nut absolutely tight. Free samples will be sent on request—write for them today!

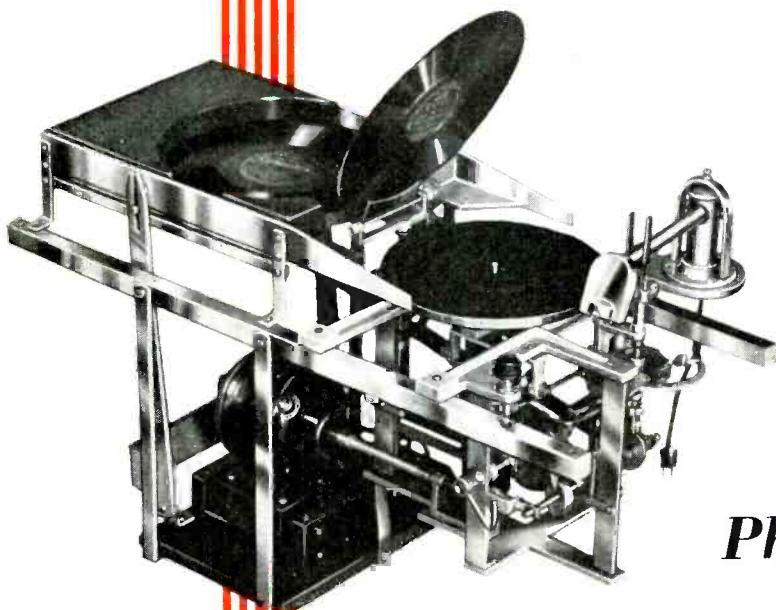
SHAKEPROOF Lock Washer Company

(Division of Illinois Tool Works)

253 1 North Keeler Avenue, Chicago, Illinois

U. S. Patents: 1,419,564—1,601,122—1,697,951. Other patents pending. Foreign patents.

EVERY Progressive RADIO DEALER



Western "Mechanic-Dynamic" Automatic Chassis Assembly No. 200 plays 15 double-faced records, both sides, without attention.

should
familiarize
himself
with the

WESTERN *Automatic Phonograph Mechanism*

for centralized radio and
public address systems

The increasing demand for centralized radio and public address systems is bringing new opportunities for profit to every radio dealer. Schools, Hotels, Assembly Halls of all kinds, as well as outdoor arenas are prospects for this equipment.

The Western "Mechanic-Dynamic" Automatic Phonograph Mechanism is used wherever the best in reproducing equipment is demanded. It is compact and accessible,—almost human in its ease and smoothness of operation.

The Western Automatic was used in the public address system at Curtiss-Reynolds Airport, Chicago, during the recent National Air Races. This installation is said to be the largest of its kind ever made.

Every progressive radio dealer should familiarize himself with the Western complete service for sound reproduction and distribution. Western also offers a complete line of power amplifiers for public address systems.

Send for "A Sound Line," our new attractive two-color booklet, fully describing the Western Line.

Western Electric Piano Co.

850 Blackhawk St., Chicago

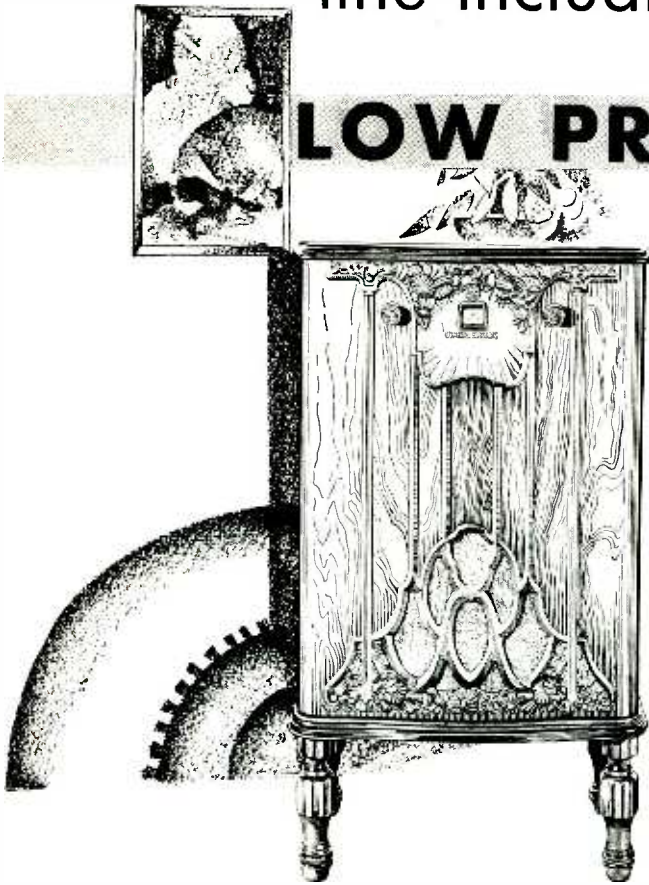
Manufacturers of Quality Automatic Instruments



NOW

the General Electric Radio dealer will have a **COMPLETE** line including this new

LOW PRICED MODEL



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 class, it has no superiors—it is the outstanding radio value of the season.

—Compact in size (34-5/8" x 20-1/2" x 12-7/8") 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.

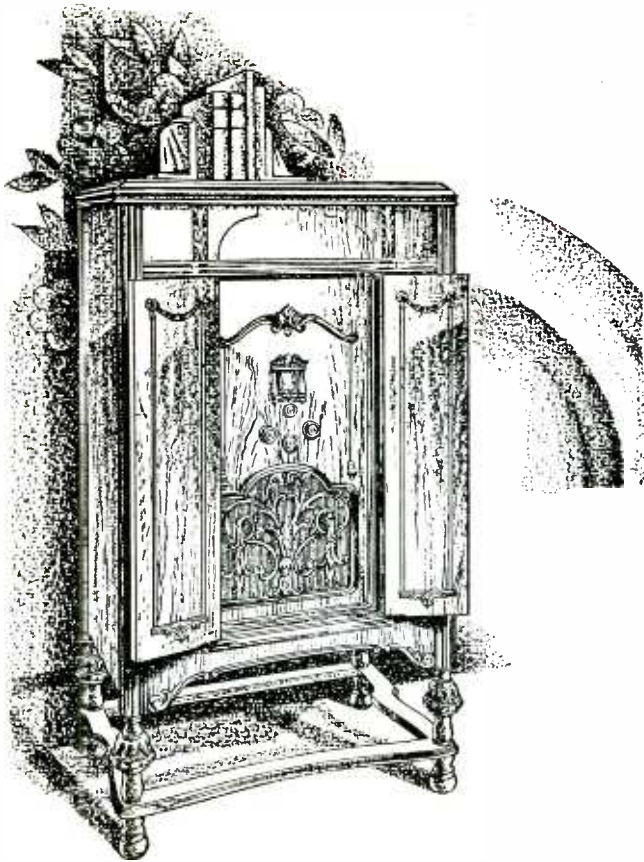
GENERAL  **ELECTRIC**
STUDIO LOWBOY

"HOME RECORDING" is Standard Equipment on the



FULL RANGE

Radio Phonograph Combination



**THE RADIO-PHONOGRAPH
COMBINATION**

A handsome brown walnut cabinet, satin-finished. Fitted with TONE CONTROL and HOME RECORDING equipment . . . Price \$285, less tubes. Remote control optional at additional cost.

HERE is a real high-light among the sales features of the G-E Radio-Phonograph Combination. Added to the already high value represented by this splendid screen-grid super-heterodyne receiver with its special tone-arm that gives such remarkable record reproduction, Home Recording makes the G-E Radio-Phonograph Combination a real sales winner.

The Home-Recording device has two outstanding features. It records broadcast programs direct from the receiver—giving a permanent record of favorite programs. It also records the speaking voice and home entertainment with an attachable microphone. Equipment includes microphone, two special needles, and five blank, non-breakable six inch records.



THE HIGHBOY—A brown walnut cabinet with satin finish; French doors—(fitted with TONE CONTROL) . . . Price \$179.50, less tubes. Remote control optional at additional cost.

THE LOWBOY—An attractive cabinet in satin-finish brown walnut. Super-heterodyne using nine tubes, four of which are screen-grid. Price \$142.50, less tubes.

GENERAL ELECTRIC

FULL RANGE RADIO



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.

\$12*net*

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

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

MODEL 400

Readrite

Counter Tube Tester



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



is the only
Full Range

TONE CONTROL



*selling as a
separate unit*

... It is the only separate unit Tone Control that will actually increase the brilliance of the treble as well as deepen the bass. It is the Tone Control of 1931... out NOW.

Dealers are finding it a leader with early season pull and profit (see below).

Radiart Full Range Tone Control means sales in a ready-made market of 8,000,000 sets which were sold before tone control came into being.

There is also a Radiart Standard Tone Control (list \$2.95). For particulars on either, wire or mail coupon to the Radiart Corporation, 13229 Shaw Ave. Cleveland, Ohio.



Radiart Full Range Tone Control, list \$7.50, allows long profit. It can and should be featured as a quality item for it does what no other unit can do. (See diagram.)

Also, Radiart Full Range Tone Control is the only device on the market that will act as Static Muffler • Interference Reducer Acoustic Compensator • Speech Clarifier

Any and all sets not factory equipped with tone control can use Radiart SKELETON Tone Control, Model JFP, mounted in the panel.

Some Newspaper Advertising and some Dealers Featuring Radiart Full Range Tone Control for the Present Season

WEXIARK RADIO STORES
2130 Woodward Ave., Detroit, Mich.

Add Next Year's
TONE CONTROL
To Your Old Radio

You, perhaps, like thousands of others, bought your radio before much thought was given to Now everyone wants its next...

Mark's Stores, Inc.

the power and wire is grounded. As shown above, the Radiart Tone Control may be placed atop the cabinet for convenient dialing.

Radiart Full Range 750 Tone Control

Sold Exclusively at
Lyon & Healy

Wabash at Jackson 820 E. 41st St.
1710 Lincoln Ave. 1016 Meriden Bldg.
1017 Milwaukee Ave. 2100 Brynau Ave.
RYANTON 615 Grand St.
OAK PARK 123 Marston St.

WALTHAM ELECTRIC CORP.
NEW YORK CITY

THE LAMSON BROTHERS CO.
TOLEDO, OHIO

Modern TONE CONTROL for YOUR RADIO

\$7.50

Anyone can connect to any

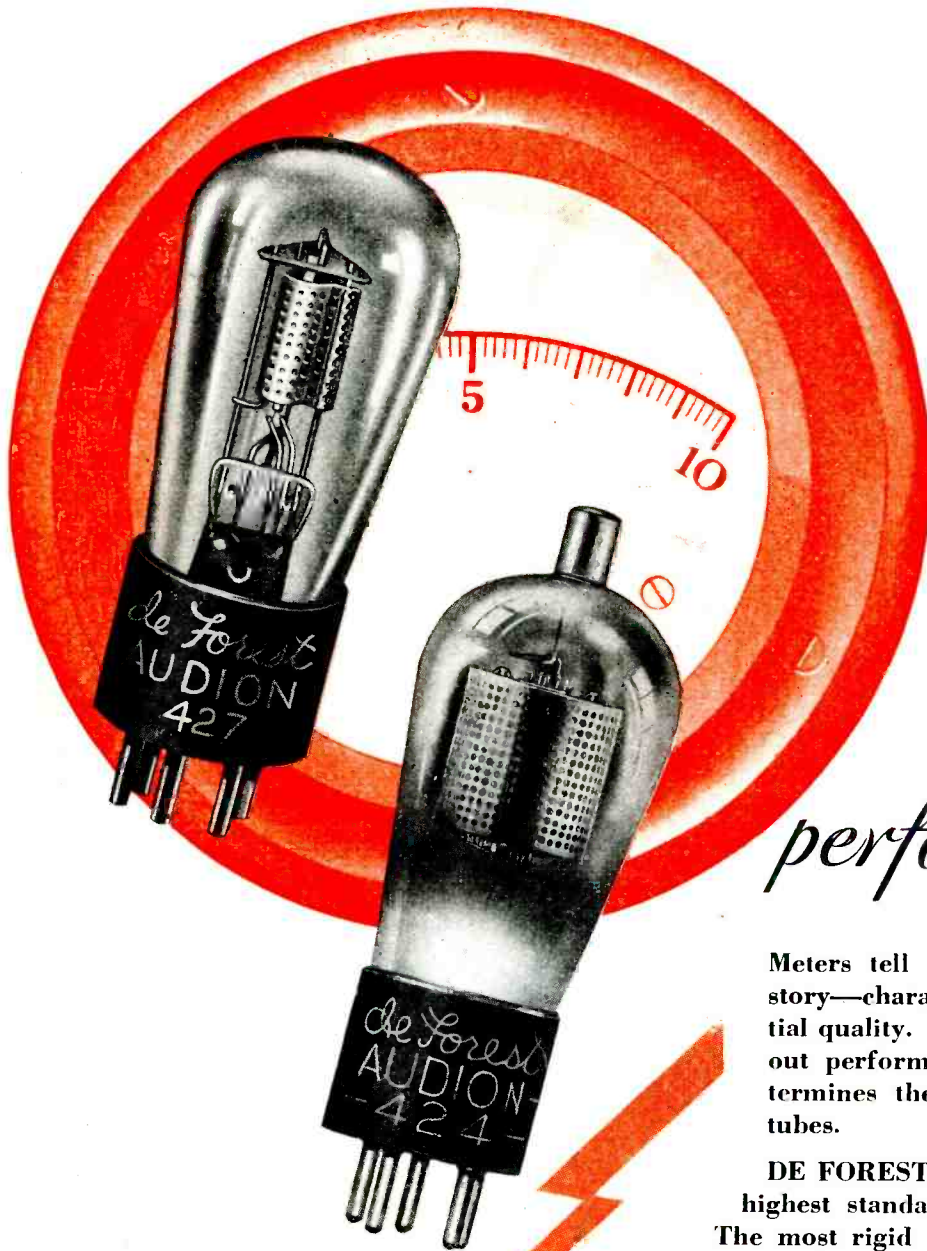
Full Range To

Now with Radiart's...
bring your...
tone control...
and can...
And...

Name _____
Address _____

HERMANS 1930

Please send me information on Radiart Tone Controls and the merchandising plan.



And after
what the
meters
read...
it's
performance!

Meters tell only the first part of the story—characteristics, uniformity, initial quality. But it's the day in and day out performance that follows, that determines the inherent worth of radio tubes.

DE FOREST AUDIONS are built to the highest standards. Tested and retested. The most rigid tolerances. Life tests conducted with definite percentage of daily production. Sturdy mechanical design insures permanent positioning of elements. Liberal emitters insure high, uniform performance throughout long life. Extreme evacuation spells quiet, smooth, reliable service long after most tubes have been replaced.

The end of the story—*performance*—is of greater interest to De Forest research workers and engineers, than the beginning.

De Forest Tubes are Standard Equipment in Crosley and Brunswick Sets.

de Forest
(AUDIONS)
RADIO TUBES

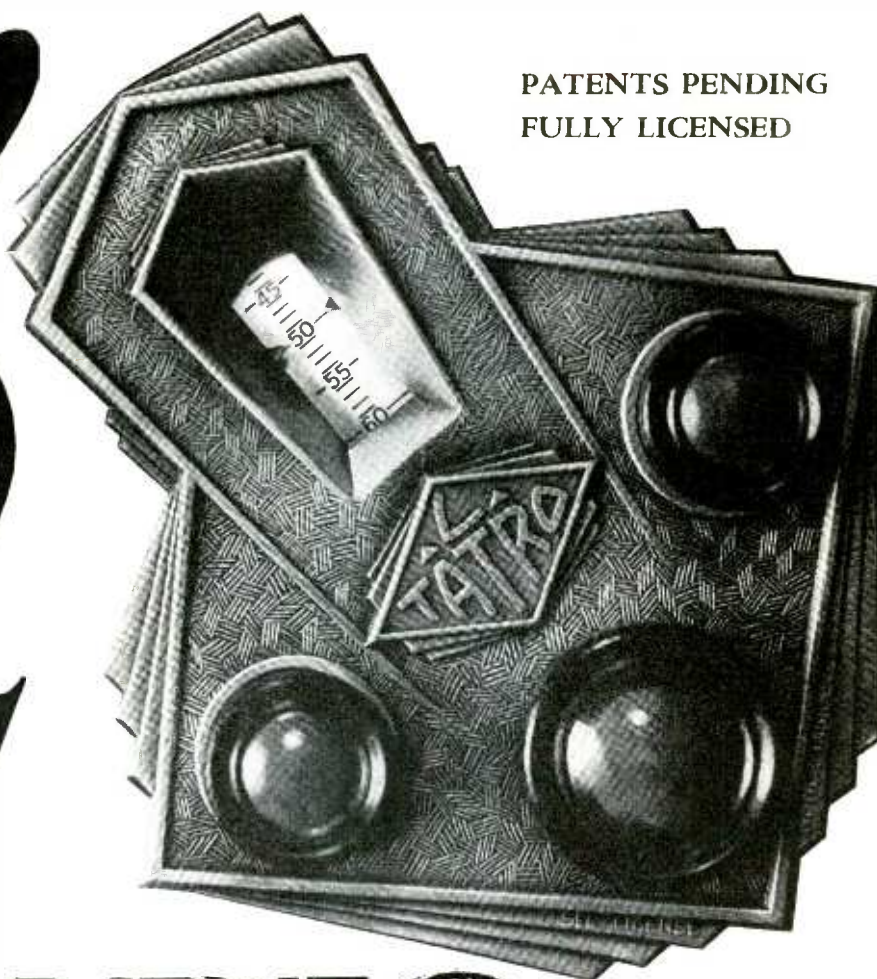
DE FOREST RADIO COMPANY
PASSAIC, NEW JERSEY

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

New!

32

Volt



PATENTS PENDING
FULLY LICENSED

RADIO *for Farm Light Plant Users*

No Moving Parts

ECONOMICAL OPERATION LESS THAN
50 WATTS.
TRIPLE SCREEN GRID.
PUSH PULL AUDIO.
12 INCH DYNAMIC SPEAKER.

SINGLE DIAL CONTROL.
BEAUTIFUL WALNUT CABINETS.
KNIFE EDGE SELECTIVITY.
POWER TO PLAY THE WEAK ONES.
PRACTICAL AND TESTED.

GUARANTEED ABSOLUTELY.

WITH 3 SCREEN GRID TUBES

The L. TATRO 7 is a new era Radio, an instrument of true dependability and permanent service. It delivers newer and better standards of performance in an amazing measure. L. TATRO excellence is explained partially by its new and ingenious circuit which employs three powerful

screen grid tubes and carries the principle of screen grid tube operation to new levels of masterly engineering.

Mr. Distributor and Mr. Dealer do you realize the sales possibilities of the marvelous L. TATRO 32 Volt Radio in its virgin field?

Address Inquiries to—Sales Dept. TATRO BROS., Inc., Decorah, Iowa



BOSCH RADIO

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

Quality performance is outstanding with the new Bosch Radio Models—Bosch Radio Success is built upon Quality—



a quality performance that assures full priced selling—profit to distributor and dealer. There are no slow numbers in the Bosch Line and the line covers the entire buying range from volume business to De Luxe models. The cabinets express a new element in radio furniture. Write for details of Bosch advertising and Bosch Merchandising in your territory—address nearest office.

MODEL E—A graceful console, in matched walnut woods. 50 3/4 in. high, 28 in. wide and 15 1/4 in. deep. 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

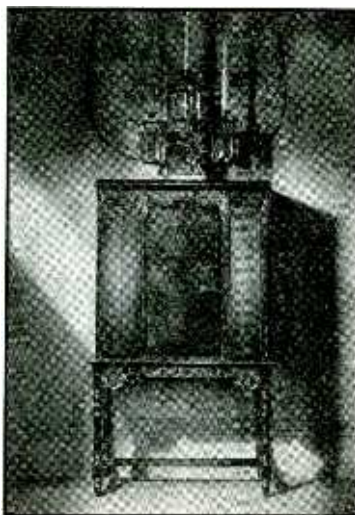
AMERICAN BOSCH MAGNETO CORP., SPRINGFIELD, Mass.

Branches: New York, Detroit, Chicago, San Francisco
Canadian Distributors: **RADIOCRAFT CORPORATION, Ltd., Ottawa, Ontario**

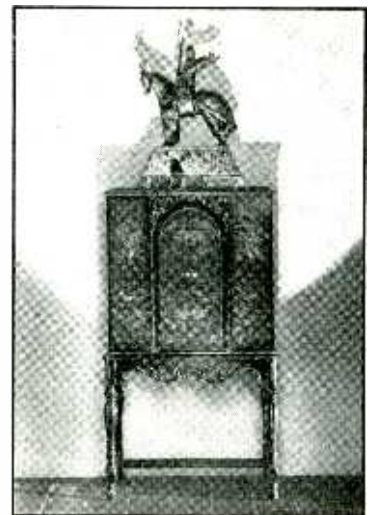
Bosch Radio is licensed under patents and applications of R.C.A., R.F.L. and Lektophone. Prices slightly higher west of Rockies and in Canada



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



MODEL D—A console so decidedly away from the usual that it expresses rare elegance and charm. It is 47 1/4 in. high, 28 in. wide and 14 3/4 in. 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 operation scale. Designed for AC-25 or 60-cycle operation or DC operation. Price, less tubes \$195.00



MODEL B—The richly grained walnut woods so beautifully matched give this console a pleasing individuality. It is 44 1/4 in. high, 26 in. wide and 14 3/4 in. deep. Has sliding doors, built-in electrodynamic speaker and 8-tube receiver. Designed for 25 or 60 cycle operation. Price, less tubes \$159.50



This

KELLOGG

TUBE

MARKET IS

Profitable . . .

Two and a half million dollars in Kellogg Tube sales pour into the cash registers of tube dealers every year! Every customer of yours 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.**

This market is already established for you—stock and display Kellogg tubes—it is profitable business. Write to Department 44 for name and address of nearest Kellogg tube jobber.

KELLOGG SWITCHBOARD AND SUPPLY CO.

1020-1070 WEST ADAMS STREET, CHICAGO

ADVENTURES
of the
PROFITWISE
DEALER



SALESMAN: I'll sell you Goofy Two Twenty-Sevens for twenty cents apiece.

PROFITWISE DEALER: You *will* likell.

Imagine equipping a two hundred dollar receiver with such tubes! Imagine the trouble it starts. Or, maybe you don't *have* to imagine. Profitwise dealers expect no such long profits. Quality is vital. Sylvania quality for instance.

Sylvania
RADIO TUBES

Licensed Under RCA Patents



REG. U. S.
PAT. OFF.

SYLVANIA PRODUCTS COMPANY, Emporium, Penna.

it's the tube that makes the radio

Again We Say

NEEDED—A Trade Show

IN ITS July issue *Radio Retailing* discussed frankly one of our most vital problems—the trade show. Admitting the show's imperfections, we nevertheless took the definite stand that this institution, so vital to our organizational life, must carry on.

Last week a group of set executives requested that the board of directors of the Radio Manufacturers Association call a special meeting of the entire membership of this body to consider future trade show and convention policies. Whether or not such a gathering takes place, the fate of the trade show will be decided by properly authorized persons in the near future.

Our annual display of industry progress, our annual exhibition of a united strength, our annual exchange of experiences **MUST BE CONTINUED.**

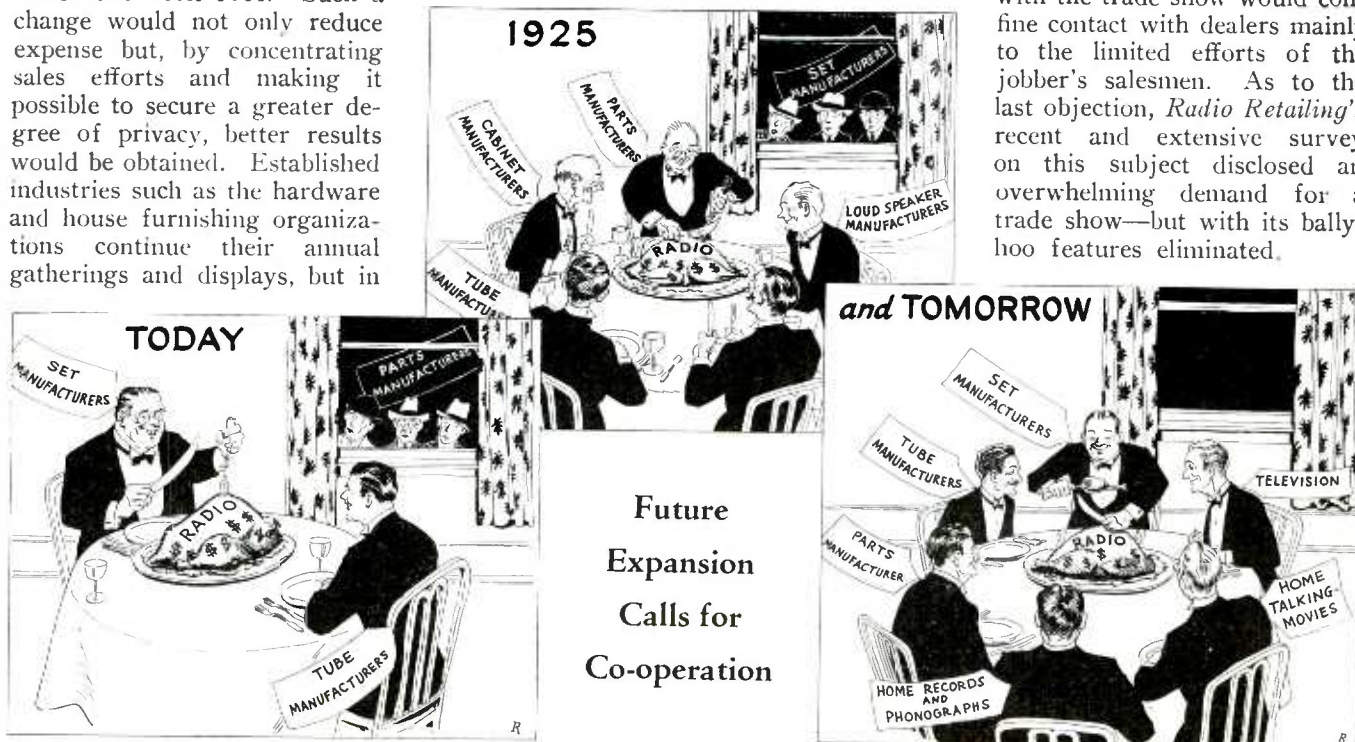
LET'S think this thing through from its broader and more fundamental aspects: *Radio Retailing* does not contend that the old type of show must continue—far from it. A different manner of displaying models and affording opportunities for business discussions should be adopted. For example: by doing away with the unnecessary expense of en bloc, exhibition hall displays and by confining the showings to suites of rooms under one hotel roof. Such a change would not only reduce expense but, by concentrating sales efforts and making it possible to secure a greater degree of privacy, better results would be obtained. Established industries such as the hardware and house furnishing organizations continue their annual gatherings and displays, but in

this modified form and with exceptional success.

The radio art is still in an exceedingly plastic state. Manufacturers heretofore not identified with our industry are producing allied lines, such as home motion talking pictures. If, therefore, the industry hopes to attain that degree of cohesion and of co-operation so essential to its success, and if RMA is to continue its leadership, RMA must serve as the instrumentality through which all the allied factors of our realm are brought together . . . not only the makers and sellers of parts, accessories, tubes and sets but every manufacturer and seller of home entertainment devices and of other applications of the electronic tube.

THE opponents of the show state that not only does it retard sales, make obligatory annual models and constitute an unnecessary gesture for the obtaining of new dealer and jobber connections, but they claim also that the retail trade does not want such an affair.

Just so long as we continue to progress new inventions will beget new models, regardless of any concerted industry action. The contention that dealers and jobbers are best contacted only in the field is a fallacy. Dealers are changing their connections constantly. Doing away with the trade show would confine contact with dealers mainly to the limited efforts of the jobber's salesmen. As to the last objection, *Radio Retailing's* recent and extensive survey on this subject disclosed an overwhelming demand for a trade show—but with its ballyhoo features eliminated.



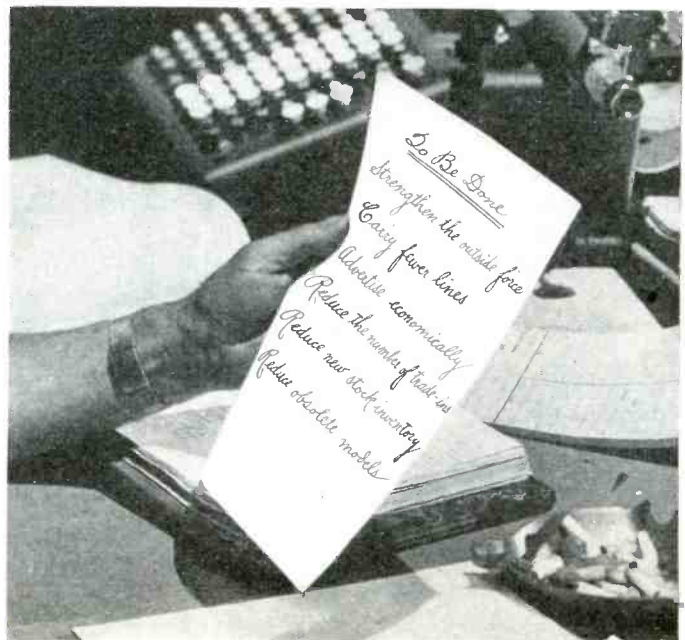
We've Learned Our Lesson *N O W*



LAZARNICK

H O W

30 representative dealers plan to meet the changed merchandising conditions which will confront all radio retailers this year



We're READY To SELL

THE dinner bell rang in a Y.M.C.A. recreation room and there ensued a mad scramble of the boys for the dining room door. One chap was slow in starting and fell down in the rush. Sadly he picked himself up and returned to his chair and book.

"Aren't you going to eat?" he was asked.

"Shucks, there isn't anything left," he remarked.

With general business at 85 per cent of normalcy and every possible lead being followed, are radio dealers ready for the coming race? Based on a personal investigation of 30 representative cases, the answer is that they are!

The editors of *Radio Retailing* exercised special care in their selection of the dealers to be interviewed. It is felt, therefore, that the information thus obtained at first hand is an accurate reflection of the thinking of the average radio dealer today.

In what way has the retail radio industry trimmed its sails to take advantage of shifting winds? How does its merchandising future differ from that of yesteryear?

"We've learned our lesson and here's what we've done—and are doing—to keep abreast of the times," these alert proprietors of radio and music shops, sporting goods and furniture stores and of departmentized institutions told our western editor. "Above all, we're enlarging our field forces. Then we've reduced inventories all the way down the line—new models, superseded models, obsoletes and trade-ins. Lastly, we're checking the expenditure of every dollar, particularly for general advertising purposes."

Specifically Speaking

Specifically speaking, dealers have yet to discover the ideal solution of the trade-in problem. Special sales, junking and bonfires are the best answers so far advanced.

In the matter of outside salesmen, the general trend is to increase their number. One dealer very cleverly employs several dozen outside part-time "salesmen," by rounding up the names of former set builders. Each of these men is good for from six to ten set sales a year, he declares, inasmuch as his old customers come back to him for advice.

Another radio dealer has no outside men but is using his servicemen as salesmen. Still another defends his

The PICTURE'S DIFFERENT THIS YEAR

Capital commitments, averaged from the records of 30 leading radio concerns of the middle west

Stock on Hand	Last Year	This Year
New models	\$5,833	\$4,101
Superseded models . . .	3,130	1,633
Obsolete sets	760	300
Consoles over \$250 . .	\$2,650	\$1,481
Sets under \$250	3,362	2,502
Midgets	252
Tubes	469	320
Accessories	337	380
Trade-ins (in units) . .	50	34
Advertising budget . . .	\$4,500	\$2,312

NOTE: Radio merchants are reducing the amount of their frozen assets—in these typical cases, by 36 per cent during the past 12 months

stand against outside men—a buyer in a State Street department store—by saying that his store wants only that business which comes in through the usual store channels. A Chicago music dealer puts himself on record as saying that outside men are not a success, demonstrations are profit-losers and he proposes to abide by floor sales.

But in the main, outside promotional selling is on the decided increase. Whereas the average field force was 1.8 men a year ago, today it is in the neighborhood of 3.9.

Compensation of the outside salesmen will be mostly on a commission basis with a number of dealers jumping from straight salaries to salary and commission.

The demonstration perplexity may be summed up in a single sentence policy: Make every effort to sell them in the store but, if you fail, agree to a limited-time home demonstration, but to no "free trial" offer.

Advertising expenditure is being cut, total figures showing it sliding from \$4,500, for 1929, to a \$2,312 average for 1930. As one dealer puts it, "We got tired of running ads that brought us no leads." Another, who recently has taken on an exclusive line, declares that he expects to do nothing in the way of advertising, depending on the national goodwill of the brand he is featuring.

Direct-mail, also, is less popular, although in direct

(Please turn to page 71)

Internal

A Way Out Of The Time Paper Bog For Many Dealers

By

Russell B. Rich

*Accountant for Radio Service Shop,
Glen Rock, N. J.*

AT THE close of business Dec. 25, 1929, our entrance into 1930 did not look altogether cheerful. Although our balance sheet was expected to show a favorable ratio of assets to liabilities, payables were high, cash low and our line of credit practically exhausted. Finance companies had already tightened up on discounting and our largest single current asset was \$3,500 worth of installment contracts of ten and twelve months' duration. We knew these could be sold on the direct payment plan, but at a cost that would cancel most of our profit on the business involved. This expedient offered a temporary remedy only, with which we previously had had a painful experience. A thorough analysis of our installment problem for the past year developed, however, an unusual scheme of financing a plan, the operation of which has exceeded our highest hopes. I trust that it may be of equal assistance to other dealers.

It occurred to us that good, two-name, paper, endorsed by a reputable merchant of the community, might appeal to an individual investor as excellent collateral for a long-term loan. On this assumption a plan of *internal* discounting was devised through which contracts could be continuously financed with a fixed amount of cash.

Using the figures for the past year we counted on sales of \$30,000 for 1930, about 60 per cent or \$18,000 of which would involve financing. Of this amount about 20 per cent or \$3,600 would represent allowances on trade-ins and down payments, leaving about \$14,400 in contracts. This expected business, added to the \$3,500 in contracts on hand, put discounting requirements for the year at about \$17,900—a small portion of which could be sold to outside companies if necessary. We did, however, plan to take up as much of this paper as we could, fixing the amount of cash needed at \$5,000.

In order to sell the idea, a definite plan had to be

Table Showing the Operation of a \$5,000

(Based on a ten month)

A	B	C	D
Date	Balance in Bank	+ Payments Deposited	= Total Available
January 2	\$5,000.00		\$5,000.00
January 15	2,025.00		2,025.00
February 1	1,600.00	\$157.50	1,757.50
February 15	1,332.50	180.00	1,512.50
March 1	917.50	202.50	1,120.00
March 15	355.00	234.00	589.00
April 1	121.50	274.50	396.00
April 15	141.00	299.25	440.25
May 1	100.25	312.75	413.00
May 15	115.50	330.75	446.25
June 1	106.25	346.50	452.75
June 15	112.75	364.50	477.25
July 1	137.25	382.50	519.75
July 15	137.25	400.50	537.75
August 1	112.75	420.75	533.50
August 15	108.50	443.25	551.75
September 1	126.75	465.75	592.50
September 15	125.00	488.25	613.25
October 1	145.75	513.00	658.75
October 15	148.75	537.75	686.50
November 1	134.00	564.75	698.75
November 15	103.75	594.00	697.75
December 1	102.75	468.00	570.75
December 15	145.75	477.00	622.75
		\$8,457.75	
Payments outstanding		5,672.25	
Total		\$14,130.00	

Payments are made into the fund and contracts accumulated and discounted semi-monthly (Col. A).

The amounts (Col. C) represent one-twentieth of all outstanding accounts, payable by the dealer to the financier semi-monthly.

At this point note that the first (Jan. 2) discount has been paid in full and, therefore, is not included in subsequent deposits.

On December 1, discount No. 1 has been fully paid up and is, therefore, eliminated from subsequent deposits. On December 15, No. 2 has matured and so on, causing a lesser increase in semi-monthly deposits, as is shown here.

constructed with a view to safety for and attractiveness to the proposed investor. The following conditions were decided upon.

1. The fund to be set up in the local bank and to remain entirely separate from the general cash and other accounts of the business. Withdrawals and deposits to be restricted to the business of discounting and liquidating contracts absorbed by the fund.
2. Contracts to be the standard form fully executed, signed by the purchaser and endorsed by the proprietor. For presentation, the usual schedule to be prepared in duplicate, both copies with the contracts going to the investor who will hold the original schedule and contracts, approve and return the duplicate. Disbursement checks shall require the signature of the dealer and the countersignature of the investor.
3. All contracts to be reduced to a ten months' (twenty-payment) basis and the finance charge will be 5 per cent, $\frac{1}{2}$ per cent per month. The face value

Financing

Financing Fund Over a Period of One Year
payment contract)

E	F	G	H	I
Value of Customer Contracts	Amount of Customer Contracts Discounted	Finance Charge Deduction	Actual Cash Withdrawn	Balance Remaining in Bank
\$3,500.00	\$3,150.00	\$175.00	\$2,975.00	\$2,025.00
500.00	450.00	25.00	425.00	1,600.00
500.00	450.00	25.00	425.00	1,175.00
700.00	630.00	35.00	595.00	917.50
900.00	810.00	45.00	765.00	555.00
550.00	495.00	27.50	467.50	127.50
300.00	270.00	15.00	255.00	141.00
400.00	360.00	20.00	340.00	100.25
350.00	315.00	17.50	297.50	115.50
400.00	360.00	20.00	340.00	106.25
400.00	360.00	20.00	340.00	112.75
400.00	360.00	20.00	340.00	137.25
450.00	405.00	22.50	382.50	137.25
500.00	450.00	25.00	425.00	112.75
500.00	450.00	25.00	425.00	108.50
500.00	450.00	25.00	425.00	126.75
550.00	495.00	27.50	467.50	125.00
550.00	495.00	27.50	467.50	145.75
600.00	540.00	30.00	510.00	148.75
650.00	585.00	32.50	552.50	134.00
700.00	630.00	35.00	595.00	103.75
700.00	630.00	35.00	595.00	102.75
500.00	450.00	25.00	425.00	145.75
600.00	540.00	30.00	510.00	112.75
\$15,700.00	\$14,130.00	\$785.00	\$13,345.00	
	\$14,130.00			

From the hand on, therefore, it will be seen that payments will not increase at as rapid a ratio. This is due to the fact that the monthly liquidation of contracts naturally eliminates the payment of installments on said completed obligations.

Note: By December 31 the original finance fund of \$5,000 will have carried \$15,700 worth of customer contracts (Col. E) at a discount value of \$14,130 (Col. F) for which disbursements of \$13,345 (Col. H) will have been made. Total payments toward liquidating this liability (Col. C) will have amounted to \$8,457.75, with the remaining \$5,672.25 to be liquidated during 1931. Gross income will be \$785 (Col. G).

of contracts to be subject to a deduction of 10 per cent—the finance charge, and the net amount withdrawn.

4. Liquidating payments to be made semi-monthly on the first and fifteenth days, after which new discounting is to be done. Payments to be made when due whether or not remittance has been made by purchaser.

5. Payments will be determined using the discount value of contracts purchased (face value less 10 per cent) as per the following example

Contract (face value).....	\$100
Less 10 per cent reserve....	10
Discount value.....	\$ 90
Less 5 per cent finance charge	5
Net cash that may be withdrawn	\$ 85

WHAT \$5,000 WILL DO

Will CARRY

\$14,130 worth of customer contracts

Will PAY

the one who lends it \$300 in interest

Will NET

to the dealer a special profit of \$200

Will PLACE

the dealer in control of the situation

The indebtedness on each \$90 to be liquidated in 20 equal semi-monthly installments of \$4.50 each.

6. Separate books of account will be kept and statements rendered on Dec. 31, each year.

The general terms of discounting are quite similar to those of most outside companies. However, all contracts of a longer duration than 10 months are reduced to that basis and a flat carrying charge of but 5 per cent is made, thereby passing on some of the advantages of this plan to our customers. Contracts are discounted at 90 per cent of their face value and liquidating payments are figured from that amount. Using the foregoing example, the purchaser pays to the dealer each month \$10 whereas the dealer's payments total \$9, maintaining the 10 per cent ratio of reserve to liability throughout.

A schedule was drawn to show exactly how much business could be absorbed with a fund of \$5,000 and what income could be expected. This was taken to a local bank with an explanation of the proposition in full. With its unqualified endorsement several suggestions were furnished as to who might be approached for the loan. To a local citizen the scheme was again unfolded and quite easily put over. The cash was secured in less than a week and the operation put into full swing on January 2, 1930, with the discounting of the \$3,500 worth of 1929 contracts on hand.

OUR original schedule prepared as a forecast has been well maintained to date and is presented for detailed study. As shown therein on Dec. 31, 1930, the fund will have absorbed \$15,700 worth of contracts at a discount value of \$14,130 for which disbursement of \$13,345 in cash will have been made. Total payments deposited liquidating this liability will amount to \$8,457.75 with the remaining \$5,672.25 to be liquidated during 1931. Gross income will be \$785. But the con-

tracts discounted have not all been paid up and, therefore, this amount will not be entirely earned.

To arrive at actual financing profits it will be necessary to determine what portion of this \$785 is applicable to 1931. From our schedule we know that the first three discounts, Jan. 2, 15, and Feb. 1, will have been fully paid and we can in each case include all of the finance charges as earned income. On the Feb. 15 discount only 19 payments have been made, actual earnings will be 19/20 of \$35 or \$33.25 and 1/20 or \$1.25 deferred to earnings of 1931. The March 1 discount, gross income of \$45, will be apportioned 18/20 or \$41.50 to actual earnings, 2/20 or \$4.50 to deferred income, and so on, giving us a total of \$313.19 to be deferred. Our profit for the year is then \$785 less the \$313.19 deferred subject to a charge of \$300, 6 per cent on the \$5,000 borrowed, thus leaving a net profit of \$171.81. Our balance sheet will appear as follows:

Assets	
Cash in bank.....	\$ 112.75
Accounts receivable.....	5,672.25
Total	\$5,785.00
Liabilities, Reserves and Surplus	
Loan	\$5,000.00
Accrued interest at 6 per cent.....	300.00
Deferred income.....	313.19
Surplus	171.81
	<hr/>
	\$5,785.00

The above of course should be consolidated with the regular balance sheet of the dealer.

ALTHOUGH there is no more risk involved in this plan than in outside discounting, some may feel that the additional accounting justifies a greater return than is shown above. There is no reason why a finance charge of 6 per cent could not be made, bringing income in this case up to \$942 and net profit up to \$266.17. At any rate the earnings will increase with each year of operation if surplus is allowed to remain in the activity. Due to the start already made the fund should operate to capacity for a full twelve months in 1931 whereas this was not accomplished until March 1 this year.

While it is advantageous, if not necessary, to keep all available cash working it is particularly important for credit purposes that a satisfactory balance be allowed to remain in the bank, the amount of which varies with different institutions. In our case \$100 is the minimum.

It may be seen that many advantages exist in this plan. It has turned a large expense item into a source of profit. We are able to secure an even flow of cash rapidly and with the least amount of inconvenience, thereby availing ourselves of all discounts. A highly desirable degree of control is maintained over our financing, avoiding the irritating embarrassment to our customers that usually occurs with the direct payment plan. Our set-up can be adapted to any local conditions that may prevail by modification of any one or all of its phases and can be changed quite rapidly to meet unusual situations as they arise. It is suggested, though, that the basic principles be closely followed. It has become a constant activity in our business and shall remain so to increase in volume and importance.

Our November issue will carry another article by Mr. Rich explaining in further detail the operation of this plan.

If TRADE-IN ALLOWANCES

Are Figured on Actual Margins

BASED on *Radio Retailing's* compilation of 1929 operating expenses* the table indicates the comparatively small margin actually available to cover the trade-in allowance on a prospect's old set.

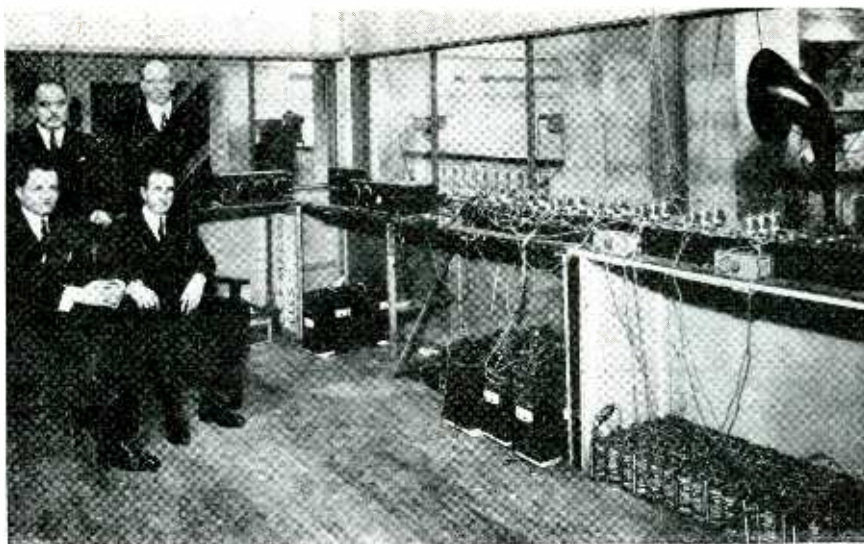
These arbitrary figures, of course, make no provision for any resale value the old set may possess. They ascribe—on the contrary—zero value to the trade-in.

If we estimate the average net value of the old set at \$12, (after reconditioning charges) and intend to make our full gross margin on the new set sale, which is no more than sound business practice, then we arrive at the following final "top" allowance for the old bloop: on a \$116 sale allow \$19.93; on a \$167 sale allow \$23.40; on a \$225 sale allow \$27.30.

Necessary Expense	Per Cent	If New Set Lists at		
		\$116.50	\$167.50	\$225
Cost of Set.....	59	\$68.73	\$98.82	\$132.75
Operating.....	13.2	15.38	22.11	29.70
Selling.....	12.6	14.68	21.10	28.35
Net Profit.....	8.4	9.78	14.07	18.90
Total	93.2	\$108.57	\$156.10	\$209.70
Available for Trade-Ins	6.8	7.93	11.40	15.30
Grand Total	100.0	\$116.50	\$167.50	\$225.00

*As printed in the Nov., 1929, issue—62 firms averaging \$34,000 gross per annum—but interjecting today's net discount of approximately 41 per cent.

From this experimental model, exhibited at the first radio show held in New York, the super-heterodynes now produced by several companies under RCA license have been developed. The tuner is on the extreme left of the bench. The



remaining equipment with exposed VT's is "all amplifier and a yard wide." In the group, standing, are Louis Gerard Pacent, Edwin H. Armstrong, seated at the right, George Burgard. (Photo from Pacent Electric Co. archives)

A Rejuvenated Super-Het

THE super-heterodyne, at this writing, is one of our hottest topics—countrywide. And why not? In addition to the "supers" offered this season by the

four famous horsemen—RCA, Westinghouse, GE and Graybar—Majestic is building one, A-K presented another at the New York show, Silver-Marshall's engineers stayed awake nights completing their design and various and sundry others are toying with the idea.

Why all this palaver about a circuit? Where'd it come from? What's claimed for it? Where's it been all our life?

Some super-het. history. Briefly, Maj. Armstrong, U. S. Army, designed the circuit in La Belle France during the war. It came to be known as the Rolls-Royce of radio (though a somewhat tricky vehicle at times, mind you) while the parts business was in full blast on Gyp Row. And RCA, finally capturing patent rights, proceeded to build receivers employing the circuit, vigorously prosecuting infringers. Down through the years of regeneration, neutralization and t.r.f. the big fella continued to sell supers and to experiment, releasing the circuit to licensees only this season.

The super-heterodyne idea, as most radio men know, is to convert all signals transmitted at broadcast frequencies, no matter what the original wavelengths, to one predetermined higher wavelength, taking advantage of the efficiency of an untuned intermediate amplifier adjusted to accept this single frequency only to secure high gain. The conversion is accomplished by combining the received signal with one produced locally by an oscillator in such a way that the sum, or difference, of frequencies becomes the new frequency to which the i.f. amplifier is tuned.

Enthusiasts claimed that the original super-heterodyne receivers were highly sensitive and selective, due to the inherent qualities of the frequency changing system and the intermediate amplifier. These desirable characteristics have been enhanced and other design refinements have been added quite recently, principally by the adaptation of principles which have worked out in modern t.r.f. practice. Screen-grid tubes, for instance, will be

Cross-breeding of t.r.f. and heterodyne design produces efficient hybrid which will be seen in many lines this year

noted in the intermediate amplifiers of most new supers. The use of this efficient tube has added greatly to the overall gain of i.f. amplifiers. And it so happens that the screen-grid tube is at its best in such an amplifier.

Fidelity of reproduction, always good, has been made still better by designing the intermediate amplifiers of the new supers in the form of a band-pass filter, developed originally for use in t.r.f. systems. The band-pass arrangement is also at its best in the super as it need not be tuned over the broadcast band but remains at a fixed frequency. Use of this filter system, in addition to its value in preserving tone, also aids selectivity.

TUNED r.f. before the first detector is not new in super design but improvement of such amplifiers has stepped ahead rapidly in the past year or two and the t.r.f. portion of the new supers passes signals of almost uniform strength to the amplifier over the entire broadcast band. Cross-talk, which sometimes occurred in the old supers, is scarcely possible. The work of simplifying super-het tuning, which caused no end of trouble originally, has also gone by the board. For engineers have learned much about the ganging of condensers and the matching of tuned circuits through years of experimenting with t.r.f. receivers.

Perfection of the a.c. heater type tube has also helped super design. It was particularly difficult to reduce the hum level in the older models, before such tubes had been perfected. The intermediate amplifiers of the older supers were tuned to a frequency in the vicinity of 45 Kc. while the tendency in the later designs is to use a higher frequency, somewhere between 85 and 135 Kc.

Will the introduction of super-heterodyne models by several additional manufacturers stimulate business? Irrespective of what the actual difference in performance between a well designed t.r.f. set and a super might be, from the listener's angle, it would appear that the increased use of this circuit, which is known to "fans" as an excellent one, will induce many to buy.

She traces the Bird That's



The "sleuthing" operations of

As told to Alan Streeter

By Lillie S. Weidhorn

Electra Radio Service, Brooklyn, N. Y.

Lillie S. Weidhorn is part of a husband and wife combination which, as Electra Radio Service, has come to be recognized as one of Brooklyn's retail landmarks. The combine, because of its energy, aggressiveness and down-right business ability, has weathered all storms since the early days when parts were sold from a "hole-in-the-wall" on Broadway.

Mrs. W. does her share of the planning and also her share of the work. She will tackle the buying if occasion arises and sells on par with her husband. But her special province is the tracing of "skips"—an unusual job for a woman. Needless to say, in the course of her work she has had many hair raising experiences, and not a few that were amusing. Some of these are here related:

I HADN'T been very fussy about getting his references or relatives' names—the biggest mistake a dealer can make—because he lived right in the neighborhood, had a nice-looking home and was a union plasterer and cementer. But that bird flew before his first monthly payment was due; this chap who paid \$77 down on a \$277 console, leaving no more trail than a snake has hips.

I caught up with the set months later, 96 miles away in western New Jersey, and, after running a gauntlet of mighty mean police dogs and breaking down the inertia of a Mack Sennett police department that didn't care a hang what happened to a New York radio dealer, I crashed into the squatter's shack where the set was cached and pulled it out. The actual tracing to this point was, however, far more interesting than the rather feverish climax.

I started, of course, with the routine process of querying the building superintendent, the neighbors and the letter carrier. Schmaltz hadn't left a thing in the way of a forwarding address and had sold everything he had except the radio. No identifiable van moved him and I was pretty well up against it.

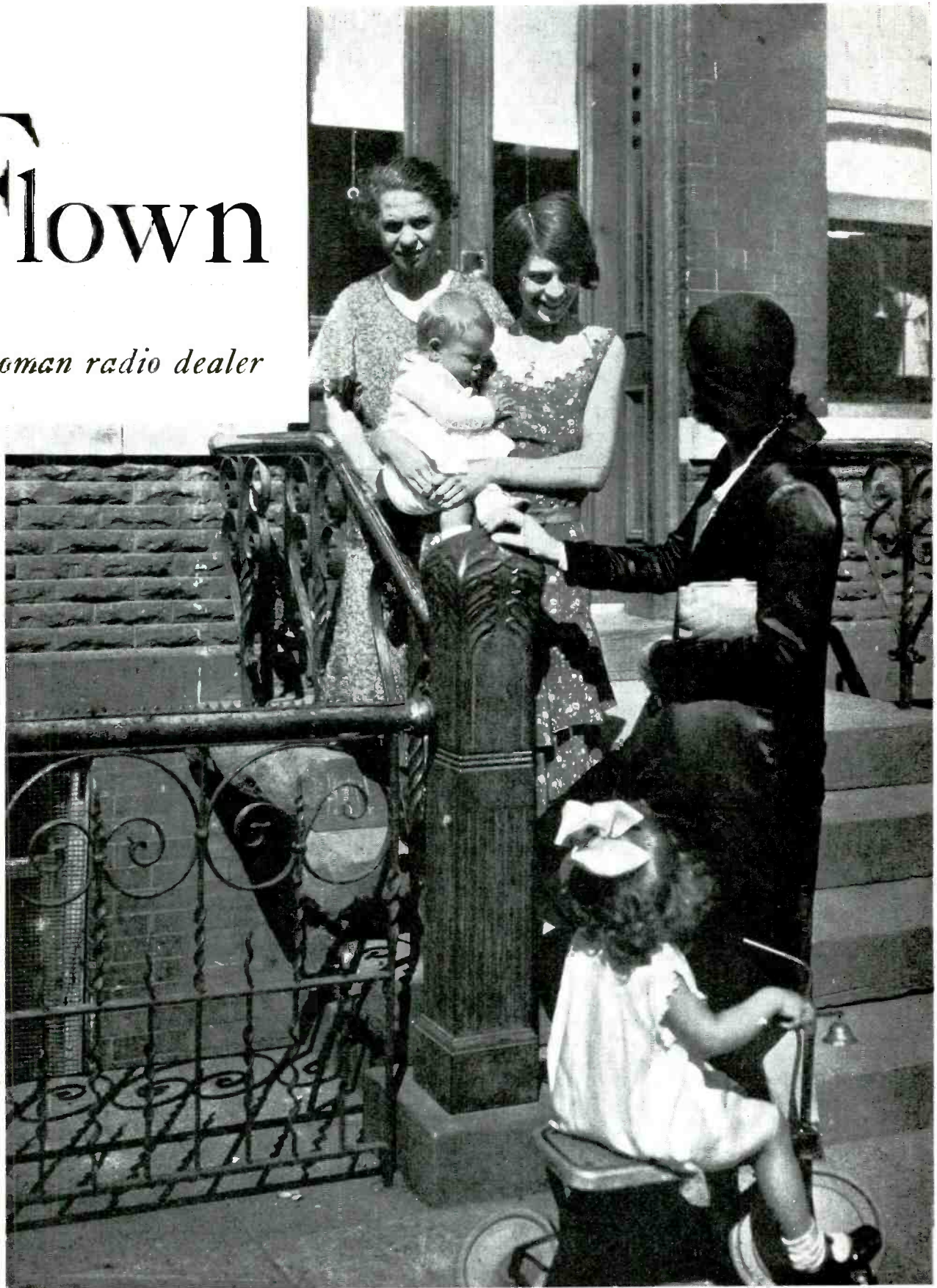
A second canvass of the neighbors, however, in which I called to my aid a little artful schmoozling,—a little flattery here, a few hints of things of great importance there,—finally developed the identity of the credit house from which he had bought his furniture. A quick rush to them brought the name of a sister—present address unknown. So there was nothing to do except start from her last known address and trace her. Incidentally her name was Tracy, which I had later to learn was a very appropriate one.

This lead petering out, I tried to trace him through his union and failed. Then I canvassed all the boss plasterers in Brooklyn, only to find that he had also skipped with some mixing machinery belonging to a former employer.

Then I learned that the sister was connected in some way with hospital work or with doctors. By more schmoozling among her neighbors I got a description of

Flown

a woman radio dealer



It's a Gossiping Process

You Flatter the Woman, You Pat the Little Girl's Head

the doctor's house at which this sister worked, with its general location in Brooklyn. So I started to walk up and down Brooklyn streets looking for such a house—and I found it—and the sister too!

Here I got a break. The sister, it seemed, had a grudge against this brother herself, so, by a little sleight-of-hand lying about my purpose and a little more schmoozling, she revealed that although she didn't know where her brother was she knew that his wife lived in western New Jersey.

So I hopped a train and on the way I queried the conductor if he knew them; he didn't, but he referred me to the local ticket agent. I found he'd quit the job so I went into stores asking for my prey and finally got the general location of this bird of passage—a small group of squatters' huts out in the hills.

Although I had merely hoped to trace the man through his wife, I found, on arriving, that the house was equipped with an aerial.

"Lillie, you have business here," I said to myself.

But the dogs drove us off and we headed back to town for police protection. They didn't want to give it, wanted to know how I knew it was my set and whether I had the proper papers from New York and all that sort of thing. I finally landed before the chief himself and told him that, papers or no papers, identification or no identification, those people had stolen my property and it was up to him, Mack Sennett cop that he was, to protect me. He wouldn't do it, so I told him I was going back alone, and I invited him to come along to see the scrimmage. He was willing enough to do that and hopped into his own police car to see the show.

All resistance melted when they saw the police car. I shot into the house, spotted my Stromberg, fairly tore it loose from its ground and aerial moorings, and rushed it out. The chief came out with the horn, carrying it like a bowl of soup. He later offered to store the set overnight at the station house, but I figured it would be safer out of the state.

THEN there was the case of the big Russian who wanted a \$750 Zenith but who compromised on a \$395 outfit with a \$75 down payment. He was a stranger in Brooklyn and had no local connections. But he told a plausible story so we let him have the set—with a mental reservation to keep an eye on it. But he beat us to it; two weeks found him gone.

The initial tracing was easy. The building superintendent had noted the van and we traced it to a place way down near the East River in New York. But here I ran up against it; the moving company didn't want to divulge the location to which he had moved. Some more sleight-of-hand lying about important political connections loosened their tongues late that night however, and Mr. Weidhorn, a man from the store, and myself took it on the run for Astoria, Long Island, that same night.

Arriving, we found no such name in the apartment house bells, but by questioning the superintendent we located him—under a different name. We went up the automatic elevator without ringing the lower bell, and as soon as we got to the upper floor, the two men hid in a corner while I rang the bell. A woman opened one of those "door-interviewers" and I thought I was up against it. When she saw it was a woman however, she opened the door a bit. I jammed my foot in, and the two men rushed it. I dashed through the rooms looking for my set and, after passing the man, who was

lying arms and legs akimbo on the bed, doing Tschaikowsky's B flat minor concerto, spotted it. The men did their stuff and we were off. Next day, the Russian came into the store, threatening. But a few pointed allusions to the deportation that awaits aliens who commit crimes induced him to think better of his attitude and he finally decided to pay us in full immediately.

THEN there was the girl Gertie, who had given us Jean as her name. She blew out to California—and the prospects weren't so hot. I quickly traced two of her sisters and a sister-in-law, however—the only trail she had left behind. I phoned to one of them, representing myself as one of the girls at the shop where Gertie had worked; told her we had taken up a collection to buy a present for Gertie and wanted to know her address so we could mail it to her. It didn't work—she said she didn't know.

Then I traced and phoned the sister-in-law, representing myself to be a girl she herself had known years before—the long-forgotten friend idea. She asked me point-blank whether Gertie owed me any money and, working on a hunch, I "frankly" told her that while Gertie and I were working together, she had borrowed \$18 from me and I was trying to find her. The girl offered to meet me after she had looked it up. That didn't suit at all. After some more schmoozling, she agreed to relay it to me. She did—and Commercial Credit's California branch did the rest.

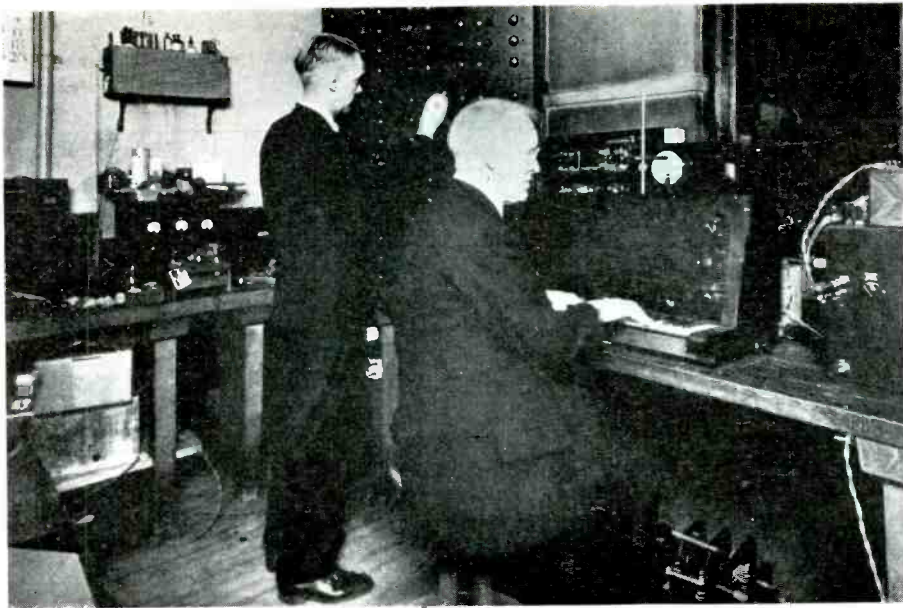
AND there was the gang that was going about Brooklyn, buying everything in sight for the smallest possible down payment. There was the usual routine tracing and finally, on a bitter cold and snowy night—with me afoot in evening gown, opera wrap, chiffon stockings and beaded slippers—I hurriedly ran them down in the Eastern District section of Brooklyn. I was tipped that they were moving in the morning so, fixing it up with the cop on the beat to phone us the moment they showed signs of activity, I rushed back for help. The cop phoned but when we got there they had everything on the van and were ready to pull out. The driver refused to talk so we blocked his road with our car while I raced to the station house for help. The lieutenant refused to act in the absence of a warrant but on my insistence that the van contained stolen goods, he made the driver unload. Our set wasn't there. So the driver reloaded and started off, our car trailing him. The trail led straight across New Jersey to Philadelphia. We followed the men to their headquarters and then called the Quaker City police, who put a guard over the cache where whole loads of similar merchandise was stored. Before we could get them indicted and extradited to New York the set was returned and a financial settlement was made with us.

IF THERE are any lessons to be learned from these actual experiences they may be enumerated, perhaps as follows:

You've got to be able to "schmoozle" around people for information. It isn't a straight asking process—they won't give it to you if you ask point-blank. It's a gossiping process—you flatter the woman, you pat the kid's head, say he's a dead ringer for his mother, etc.

You've got to tell little white lies. No matter how ethical you may be in your relations with a customer—

(Please turn to page 71)



Prof. A. C. Hardy of Cambridge, Mass., is perfecting an organ which employs photo-electric cells in the production of musical notes

The Theremin, played by varying hand capacity, is already manufactured and sold by a large radio receiver manufacturer



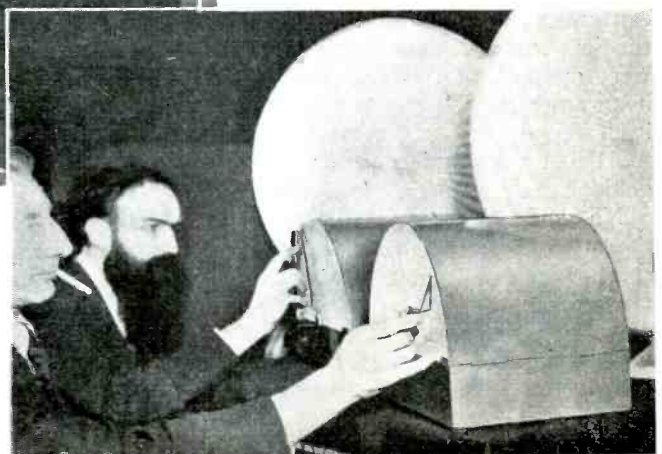
Tomorrow's Merchandise



Westinghouse has developed another "radio-organ" at its East Pittsburgh laboratory

Even in far-away France engineers are experimenting. Rene Bertrand has a device for producing musical tones as tuning condensers are varied

Musical instruments employing tuned vacuum tube circuits for the production of tones may form part of the radio dealer's stock in the near future





Off to

A Flying Start

Season officially opens with Radio Week, observed nationally, and Radio World's Fair, held in New York City—Celebrated concurrently, Sept. 22-27.

WE'VE heard a lot of talk about the future of local radio shows. People often voice the opinion that the novelty appeal necessary to attract a crowd is rapidly wearing off. But somehow this theory does not seem to pan out as per schedule—in New York anyway—for that city has just pulled off its seventh annual Radio World's Fair at Madison Square Garden (where the rent is written in telephone numbers) and Jos Public paid his six bits to a buck admittance like a little man. It is estimated that 200,000 consumers attended the general sessions during the week of September 22 and that still another 6,000 dealers were on deck at the special trade showing. So, while it may not have been necessary to call out the militia to keep the crowd from crashing the arena neither did the ticket committee deem it advisable to give away a gold watch and chain with each pasteboard.

No doubt A-1 press agenting had a lot to do with the attendance and the mechanical Robots, gimcracks, spectacular features and historical displays helped some. However, it seemed to us that interest in the new sets alone was still strong enough to fill the hall. A lot of new stuff was exhibited and some which has come out since we reported the Atlantic City show.

Exhibitors worked the photo-cell and similar devices overtime at the show. There were novelty gadgets that

counted the customers who took circulars, electric signs that blinked when a flashlight was directed at a concealed light-sensitive cell, a floor lamp that obligingly went out if you told it to and lighted up again as readily if properly addressed, a bantam automobile that started, stopped or blew its horn on request, a peep-show movie of audio-frequency waves, an automaton knight in full armor that addressed you pleasingly if the proper light beam was intercepted and many others of a similar nature.

New Sets Shown

Three months ago we reported the new lines shown at the RMA trade show in considerable detail. Here are the additional developments and trends noticed at the New York show:

Four super-heterodynes which did not appear in Atlantic City attracted our attention almost immediately. Atwater-Kent exhibited a 9-tube job with two screen-grid intermediate stages for \$157 complete with tubes in a rather small, semi-highboy cabinet. In addition a complete line of t.r.f. models was shown. Majestic had a new \$86 super in a sort of an oversized "midget" cabinet, equipped with legs if desired. Silver-Marshall introduced the third RCA licensed chassis but apparently could not get a cabinet from Chicago in time for the show. United Air Cleaners surprised everybody with a Sentinel model called the "Monotrola," an oblong super-het chassis stood on end in a smoking stand cabinet with a remote, cabinet speaker.

The trend to small cabinet design continues. Philco had a "Baby Grand" model built along established console lines but standing only a few feet high, price \$69.50. Simplex was pushing a set, also at \$69.50, completely enclosed in a smoking-stand and both Colonial and TCA

Clarion sold new midgets. It was particularly noticeable that wherever manufacturers had had occasion to change cabinets in the last three months the new design was almost invariably smaller.

Several companies introduced period furniture models which will probably start an important design trend. Grebe's new t.r.f. set, built into a small, compact chest of drawers with the dials concealed behind a false drawer-front is typical at \$225. Kaplan Furniture had an interesting line of period cabinets, such as Governor Winthrop radio desks, Duncan Phyfe tables, wine cabinets, etc. with skillfully concealed radio panels and space for chassis. Incidentally, R. H. Macy has introduced furniture of this type in New York with considerable success.

Pooley, the outfit that once built cabinets exclusively for A-K, now has a radio line, with its own t.r.f. chassis, in cabinet styles similar to those produced by Kaplan. One interesting model is concealed in the body of an electrically wound grandfather clock. Pooley's prices range all the way from \$99.50, for a standard console, up through desk and period models to the clock type at

\$240. Furniture of this type, because of its unusual appearance, should afford an excellent means of jacking up the average price of sets without causing the customers to remark that Jesse James had a horse and radio manufacturers ride around in automobiles.

Home Recording Devices

Home recording, which has already been widely advertised by RCA Victor was shown by a number of others at the show. Sentinel had one combination model including this entertaining feature as did also G.E. and Graybar. The Hearsee New York Corporation offered the device as an accessory and attracted attention thereby.

Sparks-Withington's line of cabinets have changed since the Atlantic City show. The company's "Jubilee" models were on display in New York. Zenith, which did not display three months ago, had its full line at The Garden, showing among other models a new low-priced set at \$150. Gulbransen, a company which has up to this

(Please turn to page 71)

TUESDAY, SEPTEMBER 23, 1930

THE WICHITA BEACON—KANSAS' GREATEST NEWSPAPER

WICHITA GIVES RADIO PARTY

All City Celebrates Tenth Birthday of World's Greatest Invention

(Continued From Page 1)

WHEN WICHITA CELEBRATED OPENING OF RADIO WEEK



and Central Avenue on Walnut Ave for a public dance. Thousands danced until a late hour. Walling's Red Jacket Orchestra provided the dance music. It was a gay affair and fully in keeping with the joy and pleasure the 1931 radio receiving set brings to the home.

Open House Kept
Open house is being kept by every Wichita radio retailer and distributor this week. Special exhibitions have been arranged. Informal receptions are being given. Experts explain the latest radio development. Sales efforts are secondary to the attempts fully to inform radio users and prospective users concerning what has happened in the radio world during the past year. It is acknowledged to be radio's largest year of

The radio dealers of Wichita, Kan., celebrated Radio Week to the hilt. They held "At Home Week" preceded by a spectacular bonfire of old sets and concluding with a community dance and block party. These events were sponsored by the Wichita Radio Trade Association

National Radio Week Highly Successful

NATIONAL RADIO WEEK, the second of its kind to be promoted by the National Federation of Radio Associations and endorsed by the entire industry, was a markedly successful affair. Consider, for example, this particular aspect—of inestimable benefit to the manufacturers and retailers of radio apparatus: 113 broadcasting stations went on the air many times before and during the week of Sept. 22 and called the attention of millions of listeners to the celebration of Radio Week.

Tying in with this logical publicity was the specific good will of over 50 private sponsors of programs who dedicated their time on the air to Radio Week and to the radio industry. Likewise, over 100 newspapers pledged their support and gave a great deal of free editorial publicity to making the public "radio conscious."

A newspaper of Wichita, Kan., for example, came out

with a 32-page special radio supplement. The radio dealers of Columbus, Ohio, held a radio announcers' popularity contest. Many other "stunts" were launched.

The Federation distributed over 40,000 streamers and banners, over 200,000 seals and 500 advertising mats, according to executive vice-president H. G. Erstrom. He also stated that such was the interest in this affair that NFRA will publish a booklet for 1931: "How to Observe Radio Week in Your Community." This book will be available to any dealer for the asking.

The radio trade associations of 30 cities held open house for the listening public, selected radio queens, held radio bonfires for obsolete sets, promoted special broadcasts and advertising campaigns. Truly, the tenth birthday of the advent of radio for the home had an auspicious celebration.

'Way Back in 1927

Only 3 Years Ago

a good radio set cost \$300

And today

TRIPLE *the* **VALUE** *for* **HALF** *the* **PRICE!**

MAGNETIC CONE

6 TUBES

3 TUNED RADIO

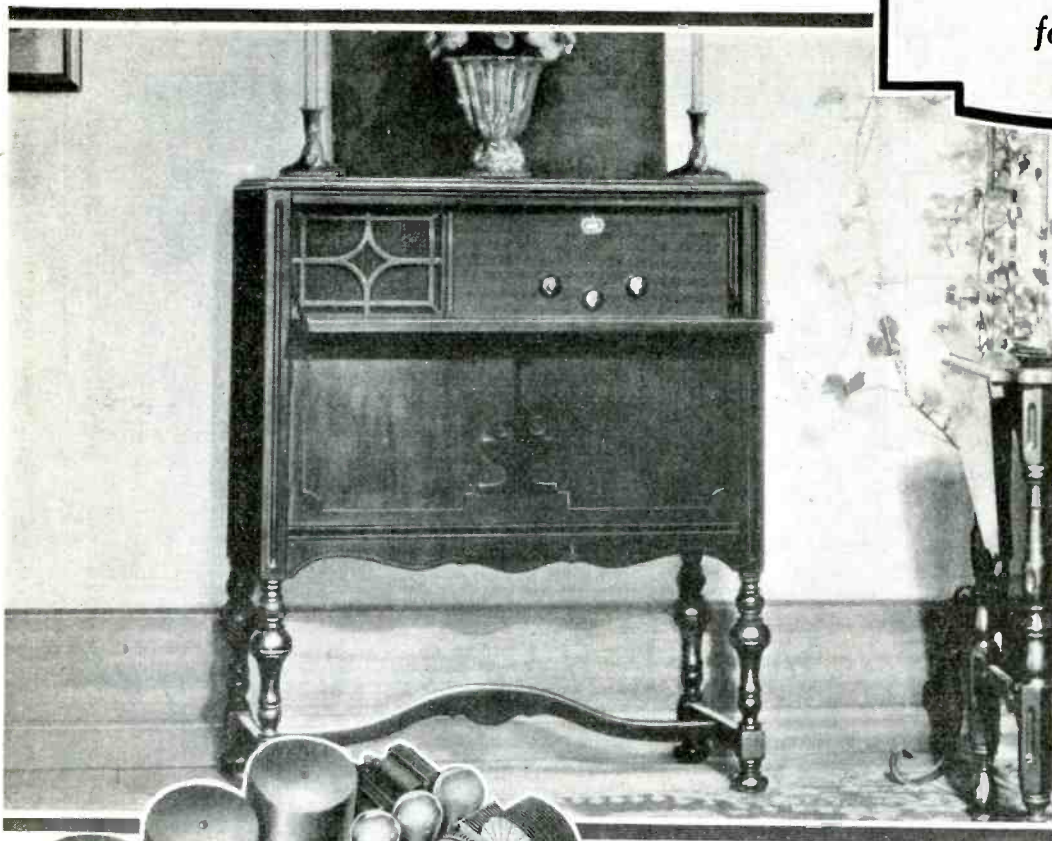
TWO AUDIO STAGES

SINGLE DIAL TUNING

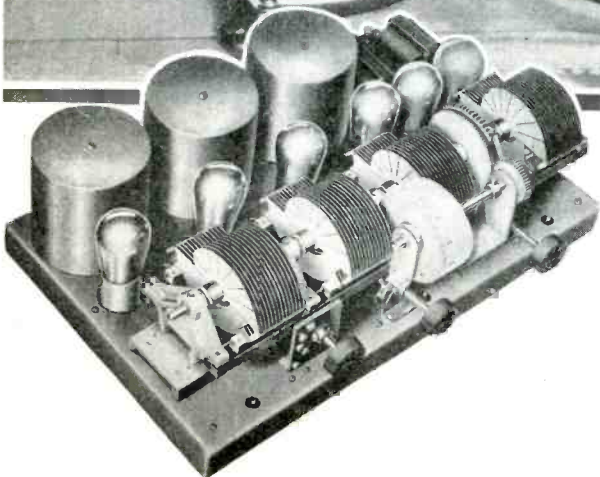
A,B,C, ELIMINATOR

WALNUT CABINET

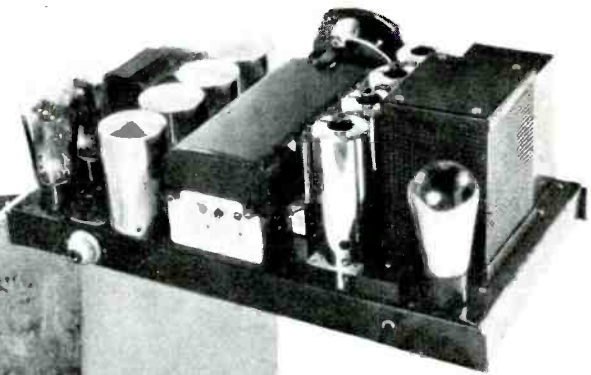
for **\$300**



Use the information on these pages in your selling talks



B u t i n



DYNAMIC SPEAKER
7 A.C. TUBES
3 SCREEN-GRID
PUSH-PULL 245'S
SEMI-AUTOMATIC TUNING
TONE CONTROL
AUTO. VOLUME CONTROL
REMOTE CONTROL
PHONOGRAPH SWITCH
MATCHED-WOOD CABINET
BETTER TONE
BETTER APPEARANCE
for \$175

1930

A Sales-Minded REVIEW of

Recent RECORDINGS

By Compton Pakenham



WITH summer behind us, not only are record buyers in a more receptive mood but the lists themselves are more substantial and varied. For October we are confronted with a wide range from which to select and most of the numbers have an assured market.

After the Tchaikowsky piano concerto, Columbia issues one by Chopin. This is a French recording with Miss Marguerite Long at the piano. The best way to handle this set is to let it talk for itself. There is something deceptive about Chopin's piano composition. Delicate and fine in conception, it is frequently, and wrongly, imagined to be just the material for the feminine pianist. In practice this is far from the truth. Power and that technique which can conceal it where necessary were never more required. Chopin lovers can be trusted to take this album off by themselves and find that Miss Long has managed a task which many of her sister pianists have failed to achieve successfully. If your customer shows any interest in Chopin, the set can be left to do its own convincing.

With Brahms' Second Symphony, Victor has apparently disproved a conviction held by manufacturing companies for a long time. There has been, and still is, a strong contention that the public soon loses interest in a set once it has been announced for any period. For months now the booklets accompanying Masterpiece Albums have announced Brahms' Second Symphony played by Leopold Stokowski and the Philadelphia Orchestra, with the additional note that the work was "in preparation." Rather than losing interest in the

release, the interest of Brahms' lovers has been whetted by the continued postponement. "When is Brahms' Second coming out?" has been the burden of numerous inquiries.

The mere announcement that it is available is bound to result in quite abnormal immediate sales. It is an album that, in most cases, will be taken or not according to the likes or dislikes of the prospective buyer. It will be almost as useless to try and convince anyone who is not particularly interested in the works of Johannes Brahms as it would be to attempt to side track one who is. "Brahms' Second is out" should be all the talk required. The bait will be very right or quite wrong. In the former case let Stokowski do the rest—and be assured that Stokowski has lived up to his reputation.

EXPERIENCE seems to have been proved that there is one type of light opera which can stand frequent revival. Whenever a producer essays a Gilbert and Sullivan play he can bank on a certain amount of following... When Winthrop Ames commenced the series which marked his last offerings before retirement he chose "Iolanthe" as the opener and was as delighted with the result as were his enthusiastic audiences.

Packed to the brim with comedy and music the satire on English politics has as strong an appeal here as it has at home.

Ever since the first productions at the Savoy Theater, London, there has been a company, The D'Oyly Carte Light Opera, playing Gilbert and Sullivan, and no other plays, throughout England. It is this company which has recorded in this case and it would be unnecessary to say that in this line no better choice could possibly be made. To demonstrate it would be best to start with the first of the five records which carry the amusing and melodious finale to the first act and

(Please turn to page 71)

The Month's Best Classics

CARMEN. (Bizet) Abridged Opera. By singers of the Opera Comique, Paris, under the direction of Albert Wolff. (Five records) Brunswick.

IOLANTHE. (Gilbert & Sullivan) Light Opera in Two Acts. Complete by principals and chorus of the D'Oyly Carte Opera Company. Victor.

CONCERTO IN F MINOR. (Opus 21) (Chopin). By Marguerite Long and the Paris Conservatoire Orchestra conducted by Phillippe Gaubert. (Four records) Columbia.

SECOND SYMPHONY. (Brahms) By Leopold Stokowski and the Philadelphia Symphony Orchestra. Victor.

And Most Popular Sellers

LITTLE WHITE LIES. (Fox trot.) Victor 22492. As sung by Johnny Morgan. Victor 22502

CONFESSIONS and MY BLUE BIRD WAS CAUGHT IN THE RAIN. Played by Rudy Vallee. Victor 22506

HITTING THE BOTTLE and OUT OF A CLEAR BLUE SKY. From Earl Carroll's Vanities. Brunswick 4858.

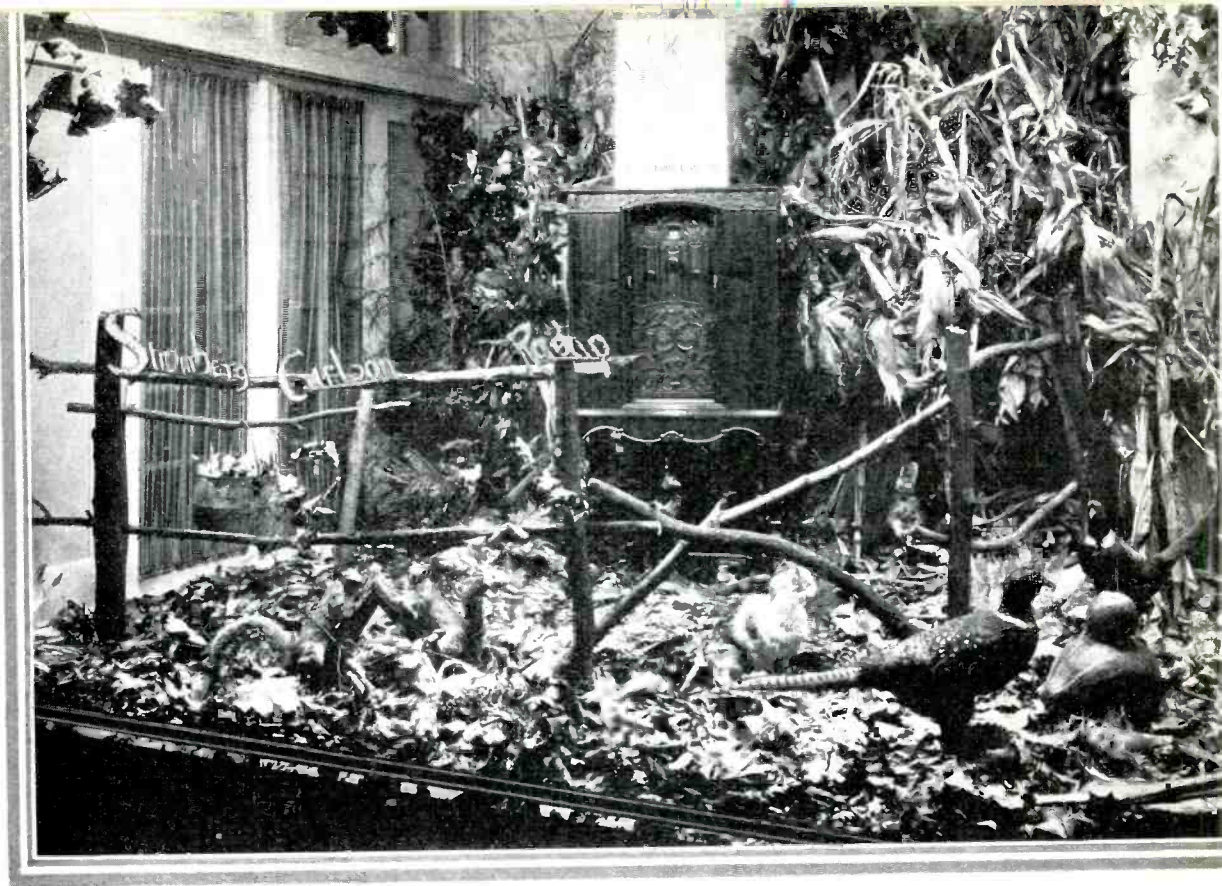
I STILL GET A THRILL THINKING OF YOU and JUST A LITTLE DANCE MAM'ELLE. Played by Guy Lombardo. Columbia 2286-D.

FALL MOTIF
ADMIRABLY
PRESENTED

One good feature of this typical trim for October is that a very impressive effect may be obtained with comparatively little effort or expense.

Note the clever handling of the name of the set, on the fence, left foreground.

Rauofer Radio Electric Company, Allentown, Pa., conceived this creation



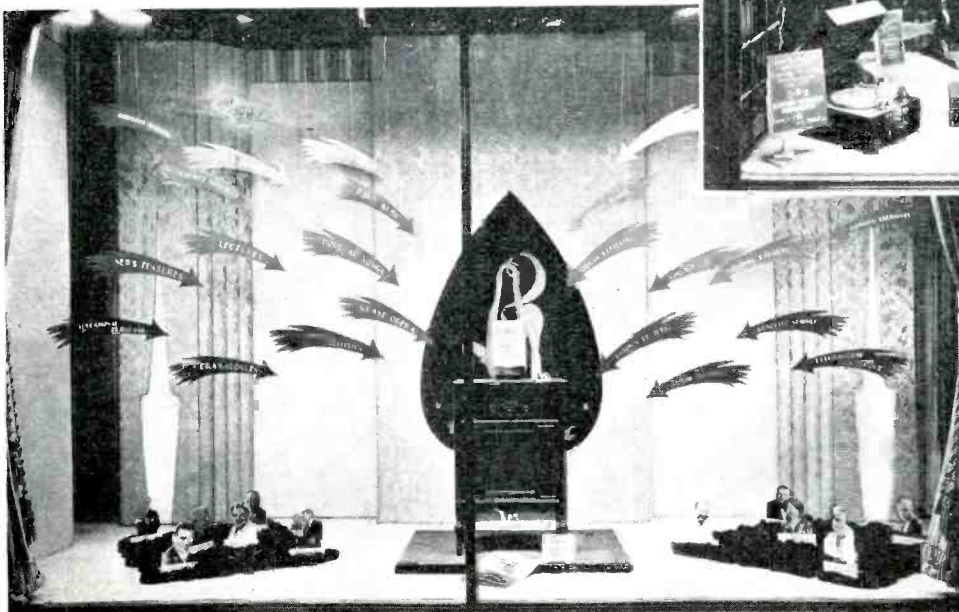
WINDOWS of Merit

GIVES THEM "THE WORKS"

Most consoles look alike. This window by Lehman Radio Salon, New York City, departs, therefore, from the traditional and uninteresting showing of the typical set by featuring an unusual cabinet, a massive receiver, and the "works" of an automatic feed combination and of a portable phonograph



by-Art Photo



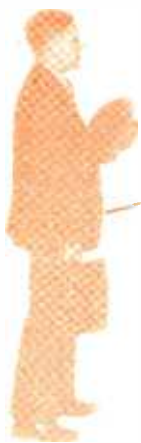
GIVEN VALUABLE LOCATION

The Boston Store bought so much of this trim, by David L. Torchia, that it ran it three days in "the most valuable window space in Milwaukee"

Can I CONTROL

By

Eugene V. M. Gilbert



THOSE who heretofore have disregarded the many indications that dealers must resort to outside selling to maintain volume and profit can no longer view with complacency the decrease in store sales. Most radio merchants now admit the need for a certain amount of house-to-house prospecting.

"But such sales do not stick—the stuff comes back or the customer skips." "There's no money in it." "Outside salesmen are unreliable and a costly luxury." "Can't keep the men on the job." These, and many other objections to canvassing, are constantly voiced by the average radio man—and there is a great deal of truth behind them. But, like the man who tried to play a violin and gave it up because his first trial produced nothing but scratching sounds, canvassing will not pay unless you know how. There is a solution, furthermore, for every canvassing problem. Improperly conducted the sales *are* no good and losses eat up proceeds.

But does it necessarily follow that there is no sunny side to this picture? Not at all! The evils of outside selling *can* be overcome. The following listing of objections and answers will, it is hoped, help the dealer in this respect.

Problem No. 1: There's no money in it.

Answer: True, unless you make certain, and this can be done and is being done, that the sets sold are such as will enable you to operate at a profit. This is a matter of sales management, of directing the canvasser's interest along the channels of bigger profits. Commensurate commissions with earned mark-ups solve this problem. The smaller the profit on the set the smaller the commission. The canvasser will sell the sets you want him to sell, if you pay him accordingly. And remember this very important fact—that the canvasser sells the set *he* wants to sell. This is the experience in

hundreds of stores. This is the great truth upon which profitable canvassing is founded. And one without canvassing experience may find it difficult to believe—but the truth, nevertheless, remains unchanged.

Problem No. 2: Canvassers are not dependable.

Answer: Sorry to say the percentage of non-dependability among that group of men who make their living by canvassing is fairly high. This, however, is a matter of hire and fire—eliminating one by one until the right men are found. The process of elimination in itself is safe enough provided the system employed checks every step of the way so far as the making of the sales is concerned. This, too, can be done and is being done. The attitude towards canvassers must necessarily be a bit "hard boiled." No timid soul can operate a canvassing department profitably. The nature of their daily work, perhaps, is responsible for the development of this difficult quality. In artists they call it temperament. In canvassers it's undependability. Given, however, any group of hard-hitting outside men, you're bound to get a few who will shade the truth perhaps in a manner convenient and profitable to themselves in their anxiety to make money. And unless they are carefully supervised, watch everything!

It is important, therefore, to note that the canvassing system should be based on the assumption that the men *are* undependable. Check up—everything they say, everything they do. Only then are you properly operating. And as you eliminate the floaters and the poor salesmen and the others whose characteristics are entirely out of keeping with your business, your canvassing department resolves itself into a select group of exceptionally good, hard-working salesmen who will produce results and profits. You will have to be prepared to hire, train, control and fire six men for every one good man you retain on your staff. But when you stop to think of it, that percentage isn't very much

My Canvassing

DIFFICULTIES?

“Yes,”

says the author of this article, and then, answers the objections to outside selling

higher than it would be in large service departments or floor sales departments.

Problem No. 3: Credit losses too high.

Answer: Again the answer is yes, sets come back, customers skip—if you let them. But there is a way to check these things. It all rests on the credit department's investigation of the sales *before* the set is shipped. Canvassing means a more careful credit check on the customer than the average stores' present policy calls for. Canvassed sales more often than not are *created* sales—sales made where the customer did not intend to buy. For that reason, one must investigate to see whether or not the customer can carry through on the idea sold by the canvasser. A little more careful credit checking solves these problems *before* it is too late.

Problem No. 4: Only undesirable prospects buy from field men.

Answer: For the answer to that one ask the automobile, the washing-machine or the refrigerator dealer. Ask the bookseller, the brush people, the aluminum pot sellers. Ask any radio retailer who has a well-run canvassing department. They'll all give you this answer: "Just as good people as there are in the territory. Not the very wealthy—it takes too long to get in; not the very poor—they are time-wasters; but the good average buyer—he is the canvasser's prospect and sale."

Problem No. 5: Won't work with a large store.

Answer: This is an imaginary complaint. The canvassing department stands on its own feet whether you

run a large store or not. The canvassing department for a retail store, however, produces better results because the goodwill of the store itself backs up the canvasser. In return the canvasser plants the seed for future business for the store. This promotional effort performed by the canvassing department is something to be considered—even though at no stage of the operation is it a factor in the cost. In other words, this advantage is not to be reckoned with in bookkeeping the canvassing department. Think of it, but never figure it in. *Canvassing must pay for itself as it goes.* Its advertising value is not convertible into dollars and cents. Actually, an outside department, properly run, reduces store overhead instead of increasing it.

But what is the sense of high-pressuring now, when business is poor and people have so little money to spend? Some dealers will ask:

Are people earning less?

James C. McDermott, president of the Philco radio distributing concern in Toledo, stopped 47 men and women the other day, picked at random on the street, and put these questions to them: "Are you spending less money than you were a year ago when business was better?" Forty-one answered that they were spending less. But consider his next question and the answers that were returned: "Has the business depression decreased your income?" *Forty-four replied that it had not.*

Apparently there is a great deal of psychology about this matter of decreased buying power—a situation that can be overcome by just the type of outside salesmanship we are discussing. We have gloomed ourselves into a hypothetical condition of economic fear. We have raised a mental hazard that only personal contacting will overcome. Plainly there are a large majority of people whose incomes have not suffered and who are logical prospects for radio. The job immediately *at hand* is to get out, ferret out these prospects and bring in the orders.

To Help You SELL

FUNNEL outlines his "tone index" scheme . . . "555"
how to stop trade-in grief . . .

Xmas Clubs Start This Month

THE Christmas Club idea is an old one but many dealers, particularly those in the smaller towns, still employ it to advantage at this season of the year. Will A. Watkin of Dallas, Tex., advertises the formation of a Christmas Radio Club regularly each October and invariably obtains sufficient extra business to justify the expense.

Watkin's regular ad, which is reprinted on page 71 of this issue, is given a two-column, 8 in. space in the local paper. The point is stressed that it is possible to "reserve" any receiver offered by the house. And, naturally, the prospect understands that he is not committed to the set originally selected should a new model be brought out. Protection, which insures satisfaction on Christmas day, is guaranteed by the dealer.

For the lower-priced sets Watkins recommends the deposit of \$2.50 per week, starting early in October. In this way, enough money is on deposit with him by Christmas day to furnish the down-payment. Time payments are arranged thereafter. If the customer starts to deposit later in the year larger weekly payments are necessary in order to accumulate a safe amount. Larger payments are also necessary if the customer decides to buy an expensive set.

Women, especially, are interested in the Christmas Club idea and, as it has been employed by other merchandisers for years, accept it readily.

Tell 'em They're Good—and They Will Be!

IF A GIRL keeps telling the boy friend that he has "it" he will soon believe it himself, even though he be as homely as Irving's Ichabod Crane. At least that is the theory of Lee Yindrock, manager of the radio department of Dalenberg's Hardware Store, Roseland, Ill., and past master in the art of keeping his outside salesmen enthusiastic. "I paint a cheerful picture for my men at each sales meeting," says Mr. Yindrock. "That picture, of course, must be backed up with practical selling suggestions and personal, first-hand help.

Demonstrates A.C. Set at Sidewalk



Any serviceman can rig up a motor-generator set in this manner, driving it from the car storage battery. Hope-Williams Electric, Eugene, Ore., demonstrates in a.c. "Orchestra" set.

from an experienced man who has pushed doorbells himself. The point I make is that if you tell your men they are good, it won't be long before most of them actually will show marked improvement."

Incidentally, these methods brought Mr. Yindrock \$24,600 worth of business in two months from his six house-to-house salesmen who work on a straight 12 per cent commission basis.

This Circular Is Read, Anyway

MANY direct mail circulars are consigned to the wastebasket unopened. Why? Usually because they have "circular" written all over them. The prospect recognizes the mailing as an "ad" without even reading it. Not so with one designed by 555 Tire & Service, Little Rock, Ark. For it is printed on good, conservative stock, embossed, and closely resembles a standard 5½ in. by 8½ in. formal wedding or reception invitation. The illusion is completed by a formal type face, hand-addressed envelopes and full postage.

Outwardly, the recipient cannot tell this circular from important mail. So it is at least opened. "Spend the money to put your circular across," says Frank Burke, "or don't spend money at all. We mailed these in batches of 50 to avoid being swamped by requests for demonstrations and it was a good thing we did."

555 Tire & Service Company

requests the pleasure of your presence

at

Musical Concert

to be presented by

America's Leading Orchestras, Musicians and Singers

in

Your Own Living Room

Any Three Nights, This Month

via the

Sensational, New

Atwater Kent Screen-Grid Radio

PLEASE TELEPHONE
FOR RESERVATIONS
RADIO DEPARTMENT
555 TIRE & SERVICE COMPANY
LITTLE ROCK, ARK.

Can Look, But Not Touch

LET customers see the 'guts' of a new all-shielded set to attract attention," says a midwest downtown dealer. "We have one model on display outside our store door for this purpose, with the back of the console cabinet open. A piece of plateglass, fixed up for us by a local glazier for a couple of dollars, protects the equipment without obstructing the view."

Balloons Boom Business

BABY BETTY JOYCE PORT of Chicago was the very first finder of one of the "Clarion Radio" balloons set adrift in a unique treasure hunt recently sponsored by Transformer Corporation of America. Ten thousand balloons, each carrying merchandise prize certificates ranging in value from \$10 to \$109 were showered over the home districts of this mid-western city. One was found far east in

. . . WILL A. WATKIN *explains his Xmas Club idea* . . . C. L.

describes an effective mail-circular . . . ST. LOUIS DEALERS *tell*

Archbold, Ohio, and several others drifted out over the state of Michigan. There were no "blanks," every balloon carrying values as stated.

This is a swell publicity idea for dealers and jobbers. Why not use traded-in stuff for the prizes and clean up a little publicity? Balloons are cheap, trade-ins are ditto. And advertising is expensive.

Children soon hear of such gala occasions and the newspapers find it good "copy." The uncertainty of the thing—the fact that balloons are liable to drop anywhere—increases the effectiveness of this scheme.



"Hired Man" Buys Trade-ins

CASEY-PARKER, Twin Falls, Idaho, insists that its salesman carry several trade-ins when canvassing in rural districts,—for many small establishments are passed on the by-roads en route to farms on the main highway with all-electric sets. And these homes prove ready prospects for inexpensive receivers. Battery models, especially, sell. Few such farms are on electric light lines.

Farm hands also absorb many trades. After a modern receiver is installed, salesmen invariably hunt up the "hired man" to sell him the turned-in set. Radio, at a price, is the inducement.

"Tone Index" Sells Combinations

C. L. FUNNELL of Yonkers, N. Y., suggests the following sales idea: "Tack up little cards around the radio and phonograph demonstration room reading 'Woodwinds, nos. . . . ; Orchestras, nos. . . . ; Strings, nos. . . . ; Organ, nos. . . .'. The numbers refer to records which feature the instruments noted.

"When someone comes in with a desire to hear a new set reproduce his favorite instrument, use the phonograph pick-up and the 'tone index'. Pick records with particularly high or low notes for demonstration even if the prospect has no preference. It's a neat way to sell records, too."

Tote Those Tubes!

TRILLING & MONTAGUE, Philadelphia RCA Radiotron distributors, pull an effective stunt to boost tube sales which can be readily copied by dealers. Trilling has a special man and a special truck to call weekly on dealers, making replacements, adjustments and sales on the spot.

Tote those tubes, men. A lot of spot-cash business is passed over when the serviceman fails to check tubes on each call and carries only one or two test-spares.

Set Subs for Minister

WE'VE heard of things like this but never could pin 'em down. Boyt and Tracer of Clatkanie, Oregon, tells us that during the absence of a local church's "dominie", they loaned a radio. The congregation listened to a sermon from a distant city!

How St. Louis Licks the Trade-in Problem

THE St. Louis Radio Trades Association has devised a means of reducing the number of requests by consumers for trade-in allowances. The association is working with the *Globe Democrat* and Ruenzi Fund Committee . . . but let W. P. Mackle's letter to his membership tell the story:

TO ALL MEMBERS:

At last a way for dealers to combat the consumer's insistent demands for four times the allowance their old set is worth and five times as much as you can afford to give. You've never had a good story to combat their expectations before but now you have a hot story.

Page Four of the June 28th, "Globe Democrat" Magazine tells the story of the Adeline Ruenzi Radio Fund. Read it carefully and remember the details. Here is where it concerns the radio dealer.

When a prospect asks \$50 or what have you, for an old set, tell them the story of the "Ruenzi Radio Fund for the Blind", and sell them the idea of donating it to the fund to make some poor unfortunate blind person happy. Most of them will give up and you can offer to haul the old set to the Fund Headquarters and install it at your expense wherever the Fund dictates, advising the prospect she will get full credit for the noble deed and you will advise her where it was installed.

If you find some unwilling, offer to share the expense of helping the blind have radio by allowing \$10 of your own money to secure the set for some blind person to enjoy. In the latter instance you save money by making a small allowance and you not only help the blind family (an act of charity) but you get the old stock off your hands and sell the fund a set of accessories.

Each dealer can probably think of many other advantageous ways to use this idea and we urge you to impress your sales people with the idea and we know that many a sale can be made without buying some \$5 junk for \$50 which causes you to lose money on the whole deal.

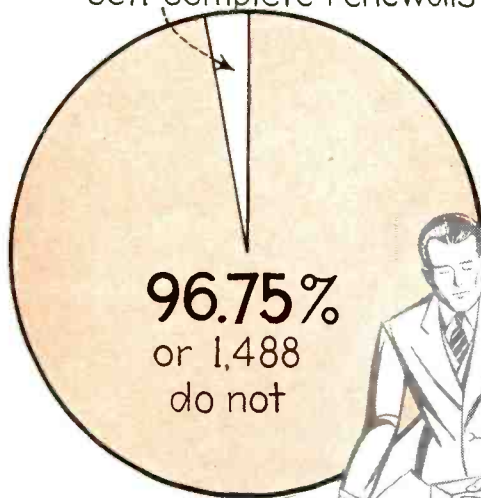
When you have sets for the Fund, call us and we will notify them.

Very truly yours,
ST. LOUIS RADIO TRADES ASSOCIATION
Wm. P. Mackle, Managing Secretary.



Mrs. Sydney Goldberg, of St. Louis, is chairman of the committee which collects and disburses the radio fund, the aim of which is to provide sets for all the "needy" in local institutions

3.25% or 50
sell complete renewals



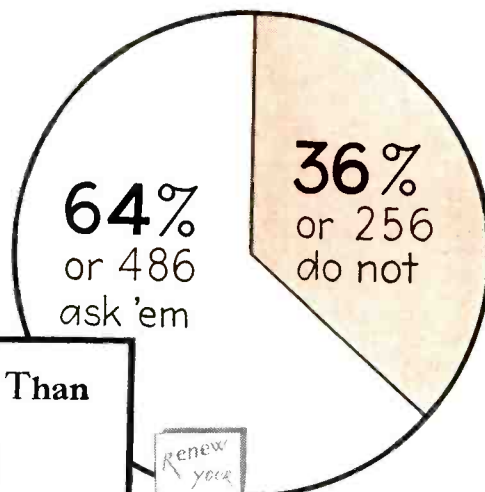
96.75%
or 1,488
do not

Customers Are
NOT SOLD
Complete Re-
newals



Read 'Em

Recent Survey Shows



64%
or 486
ask 'em

36%
or 256
do not

Renew
your
TUBES



All Customers
Are NOT
ASKED to Buy

A Market Slightly Better Than

HALF SOLD

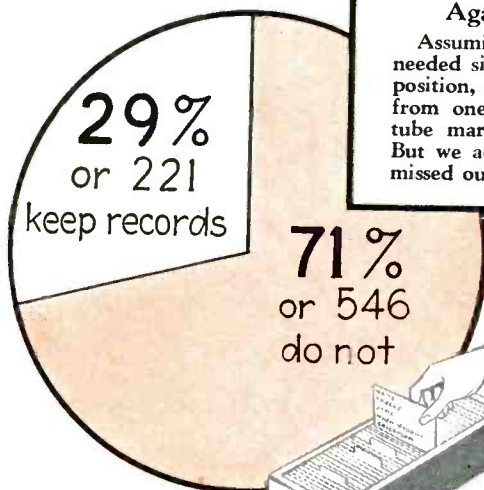
Tubes That Went into New Sets	34,000,000
Breakage, Returns, Incidental Usages and Other Forms of Inventory Shrinkage (estimated)	6,000,000
TUBES SOLD AS REPLACEMENTS	29,000,000
Total 1929 Tube Sales (manufacturers' figures)	69,000,000

But—

There were in use, as of Dec. 31, 1929, 11,800,000 sets. We replaced, therefore, but 2.4 tubes per set.

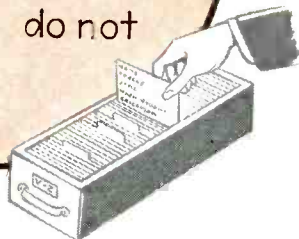
Again—

Assuming that 7,500,000 of these 11,800,000 sets needed six new tubes apiece (a not unreasonable supposition, since 95 per cent of these 7,500,000 were from one to four years old) we had a replacement tube market of 7,500,000 times six, or 45,000,000. But we actually sold 29,000,000 tubes—and, thereby, missed our market by 36 per cent.

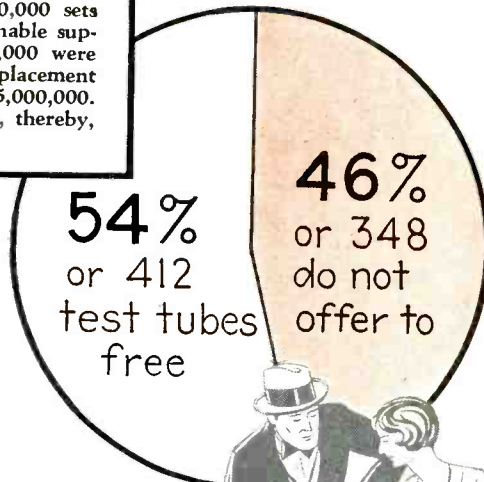


29%
or 221
keep records

71%
or 546
do not



Card Records of
Customers' Tube
Purchases Are
NOT KEPT



54%
or 412
test tubes
free

46%
or 348
do not
offer to



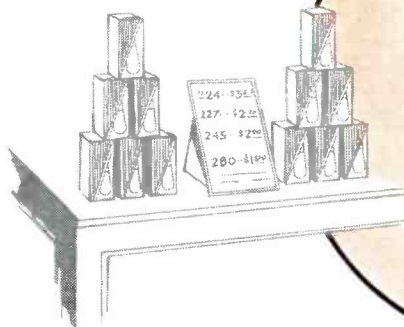
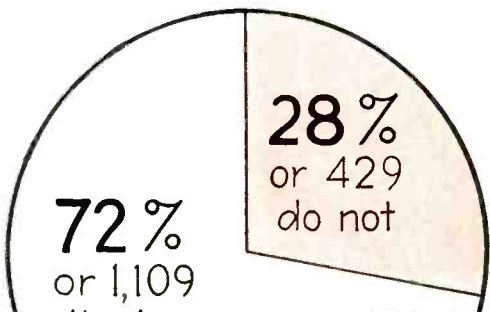
NOT ENOUGH
Offers to Test
Tubes Free

The SALES PROMOTION Picture

and "REAP"

Tube Business Neglected

3% or 48 price tubes



Dealers Are NOT FEATURING Prices

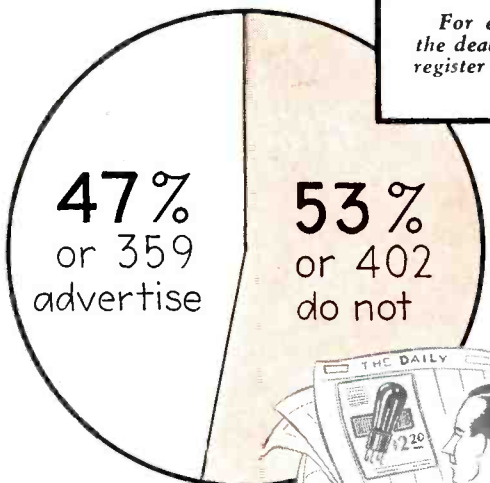
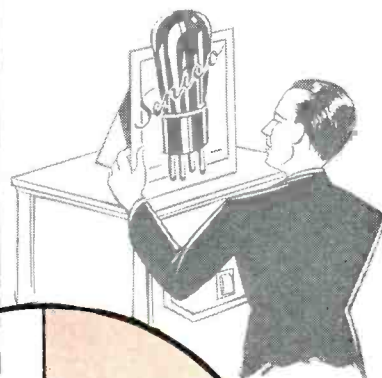


NOW FOR OUR 1931 OPPORTUNITY

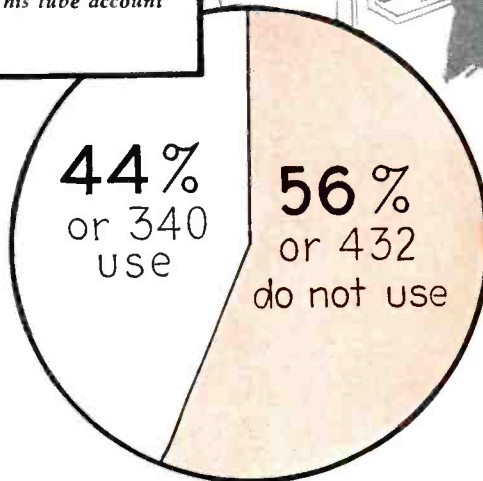
(These figures have been approximated from reliable sources)

Number of sets in use as of Dec. 31, 1930	15,000,000
Tubes for new receivers (1931)	30,000,000
Tubes for replacement purposes (should be sold during 1931)	48,000,000
Approximate retail value of set business in 1931 (less tubes)	\$500,000,000
Approximate retail value of tubes business for 1931	\$170,000,000

For every dollar's worth of set business, therefore, the dealer should ring up 34 cents on his tube account register key.



Dealers Are NOT USING Tube Display Material

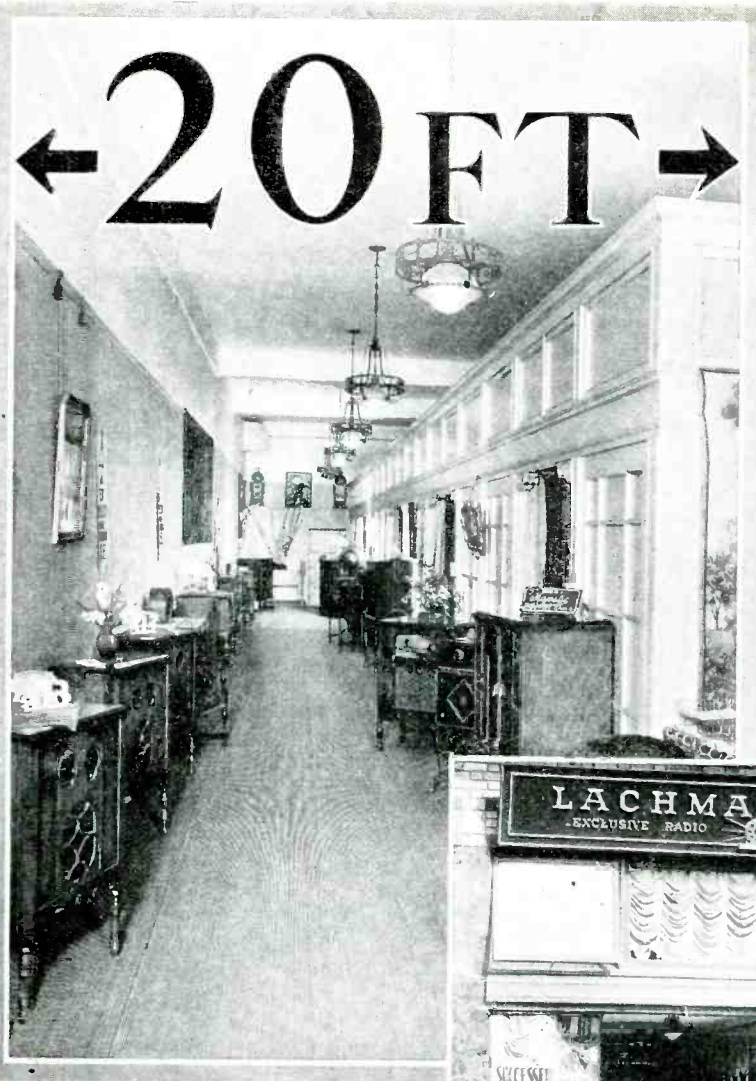


Dealers Are NOT ADVERTISING Tubes in Their Local Papers

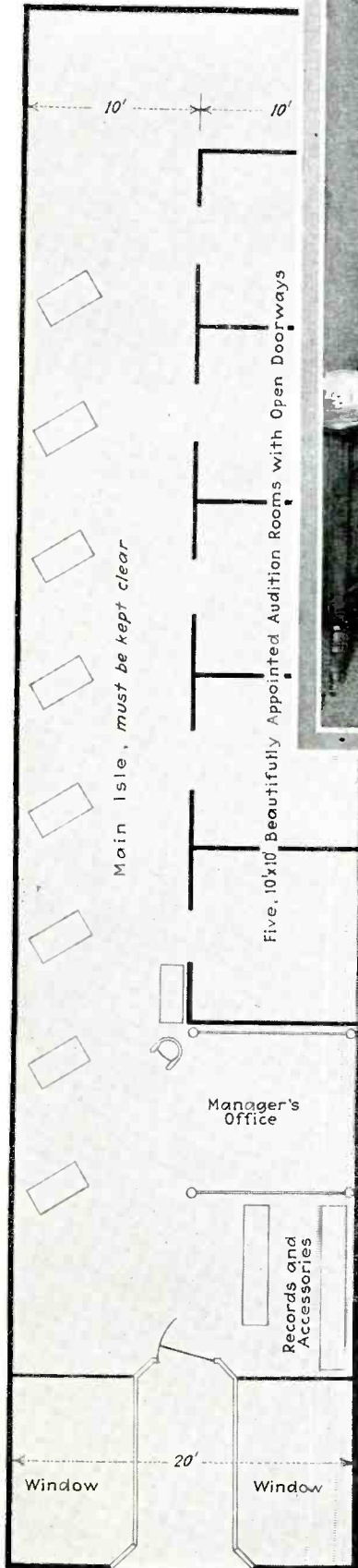


The ADVERTISING Picture

Only **← 20 FT →** Wide



Ten feet in width for aisle and display space, and ten feet in depth for "audition" rooms, is Lachman Brothers' solution of the narrow store problem. (Left)



Deep windows, in a narrow frontage, permit ample display space. (Right)



ONE of the most difficult store areas to arrange satisfactorily is the long, narrow space—result of high downtown rents, hence a limited frontage. Lachman Bros., San Francisco, have solved the problem admirably.

This large home furnishing firm has expanded, taking over adjacent buildings as it grew, until now it occupies some ten separate store structures, each with its independent street entrance and distinctive interior arrangement. The radio department, for example, was once a small store with a frontage of twenty feet on the main business street of the "Mission." The store is 90 feet deep.

A generous depth is given to the windows, thus securing the same total amount of square display footage as would be the case were the store wider. The windows are changed frequently, always with some distinctive feature of color or materials in the background.

The interior of the store is divided into two sections of equal width, running the length of the shop. One side is for the office and demonstrating rooms. This leaves ten feet free width for the display of sets and for open sales space. The office is directly in the front with a low railing merely to shut it off from the store space. This makes it possible for the manager always to be on hand and in touch with floor activities.

The individual demonstrating room idea is consistent with the policy of the store which displays furniture, as far as possible, in its natural setting.

With such a narrow store space enclosed booths for sound-proof auditions would greatly hinder the use of the remainder of the sales area which would be

By C. Grunsky

but

It's a Lot of STORE

San Francisco Furniture Store Solves the Problem Admirably

reduced to a mere corridor. Semi-enclosed booths, which remain open unless in use, have, therefore, been erected so that the effect of spaciousness is not lessened. The sound-proof feature has been obtained by the use of heavy silk drapes, drawn back when the room is not in use. When these hangings are closed the exclusion of sound is as complete as with any glass door. Each booth is lined with hangings of matching silk, which in itself gives a beautiful background for the display of sets, besides proving most satisfactory acoustically.

Each of the five "audition rooms" is in a distinctive color, pastel shades being used for drapes. The hangings start about five feet above the floor and just above them is a hand-painted frieze of some scene appropriate to the coloring of the room. That is, a corn-colored hanging suggests the harvest, while one in pale green is appropriately matched with a glimpse of springtime hills.

The indirect lighting of these rooms gives a particularly effective illumination for the painting while supplying adequate light for the room. The fittings and accessories are out of the ordinary. There is at least one set of particular beauty in each demonstrating room.

THE remainder of the sales room is not cluttered up with receivers. A few sets are displayed against the wall—not many. None are allowed to occupy a location in the open. Every effort is made to leave the sales space as unobstructed as possible, which gives a desirable effect of spaciousness.

Because this establishment, with its five audition rooms, is designed for efficient display and demonstration purposes, home "trials" are discouraged save in rare cases. Ninety per cent of all closings take place in the store.

The efficient arrangement of this constricted space makes it possible for Lachman Bros. to feature both the size and the attractive background of this radio shop in its advertising. "One of the largest and certainly the most unusual radio shop on the Pacific Coast" is its boast—and this of a store which is not more than twenty feet in width!



Note the highly decorative character of the demonstration room—“an effective substitute for lack of spaciousness,” declares manager Scott.

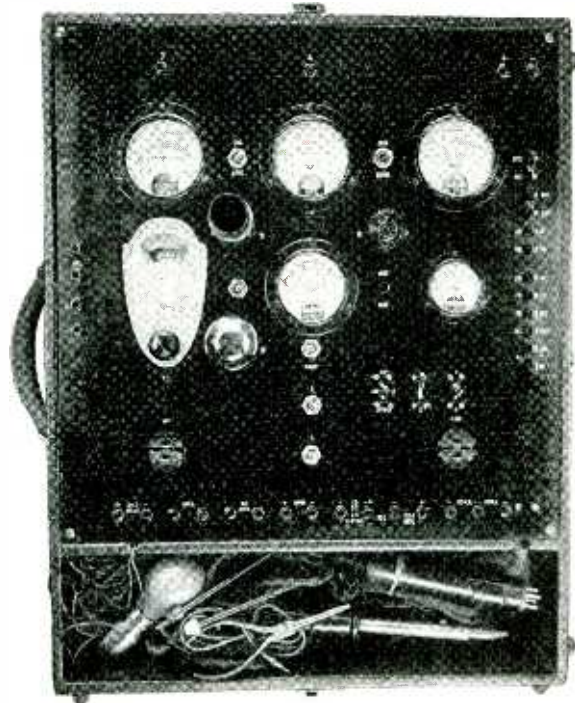
A



WILLIAM
R. VOGTS,
*who constructed
the kit for his
own personal use*

PORTABLE

Shop Test Panel

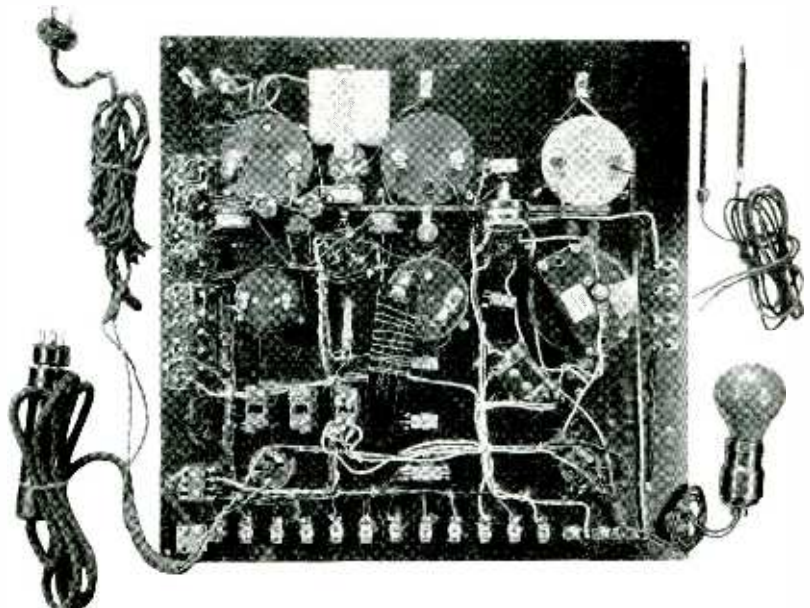


The panel, cover removed. Plug-in oscillator coil and tube appear at the right of the oscillator dial. The lower compartment houses the 25 watt filament resistance lamp, analyzer plug and cord, soldering iron and miscellaneous tools

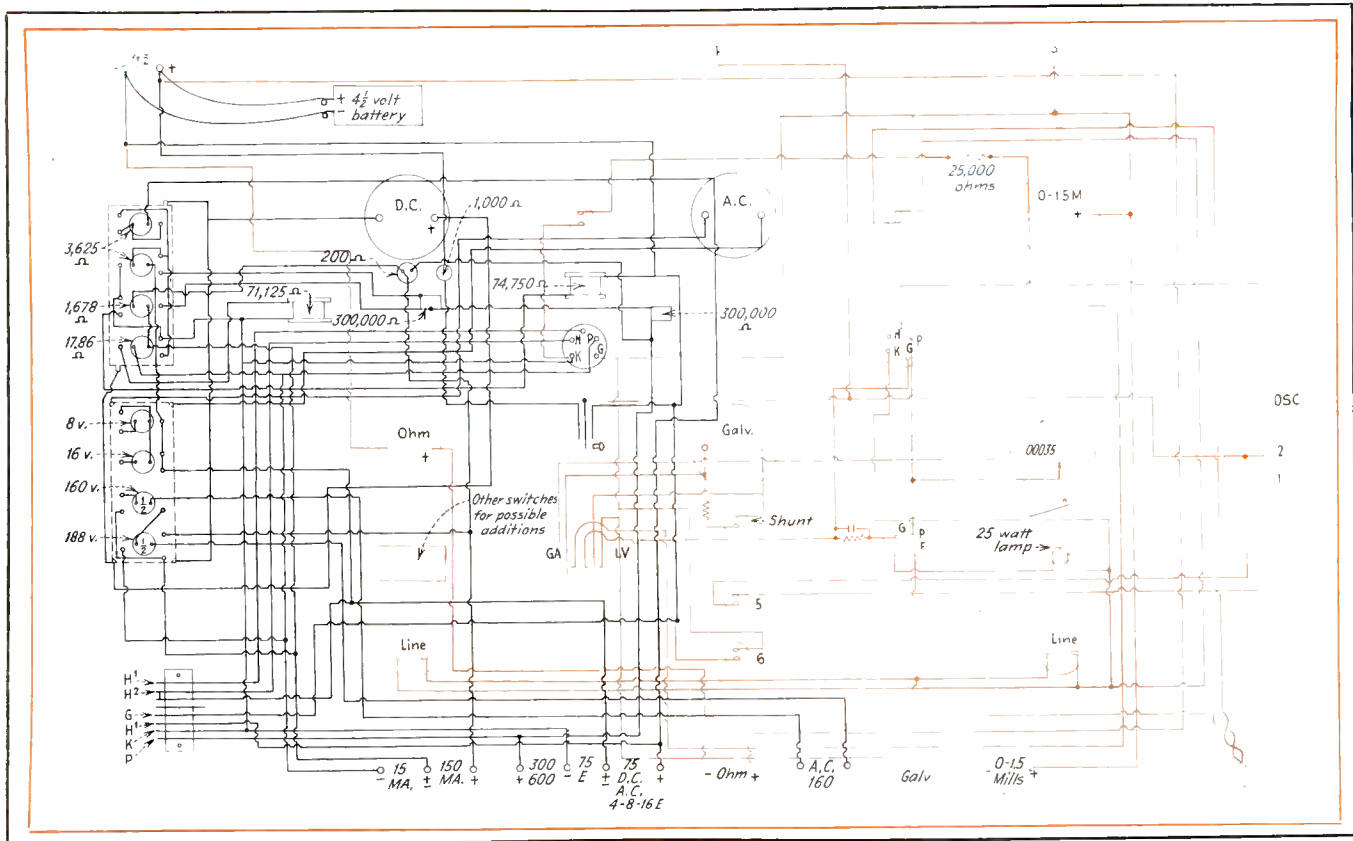
Double-duty instrument used by distributor provides complete service facilities in field. Has grid-dip oscillator, direct-reading ohmmeter. Works on a.c. or d.c. supply

THE importance of a good set analyzer is now generally recognized in the service game. Always valuable, such instruments have become indispensable. Where, heretofore, only the plutocrat among servicemen carried a set of meters, such equipment is the rule today, rather than the exception. For it is no longer sufficient that a man understand radio. He must also carry an analyzer if his knowledge is to be efficiently applied due to the intricacy of modern a.c. circuit networks. Continuity tests with 'phones and low-voltage batteries no longer "tell all."

Servicemen recognize this necessity for up-to-date instruments and many have wisely secured modern, manufactured units, despite the fact that these are costly. Others have constructed their own equipment. And still more have found ways and means of renovating test sets purchased some few years ago.



Back of the panel. The tricky spiral of wire on the oblong strip, center, is a home-brew shunt for the grid-dip oscillator galvanometer. Two of the three anti-capacity switches and the snap-switch mounted between the condenser and galvanometer are not wired in the circuit. These were included for possible additions



Back-panel wiring. A 1928 set analyzer (See Jewell No. 199 schematic diagram) re-vamped to test screen-grid tubes, forms part of the completed instrument. Meters, push-button switches, resistances, etc., contained in the analyzer were transferred bodily to the new panel without disturbing the original wiring more than was necessary to permit re-arrangement of parts. To this basic equipment was added a low-scale milliammeter for screen-grid tests, a direct-reading ohmmeter and grid-dip oscillator. (Additions to the original analyzer circuit are shown in red.)

altering these so that modern tubes and sets might be checked. Men in this latter class, who have remodelled old instruments to more fully satisfy their needs, often incorporate interesting and practical design features in the new "composite" units. While it is rarely desirable for others to exactly duplicate such equipment individual design features may be studied to advantage.

A portable shop test panel constructed by William R. Vogts, well known to New York City's fraternity of service managers, is a particularly interesting example of what can be done with a semi-obsolete analyzer. By altering and adding to a 1928 model, which did not originally make provision for screen-grid tests (Original Jewell No. 199), Vogt has obtained a completely modern analyzer. Alteration cost less than \$50.

Old Analyzer Used

Vogts' first step in the construction of his new test instrument was the transfer of meters, push-button switches, resistances, tube socket, etc., contained in the old analyzer to a new 18 in. by 18 in. panel. These items were removed from the old carrying case without disturbing the wiring more than was absolutely necessary to permit re-arrangement of parts. Most of the original leads bent into the new position readily although it was necessary to lengthen in one or two instances.

The following instruments, forming the original analyzer, were transferred bodily to the new panel (meters, push-button switches, tube-socket and grid-test switches from the old analyzer may be seen in the upper right corner of the

front panel photograph) which was drilled and lettered to receive them:

- A.C. voltmeter
- D.C. milliammeter
- UX tube socket, with UY adaptor
- "Grid-swing" snap switch
- Grid-test push-type switch
- Shunts and series resistances, with push-type switches for various meter scales
- Line cord and plug
- Analyzer plug and cord, with UY adaptor
- Tip-jacks for external meter terminals

Proper use of this original equipment permitted the testing of both battery and a.c. type tubes and receivers, exclusive of screen-grid types. Most readers are familiar with the use of analyzers of this kind so it suffices to say that these two meters, with associated shunts and series resistances, provide the following standard tests: Filament voltage, a.c. or d.c.; cathode voltage; plate voltage and current; grid bias voltage; line voltage, a.c. or d.c.; mutual conductance of tubes by shifting grid 4½ volts positive and series voltmeter circuit continuity test.

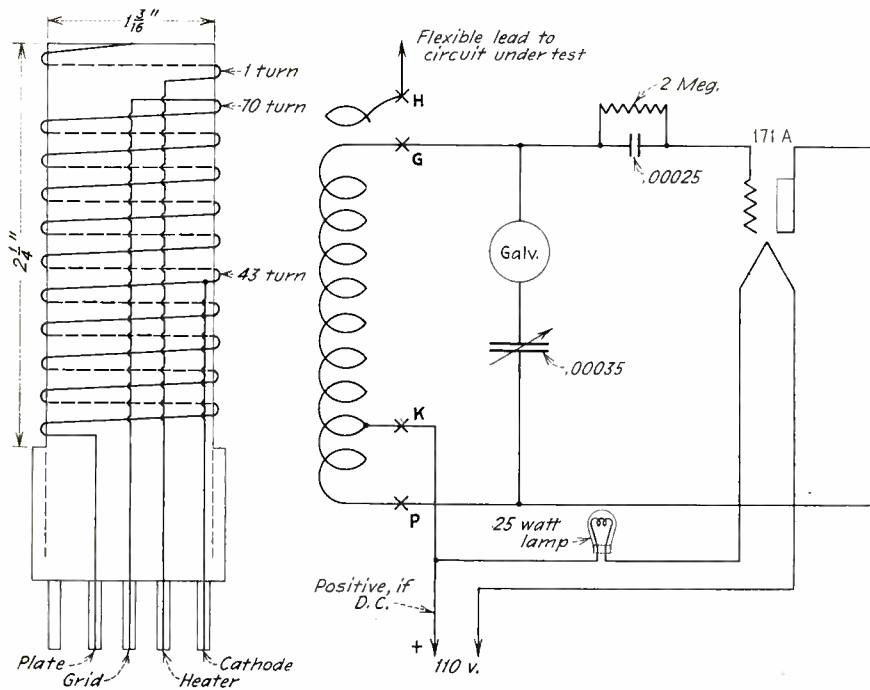
Tetrode Test Added

In order to make provision for the testing of screen-grid tubes and circuits it was considered desirable to add another meter. The 300 volt scale of the d.c. meter incorporated in the original analyzer might have been used for this purpose but this would prohibit the taking of simultaneous readings in screen and plate circuits or in screen

and control grid circuits. Vogts therefore installed a 0-1.5 scale milliammeter which he had on hand for the purpose of indicating screen-grid voltages. This instrument was converted into a voltmeter by inserting a resistance of approximately 25,000 ohms in series in its circuit. Almost any scale milliammeter may be used for this purpose if a proper series resistance is used. A 0-150 scale d.c. voltmeter is, of course, desirable in this position if one is available. In order to read screen-grid voltage with the particular instrument used in the model discussed it is necessary to add 100 to the milliamper scale reading.

When testing screen-grid tubes and associated circuits with Vogts' analyzer, the procedure is as follows: The analyzer plug is inserted in a screen-grid socket of the receiver, with the tube normally occupying this position plugged in on the analyzer panel. Switches marked 5 and 6 are thrown to the OFF position. The "Grid-Swing" switch is closed. Test clips are connected between jacks 1 and 3. Another lead is clipped between jack 2 and the control-grid lead in the receiver. Still another test lead is connected between jack 4 and the control grid terminal of the screen-grid tube on the analyzer panel. The operator then proceeds to read the screen-grid voltage on the left-hand meter, adding 100 to the milliammeter scale as already explained. Other circuit and tube testing checks may be made without moving the clips.

A direct-reading ohmmeter is also incorporated in the instrument and Vogts uses this instrument for continuity tests as well as to check resistance values. While it is quite possible to use the d.c. voltmeter for this purpose he points out



(Left) The plug-in oscillator coil. This is wound on a length of composition tubing firmly cemented in a heater-type tube base. Number 26 wire is used, with the single turn coupling coil spaced $\frac{1}{16}$ inch from the grid end.

(Right) The grid-dip oscillator. This instrument has many interesting uses. With it, gang condensers in r.f. circuits may be re-aligned without disturbing receiver wiring in any way. It also accurately points out shorts in r.f. coils. Notes concerning its use appear in the text of this article.

that the use of a calibrated ohmmeter greatly simplifies trouble shooting due to the fact that certain troubles in manufactured receivers may be recognized by checking the resistance reading with a chart provided by the manufacturer. Shorts, partial shorts and altered resistance values are easily isolated in this way.

The ohmmeter is permanently connected for use with grid-swing battery incorporated in the case but by utilizing the external terminal tip-jacks it may also be used separately if so desired.

Grid-Dip Oscillator

A most useful servicing device is incorporated in the instrument in the form of a grid-dip oscillator. The variable tuning condenser, plug-in coil, '71-A type tube and indicating galvanometer incorporated in this oscillator circuit may be seen in the illustrations on these pages.

As shown in an accompanying diagram, a sensitive galvanometer is connected in series with the tuned grid circuit of an oscillator capable of tuning over the entire broadcast band by virtue of a plug-in coil and a variable .00035 condenser. A single, open-end loop is wound on the oscillator coil form near the grid end and the oscillator is coupled to any external circuit to be tested by clipping a single, flexible lead between one end of this coupling coil and the circuit to be tested. When closely coupled to an external circuit, such as the radio frequency transformer of a receiver, current is drawn from the grid circuit of the oscillator as resonance is approached. The galvanometer, which indicates the amount of current flowing in the grid circuit, "dips," or gives a lower reading, as the oscillator and external circuits are tuned to resonance.

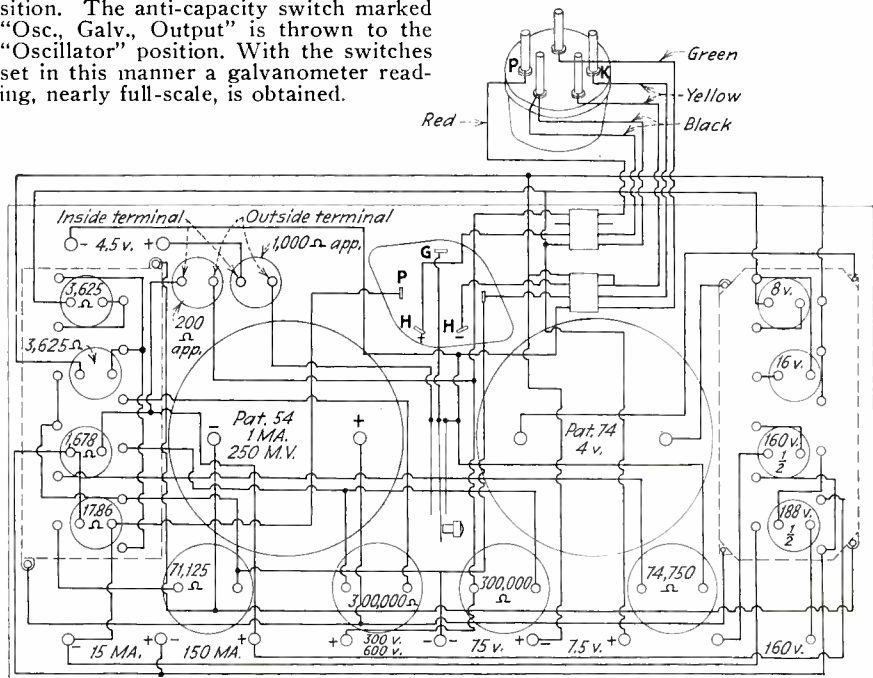
The grid-dip oscillator, because of this property, is particularly valuable when it is necessary to re-align the various

units of a gang-condenser in a multi-stage r.f. receiver. For this purpose it is unexcelled, providing an accuracy of calibration which is difficult to obtain in other ways. When the meter is used to re-align gangs the line voltage plug is connected to a 110 volt, a.c. or d.c. source and the oscillator coil, tube and 25 watt lamp are placed in the proper sockets. Switches marked "Shunt" and "Oscillator" are thrown to the ON position. The anti-capacity switch marked "Osc., Galv., Output" is thrown to the "Oscillator" position. With the switches set in this manner a galvanometer reading, nearly full-scale, is obtained.

One end of a test lead is plugged into the tip-jack marked "Osc." on the left-edge of the panel and the other end of this lead is clipped to the "high," or grid end, of a variable condenser unit tuning a radio frequency stage of the receiver on test. (In the case of screen-grid tubes the lead is clipped to the control grid cap on the tip of the r.f. tube.) It is not necessary that the receiver be in operation but care should be taken that a tube is in place in the socket of the r.f. stage under test as the tube capacity contributes to the tuned circuit. The main tuning dial of the receiver is set at about the middle of the broadcast band (or at the point recommended in manufacturer's service leaflets for re-alignment purposes) and the oscillator dial turned until a minimum galvanometer reading is obtained. Low reading indicates resonance.

Without disturbing the receiver dial, the test clip from the oscillator is removed from the gang condenser unit and shifted to the "high" side of the next condenser unit. If it is necessary to shift the oscillator dial in order to secure the same minimum galvanometer reading the two r.f. stages are out of alignment. It is then necessary to adjust the balancing condenser provided in one of the stages until it is possible to secure the same galvanometer "dip" in both circuits without movement of the receiver or oscillator dials. Succeeding stages are matched by continuing the process, using one r.f. stage as the standard.

Shorted r.f. coils are easily located when the grid-dip meter is used in this way as a single shorted turn in such a coil usually throws the circuit so far off frequency that it is difficult to bring it back by the use of the midget aligning condensers or "loose condenser plate" adjustments provided. Other methods of locating such shorts usually require the disconnecting of one or both ends of the coil from the main circuit of the receiver. In addition to its use as a grid-



The Jewell No. 199, 1928 series, set analyzer, manufactured before screen-grid tests were required, forms part of the modern service instrument described in this article. Similar analyzers manufactured by other companies could also be re-modelled in this way, the efficiency and appearance of the completed job depending largely upon the ingenuity of the individual serviceman. (See May 1930 issue of Radio Retailing for circuit diagrams of standard set analyzers)

ICKED

The greatest success in RCA Radiola history!

First it won the distributors . . .
from coast to coast!

Then the dealers called it "the *hot*
line of the year!"

Now—almost overnight—the new
Radiola line has completely cap-
tured the American public!

Dealers enthusiastically say that
once seen—once heard by a pros-
pect—the new Radiola Super-
Heterodynes practically sell them-
selves . . . on performance . . . on
beauty . . . on value.

In addition to its outstanding merit,
the new Radiola line has vigorous
two-fisted sales and advertis-
ing support.



It is backed by a sound new sales
policy.

It is backed by a new policy of pro-
duction control that protects the
profits of Radiola dealers.

It is backed by the most aggressive
advertising and sales promotional
campaign in Radiola history . . .
smashing full-color pages in the
leading magazines . . . dominating,
large-space advertisements in the
newspapers . . . window displays
that stop customers and bring them
into the store . . . merchandising
ideas that help you close deals.

The New Radiola Line has every-
thing to make this a profitable year
for Radiola dealers.

**NEW RCA RADIOLA
SUPER - HETERODYNE**

NEW LIFE For a

Other Comment

How the Availability of a Practical and Popularly Priced Automatic Record Feed Device Will Quicken the Market for Records and for Phonograph Combinations

“QUICK, Henry, change the record!”

In the sounding of this household alarm lies 80 per cent of the reason for the decline in popularity of recorded music. Not the advent of radio, but the constant necessity of wet-nursing a turntable, has, unknowingly, stifled interest in the many advantages of music, how and when desired.

The fact, therefore, that shortly there will be available practical, compact and popularly priced devices for automatically changing records in the home combination instrument, is of unusually optimistic import. At an added retail price, which probably will not exceed \$50, the consumer may hear ten records without stirring from his armchair.

While the addition of this marked improvement to the phonograph end of our radio receivers cannot bring back in all of their commercial glory “the good old days” when lines formed at the record counters, their advent is

exceedingly timely. Dealers can stand more business right now. Furthermore, a reviving interest in recorded music only awaits some such impetus to make, of selling records, a most attractive activity.

And what will result from this removing of the work factor from the use of the upper part of one's combination set? What will happen when record playing is made as easy as dial tuning? Primarily these five things:

- (a) It should again popularize the phonograph.
- (b) It should quadruple the demand for popular records.
- (c) It will put the dealer in the repeat order game—a most desirable type of business.
- (d) It will create an opportunity for every radio and music dealer to recontact and resell his very best type of prospect—his established customers. He will go to this clientele with an entirely new proposition—not with merely a minor improvement.
- (e) Popularizing the combination should increase the average unit sale figure.

Already many stores sell as many combination instruments as they do straight radio sets. With the coming of “group playing” will come also group *buying* of records. With the sale, therefore, of every automatic phonograph and radio combination will be laid the ground work of an additional, steady business in records.

Ford's Families and the Radio Market

An editorial thought submitted by Arthur Trostler, sales manager of the Brunswick Radio Corporation.

OUR Department of Labor, Washington, D. C., recently completed a study of the living and spending habits of 100 typical families whose incomes average \$1,694 per annum. These families, the wage earners of which work for Henry Ford, had available \$4.64 to spend daily.

The majority of these families were home lovers and home builders and enjoyed most of the so-called modern comforts and conveniences.

What proportion of these 100 families owned radio receivers? Slightly more than 33½ per cent. But at least two-thirds of the radio equipment of these 36 families was obsolete. Here then, starts the burden of my song:

Forty-five of these radio prospects had phonographs; 49 owned washing machines; 87 had life insurance and over half were buying automobiles on the time payment plan. What alibi can the radio dealer present to offset the fact that the phonograph, washing machine, automobile

and life insurance industries have done such a markedly superior job with goods no more attractive than radio.

Based on the above indication of family ideals and buying power, every one of these families could be sold a radio set. It is evident, therefore, that the laboring man has not been well sold on radio and that a market of vast potentialities lies in this direction.

Figures Come First

“THE young man who wants to succeed in business does not require the knowledge of chemistry or physics. He can always hire scientists,” says John D. Rockefeller in John K. Winkler's book, “A Portrait in Oils.” It was vitally important, the old oil magnate declared, for him to take a pencil and study his market and its possibilities. Only through a statistical knowledge of the trends of his business and its condition will the radio executive of today be able to keep his place in the sun.

Profitable BUSINESS

by the Editors

Christmas Selling Starts in October

THRIFFT—practical buying—will be the key thought this December. Gifts that have a utilitarian value will find unusual favor—a radio set, for example.

But only those dealers who lay their sales plans at once and start active promotional efforts within the next two weeks will reap their full measure of this harvest. We must "git out an' drive dat taxicab right now!" to quote brother Amos.

"Git out an' drive!" that's the nubbin of the job ahead. Organize an advance time-payment club, similar to the suggestions on pages 52 and 71 . . . offer inducements to high school boys to dig up leads for December orders . . . establish special bonuses for servicemen and store assistants who write holiday business or pass in suggestions for store and window festive displays or for original newspaper Yuletide copy . . . check and double check those lists, especially owners of sets purchased prior to 1929 (see *Radio Retailing's* pictorial presentation of the reasons why the 1927 set is now as obsolete as the dodo—show pages 46 and 47 to these latter types of prospects).

And above all marshal your man power. There are more radio servicemen in the country today than there are dealers. A great many of these servicemen have excellent possibilities as part-time salesmen. They have an entree to the home superior to that of the regular salesman. A little training, a little attention to improving personal appearance, the proper incentives; these things will double the effectiveness of the personnel of the service department.

Because December can be made the banner sales month of the year; because our commodity so admirably meets the requirements of this year's gift buyer; because it takes time to properly present radio as a universal

gift and because the console is not an afterthought acquisition but generally is ordered as the result of mature deliberation and planning—oil up that "fresh air taxi" now.

Radio Comes Out of the Parlor

AN ERA of tapping new strata of circulation for the waves which hurtle through the ether is on. This summer has seen popularity come to the midget receiver, which appeals powerfully to the chap who makes his trunk his castle. We have witnessed, also, automobile-radio at its task of cheering the traveler on his journey. Truly the beautiful living room receiver, waiting for the family to gather around is not now alone as a source of air entertainment. Radio is going after its listeners.

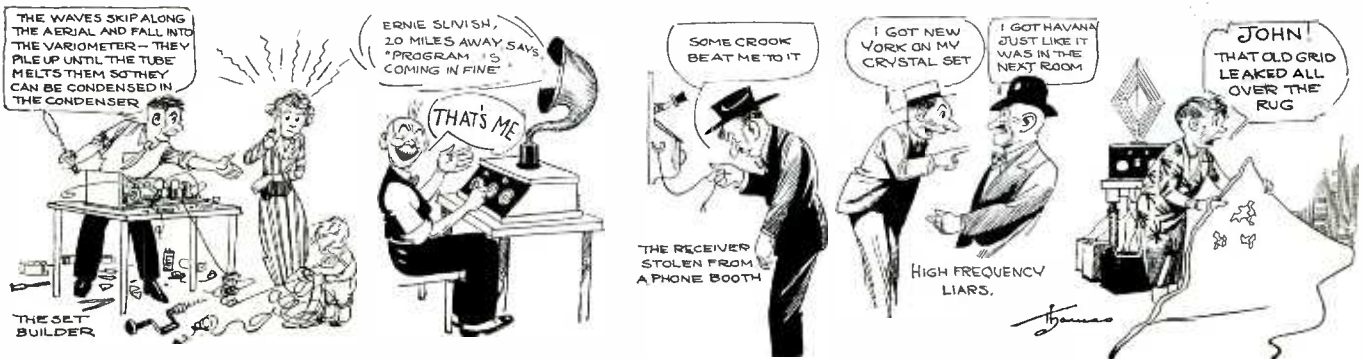
Newspapers, which once held only an audience of middle-aged readers, have gone through the same evolution. The two-cent paper, the funnies, the rotogravure pictures and the bulky sporting section all represent appeals which wooed classes hitherto undreamed of.

If past history is a criterion we are, even now, employing the ether for only a fraction of its capacities.

Fair Trade Bill Up Again

WHEN congress resumes this December the Capper-Kelly bill will be given its prompt attention. Dealers should familiarize themselves with its provisions. To this end *Radio Retailing* will publish an exclusive interview with representative Clyde Kelly in its November issue. The national dealer-jobber body, NFRA recently approved the principles of this measure.

THOSE WERE THE GOOD OLE DAYS— By Burt Thomas



Courtesy of Detroit News

Introduced at the

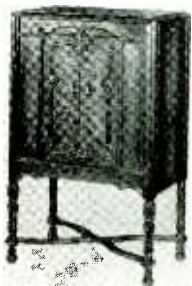
Bringing to your desk a resumé of what was seen at the New York



Victor Combination with Home Recorder

1931 Victor Line

WHILE unchanged in micro-synchronous principles, the new 1931 line of Victor radios recently presented by the Victor Division of the RCA-Victor Co. Inc., Camden, N. J., has been radically changed in many ways. Among the improvements are tone control, simplified straight-line tuning and a new corrugated cone speaker. The circuit which is common to each, takes

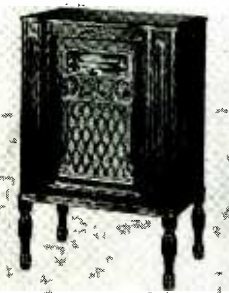


Victor Model R-39

four 224's, one 227, two 245's and a 280.

Model R-35 is the smallest set of the series, and comes in a walnut finished cabinet of Italian design, standing 38 in. high and 25½ in. wide. The intended retail price is \$152.50.

Model R-39 is housed in a cabinet which is a modern adaptation of the classical Italian style. It is finished in walnut with paneled butt walnut



Victor Model R-35

doors. Brass handles are used in keeping with the period. This model stands 43½ in. high, and lists at \$185.

Model RE-57, a combination

radio and Electrola, with home recording attachment, comes in a walnut finished cabinet 46 in. high. The home recording feature is extremely simple to use. The disc, which is double-faced and unbreakable, is placed on the turntable and talking or singing can be recorded on it by means of a small microphone; or if desired, a regular radio broadcast can be recorded. The record can be played back immediately, no developing or other process being required. This model has a list price of \$285.—*Radio Retailing*, October, 1930.



Automatic Tuner with Electric Clock

Lyric Self-Tuning Set

THE most popular part of the line at the Lyric booth was the self-tuning radio set exhibited by the All-American Mohawk Corp., N. Tonawanda, N. Y.

The tuner is placed in the top of the cabinet and is attached to the cover, which lifts up. In this device is located a small electric clock and a series of levers. These levers are placed clockwise, one lever for every fifteen minutes for a full 24 hours. On each lever are 10 notches, numbered. Each of the first nine represent a particular station; the 10th notch being the shut-off position. These levers are pulled out to the number, or station, desired at the time desired, and in this way any of the nine stations can be tuned in and shut off at any time throughout the day without further thought. The device is extremely simple and easy to operate, and favorite programs which come in at the same time every day can be left set, and they will come in automatically. This set is housed in a console cabinet, and lists at \$388.50, complete.—*Radio Retailing*, October, 1930.

Atwater Kent Super-het.

A NINE-TUBE super-heterodyne set was shown by the Atwater Kent Mfg. Co., Philadelphia, Pa., in what is called a "low-highboy" cabinet. The general appearance is similar to the rest of the line and the finish is walnut with matched butt walnut front panels, apron and top.

The super-het circuit takes three '24's, three '27's, two '45's and an '80. Model 72, as it is called, has the quick vision dial, enlarged speaker and tone control. The intended retail price is \$133.—*Radio Retailing*, October, 1930.



Philco Baby Grand Console

PHILCO'S midget chassis in a lowboy cabinet, to meet a demand for a low-priced console model, is now ready according to an announcement from the Philadelphia Storage Battery Co., Philadelphia, Pa.

This "Baby Grand" console is an open-face lowboy of walnut and bird's-eye maple, trimmed with African Zebra wood. The intended retail price is \$69.50 less tubes.—*Radio Retailing*, October, 1930.

"Clarion, Jr." Midget

TWO 245 tubes in push-pull, a tone control and a phonograph jack are the outstanding features of the Clarion "Junior" midget set brought out by the



Transformer Corp., of America, Keeler & Ogden Aves., Chicago, Ill. The tube line-up calls for four 224's, two 245's and a 280. This set also has electro-dynamic speaker, local-distance switch and illuminated dial.

The modified Gothic cabinet is walnut with a decorated burl overlay. Intended retail price, \$63.30 complete.—*Radio Retailing*, October, 1930.

New Sentinel Models

SENTINEL Division of the United Air Cleaner Corp., 9705 Cottage Grove Ave., Chicago, Ill., had on display two unusual sets and an electrical recording device.

The "Monotrola" is a complete set encased in a smoking stand,

with the illuminated dial and controls on the top. It is an eight-tube superheterodyne model. The set is designed so that it can be moved at will, all sides of the cabinet being finished. An attractive cable is furnished to run to the wall socket. The intended retail price is \$89.50.

The "Duotrola" is a two-unit radio-phonograph combination. One part is stationary and the other can be moved at will. The fixed unit embodies the power amplifier, speaker, and phonograph recording mechanism, while the movable unit contains the tuning and first audio stages. The movable unit is similar in appearance to the "Monotrola," but is slightly smaller.

The electrical recording device, known as the "Chromatrola" records music received over the air, and will record regular speaking voice. A special aluminum alloy record which is unbreakable, is used. The Chromatrola may be had in either the regular Sentinel radio phonograph, Model 12, or the new Duotrola.—*Radio Retailing*, October, 1930.



RCA Combination, Showing Home Recording Device

Radiola 86 with Self-Recording Device

ONE of the most outstanding announcements from the RCA-Victor Co., Radiola Division, 233 Broadway, New York City, states that its model 86 combination is now equipped with a device permitting the recording of radio programs in the home, merely by throwing in a switch.

With this device, it is possible to secure a permanent record of any programs desired, as well as a record of the voices of members of the family. By throwing in a switch, a small microphone picks up the program and transcribes it to the disc and an immediate playback can be had.

The records are cellulose, 6 in. in diameter, and at the normal rate of 78 revolutions to the minute the record will play 70 seconds. It is hooked up to the amplification system of the set, stepped up and passed through the pick-up. Records are pre-grooved and a special chromium plated needle is used for the recording.

The Radiola 86 may be had with this equipment at the original price of \$285.—*Radio Retailing*, October, 1930.

Radio Retailing, October, 1930

New York Show

Radio World's Fair and of other new apparatus recently brought out



Pooley Duncan Phyfe Table

Pooley Radio Sets

DEPARTING from the exclusive manufacture of radio cabinets, the Pooley Co., Philadelphia, Pa., has entered the radio set field with a complete line of sets, specializing in period models.

The screen-grid chassis has two 245's in push-pull.

Model T-400 is a console table with a tuning dial concealed behind two small doors in the front. The price is \$139.50.

Model T-500 is a Duncan



Pooley Desk-Secretary

Phyfe dropleaf table model. The size is 30½ in. long by 18½ in. deep by 37½ in. wide. When open, the length increases to 55½ in. \$159.

The William & Mary desk model is made of butt walnut, and is 40½ in. high by 32 in. wide. \$159.

Model D-300, a Queen Anne



Pooley Queen Anne Desk

desk, which is similar in appearance to a Governor Winthrop desk, may be had in walnut or mahogany, with the tuning dial

concealed behind sliding doors near the pigeon-holes, 42½ in. high by 35 in. long. \$189.

Model S-600 is a Queen Anne desk-secretary with a folding writing shelf, two doors, and adjustable shelf bookcase. It is 68½ in. high, and lists at \$189.

In the conventional models, there are four cabinets: a highboy 47½ in. high by 27½ in. wide, \$159; a decked style cabinet 46½ in. high by 27 in. wide, \$149, an open-face lowboy, \$108, and a console table at \$94.50.—*Radio Retailing*, October, 1930.



Sparton Auto-Radio

THE control panel of the auto-radio set made by the Sparks-Withington Co., Jackson, Mich., is mounted directly on the front of the receiving unit, thus avoiding universal joints or flexible shafts. There are two control knobs, one for volume and one for tuning, and the dial is indirectly lighted.

This auto-radio set is known as Model AR-19, and has a t.r.f. circuit using four 224's (three in r.f. and one in detector stage having plate rectification), and employs one stage of impedance coupled audio using a 112A output tube. The speaker is magnetic, enclosed in cadmium-plated rustless case, 6½x6½x11 in. The brown enamel case for the set is mounted on brackets which can be loosened so it can be tipped down for inspection or changing tubes. The intended retail price is \$145, complete.—*Radio Retailing*, October, 1930.



New French Midget

THE midget chassis used in the "Junior" model of Jesse French & Sons Piano Co., Newcastle, Ind., has been placed in a midget console cabinet along Queen Anne lines. The chassis is readily accessible, and may be removed from the cabinet in a short time, if required. This model is 36 in. high by 20½ in. wide by 12 in. deep, and lists at \$89.50 complete.—*Radio Retailing*, October, 1930.



Zenith Model 79

Zenith Models 10, 11, 12 and 79

WITH the announcement of Models 10, 11 and 12, the Zenith Radio Corp., 3620 Iron St., Chicago, Ill., has definitely entered the lower-price field, while retaining its standard



Zenith Model 10

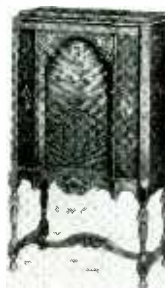
priced line. A highboy has also been added to the "70" series, to be known as Model 79.

The new series will be known as the "Super Eight" line.

Model 10, 11 and 12 contain the same chassis which calls for four 224's, one 227, two 245's and a 280. The "Super Eights" have tone control but are not equipped for automatic tuning.

Model 10 is an ornate and elaborately designed lowboy listing at \$155.

Model 11 is a semi-highboy of



Zenith Model 11

the open-face type, with a list price of \$155.

Model 12 is a walnut highboy with French doors and is priced at \$175.

Model 79 contains the regular

"70" screen grid chassis, and comes in a highboy. The list price is \$235.—*Radio Retailing*, October, 1930.

Fada D.C. Sets

FOUR new twelve-tube d.c. sets have just been announced by F. A. D. Andrea, Inc., Long Island City, N. Y. These receivers use six 171 power tubes in two banks of three each, operating in push-pull, together with three 224's as r.f. amplifiers, and three 227's in a two-element detector circuit and first audio amplification stage. These sets operate on 90 to 130 volt d.c., but will not operate on 32 volt d.c. available from small generating plants.

The console cabinets are the same models that have been used with the a.c. line, and are priced as follows: Model 82, \$172; Model 84, \$201; Model 81, \$231; and Model 86, \$241.

All these sets have "Flashograph"; noise filter; dynamic speaker; automatic volume control; and sensitivity control switch.—*Radio Retailing*, October, 1930.

Pilot Midget Set

PILOT Radio & Tube Corp., Lawrence, Mass., which heretofore made only parts and kits, has entered the set field with a midget receiver. This is a six-tube outfit housed in a two-toned walnut cabinet 17 in. wide x 8½ in. deep x 17½ in. high.

The chassis is so arranged



that it can be slipped out of the cabinet for examination or repair without being put out of actual operation. The t.r.f. circuit comprises two stages of amplification, a screen-grid detector, a 227 first audio stage and a 245 output stage, with a 280 rectifier. The field winding of the six-inch dynamic speaker forms part of the filter system of the power pack. The intended retail price is \$59.50.—*Radio Retailing*, October, 1930.

Resistor

HARDWICK, Hindle, Inc., Newark, N. J., is offering an enameled slide resistor which combines ruggedness and high wattage with the convenience of adjustability.—*Radio Retailing*, October, 1930.



Ware "Bantam" Midget Set

A SIX tube midget set to be known as the "Bantam" is now ready for the market according to an announcement from the Ware Mfg. Corp., 480 Lexington Ave., New York City. Two stages of screen grid r.f. amplification, screen grid power detector and a two-stage a.f. amplifier drive the electric-dynamic reproducer unit, the final stage utilizing the 245 power tube. The complete tube equipment consists of two 224's, a 227, a 245 and a 280.

This set is housed in a walnut cabinet 16½ in. high by 13½ in. wide, and has an intended retail price of \$55.—*Radio Retailing*, October, 1930.



Hammond Electric Clock and Calendar

THE Hammond "Mystery Model" clock has been introduced to the trade by the Hammond Clock Co., 2915 N. Western Ave., Chicago, Ill. The unusual point about this clock is that the day of the week and the date are shown on the face, the calendar changing automatically at 12 midnight.

This clock comes in a black Bakelite case of modern design, and is 6½ in. high by 5½ in. wide. The silver-finished dial has raised numerals and the minute marks are green. The list price is \$12.50.—*Radio Retailing*, October, 1930.

B & H Camera with Critical Focuser

TO GIVE the amateur movie maker the benefit of precise focusing, the Bell & Howell Co., 5801 Larchmont Ave., Chicago, Ill., has designed a critical focuser for the Filmo 70-D home movie camera. This relieves the operator of the necessity of measuring or guessing distances.—*Radio Retailing*, October, 1930.

Stettner Line

STETTNER Phonograph Corp., 669 Kent Ave., Brooklyn, N. Y., displayed some new models of its "Stenola" cabinets which are equipped with the "Stenovox" dynamic speaker and tone chamber. Among these new numbers was Model 300, illustrated, a graceful cabinet ornamented with carving.—*Radio Retailing*, October, 1930.



Motorola Auto-Radio Set

GALVIN MFG. CORP., 847 W. Harrison St., Chicago, Ill., is now making an automobile-radio set under the trade name "Motorola." The chassis has three tuned stages and two audio stages, in which three 224's, a 171-A and a 201-A are used. The tuning unit is made to clasp around the steering gear so that it is accessible and all other parts can be placed in any convenient position. The intended retail price is \$99.50, complete, including chassis, speaker, tubes, B-batteries, aerial, suppressors and all accessories.—*Radio Retailing*, October, 1930.

Stromberg Aircraft Set

A NEW and improved type of aircraft radio receiver, known as Model D, is being manufactured by the Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., following specifications developed by the Aircraft Radio Corp., Boonton, N. J. The outstanding feature is that it is universal as to frequency band and class of service.

The tubes used are four 224's and a 227. A frequency range of from 250 to 15,000 kilocycles is covered through the use of a removable coil assembly. The receiver proper measures 15x7½ x6½ in., and weighs, with tubes and shock mounting, 18 lb. It may be operated from dynamotor, or dry battery plate supply, filaments of the tubes being heated from the 12-volt airplane battery.—*Radio Retailing*, October, 1930.



Majestic Electric Refrigerator

THE formal entry of the Grigsby-Grunow interests into the electrical refrigeration field becomes a fact with the announcement from Majestic Household Utilities Corp., 5801 Dickens Ave., Chicago, Ill., of two models.

Model 150 has a capacity of 5 cu.ft. of food storage space, and lists at \$175, and Model 170 with 7 cu.ft. capacity is \$195. Both prices f.o.b. factory.

The food compartments are made of steel, finished in white enamel, and a combination of fiber-board and "Dry Zero" has been developed to give the temperatures in the food compartment protection from temperatures outside. 84 cubes can be frozen at one time.

Model 170 is 59 in. high by 33½ in. deep by 27½ in. wide, and the smaller model is 54½ in. high by 28½ in. wide and the same depth.—*Radio Retailing*, October, 1930.



Set to Operate on 32-volt D. C.

OF interest to farm light plant users is the announcement from Tatro Bros., Inc., Decorah, Iowa, of a set which will operate direct from 32 volt d.c. It is a triple screen grid set, using three 222 screen grid and four 112 power tubes in one stage of untuned r.f., two tuned stages of r.f., and a tuned detector. The audio amplifying system uses one 112 tube, followed by an amplifier employing the "Clough" system. It operates on one 45-volt standard B-battery, drawing between 5 and 8 milliamperes. The reproducer is a Utah electro-dynamic power speaker, and the set has a single dial, illuminated control.

Walnut and other contrasting woods are used in the open face, lowboy cabinet which is 38 in. high x 25 in. wide.—*Radio Retailing*, October, 1930.

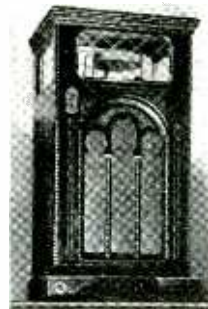
Electric Turntable Motor

BUILT for all voltages and frequencies, and furnished for either 78 r.p.m. or 33 r.p.m. service, the "Aristocrat" electric turntable motor made by the Diehl Mfg. Co., Elizabethport,

N. J., is finished in durable black lacquer, with all steel parts heavily nickel-plated to prevent rust. Some of the features of this turntable are silent operation, positive regulation, and uniform speed. It consumes 18 watts. Built-in automatic stop equipment is optional.—*Radio Retailing*, October, 1930.

H & H Coin-Operated Phonograph

REALIZING the demand for a compact, coin-operated phonograph, Holcomb & Hoke Mfg. Co., 1545 Van Buren Street, Indianapolis, Ind., has brought out the "Serenader." A feature of this instrument is that only one motor is used to operate both the turntable and the record-changing instrument. The coin-box is accessibly located, opening on the side so that it is unnecessary to pull out the instrument to empty the box.—*Radio Retailing*, October, 1930.



Tone Control

FOR those who want to bring their sets up to date, the Radiart Corp., 13229 Shaw Ave., Cleveland, Ohio, has brought out what it calls a "full range tone control." It is easily installed, two wires leading from the bronze control container and connecting to the power tubes. If one tube is used, the second wire is grounded.

This tone control is housed in an attractive case which can be placed in any convenient place in the room. The intended retail price is \$7.50.

A "standard" tone control, to meet price competition, is also available at \$2.95.—*Radio Retailing*, October, 1930.



Automatic Synchronizer

A SOLUTION of the synchronization problem for the remote Radiovisor has appeared in the form of a synchronizer, developed by the Jenkins Television Corporation, Jersey City, N. J. It may be attached to the Model 100 Radiovisor or the No. 1 Home Radiovisor Kit.—*Radio Retailing*, October, 1930.



Hamilton-Sangamo Electric Clocks

A LINE of synchronous clocks is now being made by the Hamilton-Sangamo Corp., Lancaster, Pa. There is a wide variety of models in the new line, which range from a Gothic type metal clock to a Period model with hand-painted panel and dial. The five upright mantel models range in price from \$15 to \$25; a marble desk model is \$30; the two tambour styles are \$14.50 and \$25, respectively; a kitchen wall clock is \$10, and the period model is \$30.—*Radio Retailing*, October, 1930.

New Kato Konvertor Prices

KATO Engineering Co., Mankato, Minn., has reduced the prices of its various model "Konvertors," for the 1930-31 season. The new list prices are: Model 132, \$69; 122, \$74; 182, \$76; 282, \$95; 382, 108; 210, \$71; 260, \$79.50; 310, \$90; 460, \$100 and 610, 120.—*Radio Retailing*, October, 1930.



Waverly Auto Radio

THE control panel of the Waverly automobile radio set made by the Columbia Radio Corp., 1903 W. Pershing Rd., Chicago, Ill., clasps on to the steering wheel shaft, which makes it handy for tuning. The screen grid circuit is built to withstand severe strain and road vibration, and the tubes are cushioned against rubber to prevent jarring. The set is controlled by a single tuning dial and a key is provided to lock the set when not in use. The intended retail price is \$59.50 with speaker, but less batteries and tubes.—*Radio Retailing*, October, 1930.



Radio Retailing, October, 1930

Colonial Midget Receiver

COLONIAL exhibited for the first time its new midget set in a walnut finish cabinet, Gothic in design. Six tubes are employed: three '24's, two '45's in push-pull and an '80. An 8 in. dynamic speaker is used in this set which may be obtained from the Colonial Radio Corp., 25 Wilbur Ave., Long Island City, N. Y. The cabinet is 15 in. wide by 7 3/4 in. deep by 16 1/2 in. high. As yet no price has been established but it will list at about \$50, less tubes.—*Radio Retailing*, October, 1930.



Horn Midget Radio-Phonograph Combination

IN ADDITION to the midget and console radio sets described in the September issue, Herbert H. Horn, 1625 S. Hill St., Los Angeles, Calif., has placed on the market a midget combination, using four 224's, a 245 and a 280.

This small combination has an electro-dynamic speaker, tone control and illuminated dial. The modernistic cabinet is but slightly higher than that used for the regular midget and is made of walnut in two-tone finish with maple overlay. The intended retail price is \$99.50, complete.—*Radio Retailing*, October, 1930.



Electrolytic Condenser

A SELF-HEALING electrolytic condenser, made in several types and housed in either a round or a rectangular container, is being manufactured by the Concourse Electric Co., 294 E. 137th St., New York City. This condenser will operate under peak loads of 500, or even 600 or more, volts. It is available in capacities ranging from 1 mfd. or less to 200 mfd. or more.—*Radio Retailing*, October, 1930.



DeWald Midget

PIERCE-AIRO, Inc., 117 Fourth Ave., New York City, manufacturer of chassis for a number of years, has entered the midget set field with a triple screen grid receiver. In addition to three 224's, this set takes one 245 and a 280.

The cabinet is modernistic in style, made of solid walnut, and is 16 in. high by 14 in. wide. No retail price is set on this midget.—*Radio Retailing*, October, 1930.



Radio Clock

AN electric clock which automatically turns the radio set on or off at a specified hour, and which has a built-in radio antenna, is being made by the Westphal Co., Inc., 225 N. Michigan Ave., Chicago, Ill. It operates on 100-120 volt, 60 cycle current.

This clock will turn the set on for getting-up exercises; for any favorite program during the day, or turn it off after you go to bed.

The dark walnut Bakelite-finished case, with 3 1/2 in. dial, stands 7 1/2 in. high by 5 1/2 in. wide and weighs 5 lb. The intended list price is \$14.75.—*Radio Retailing*, October, 1930.

Acme 8-tube Chassis Kit

MODEL 98 Acme radio chassis kit recently announced to the trade by the Acme Electric & Mfg. Co., 1449 Hamilton Ave., Cleveland, Ohio, can be assembled and wired in a few hours. It uses three 224's, two 227's, two 245's and a 280 rectifier.

An electrolytic self-healing condenser is incorporated, and the tube sockets are riveted in place on the heavy steel chassis frame.

The intended retail price of the complete kit for 50 or 60 cycle operation is \$65. For 25 to 40 cycle operation, \$70. The dynamic speaker lists at \$15. The dimensions of the chassis are: length 21 in., width 11 in., and height 7 1/2 in.—*Radio Retailing*, October, 1930.

Auto-Craft Radio Set

COMPLETE in every detail and ready for installation is the "Auto-Craft" radio set for automobile use, made by the Auto-Craft Co. Inc., Michigan Ave., at 28th St., Chicago, Ill. It is tuned by remote control, so the set can be placed anywhere in the car. It is a five tube set, with three screen-grid and two power tubes packed in a steel case, tightly sealed against dust and moisture. The speaker is a dynamic. The list price is \$85, including tubes, speaker, spark-plug suppressors, generator filter, "B" batteries, (three 45-volt blocks), "C" battery and aerial.—*Radio Retailing*, October, 1930.



Long's Midget Combination

ONE of the first midget radio-phonograph combinations to be placed on the market is being made by Long's Radio Co., 2812 S. Main St., Los Angeles, Calif. It is the acme of compactness, with the electric turn-table in the top and the receiver, (three 226's, a 227, a 245 and a 280) and the Magnavox dynamic speaker below. This set is but slightly larger than the ordinary midget set, and lists at \$99.50, complete.

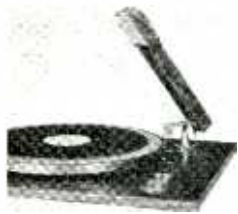
A regulation midget set is also available, both being marketed under the trade-name "Cardinal." This model is 14 in. x 18 in., and is priced at \$69.50, complete.

This company has recently perfected a screen-grid circuit which will be incorporated in its receivers in the future. The tubes in this circuit are three 224's, one 227, one 245 and a 280.—*Radio Retailing*, October, 1930.



Weston Set Tester and Tube Checker

MODEL 565 set tester and tube checker of the Weston Electrical Instrument Corp., Newark, N. J., supplements the former Model 547, but does not supersede it. It is a complete set tester, similar in operating scope to the 547, but embodying features such as additional instrument ranges, an oscillator, a double range ohmmeter and a tube tester for a.c. and d.c. rectifier type and pentode tubes. The net price to the dealer is \$140.63.—*Radio Retailing*, October, 1930.



Gordon Pick-Up

OF INTEREST is the new "Acme" pick-up being shown by the L. S. Gordon Co., 1800 Montrose Ave., Chicago, Ill. Departing widely from the conventional tone arm construction, this reproducer represents Gordon's latest development in electro-magnetic pick-ups. Due to its unusual design, about one inch less cabinet space is required for this unit. The reproducer arm and base are made of Bakelite. A swivel plate is carried in the base, acting as an arm rest when the reproducer is not in use.—*Radio Retailing*, October, 1930.

Volt-Ohmmeter

A COMPACT, completely self-contained radio instrument for voltage and resistant measurements and for checking continuity of circuit is offered in the Model 564 Volt-Ohmmeter made by the Weston Electric Instrument Corp., Newark, N. J. This equipment consists of a Model 301, 3 1/2 in. diameter meter, with ranges of 3, 30, 300 and 600 volts and two resistance ranges 0-10,000 and 0-100,000 ohms. The overall dimensions are 5 1/2 x 3 1/2 x 2 1/2 in. List price, \$37.50.—*Radio Retailing*, October, 1930.



"Silvermast" Antenna

WEATHERPROOF lead-in wire and 7-22 tinned copper guy wires are already attached to the "Silvermast" antenna of the James H. Blinn Co., 1800 Blake St., Denver, Colo. It is constructed of a non-corroding alloy, and has adjustable roof bracket, lead-in strip, ground clamp with all insulators, screws, etc., included. This antenna is 7 ft. high. Price \$5.95, complete.—*Radio Retailing*, October, 1930.

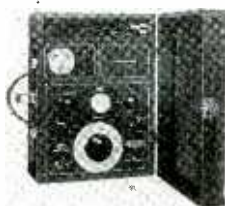
Aerial Accessories

PARKER METAL GOODS CO., 18 Grafton Street, Worcester, Mass., offers porcelain insulator screw eyes (3 1/2 & 7 1/2 in. long overall) listing at \$5 and \$6 per hundred respectively; rubber covered insulators, 25c per box of 10; antenna springs, 9 in. long, (with porcelain insulator at either end) made from coppered spring wire, 35c. each.—*Radio Retailing*, October, 1930.

Day-Rad Test Oscillator

FOR aligning, neutralizing and ganging radio frequency circuits in superheterodyne receivers, the Radio Products Co., 5th & Norwood, Dayton, Ohio, offers the type 180 DayRad test oscillator. It consists of a variable frequency oscillator covering the broadcast band; and there are two fixed frequencies, 180 kilocycles and 175 kilocycles, available by a simple switching arrangement. The 175 kilocycle setting may be further varied from 170 to 180 kilocycles by means of a vernier.

An output meter of the copper-oxide rectifier type is included. The tube filament operates from 110 volts or 2 dry cells; the plate is supplied from a small 4156 Burgess battery or equivalent, for which a compartment is provided. The weight is 9 lb. This tester is priced at \$45.—*Radio Retailing*, October, 1930.



Sound System

THE demand for greater volume without sacrifice of tone quality is now met by the 50-watt "Powerizer" amplifier, which incorporates two 845 power tubes and two 866 mercury rectifier tubes. Full-wave rectification is used, and the 50-watt tubes are arranged in push-pull. This amplifier may be employed in various combinations with microphone pre-amplifier and radio or phonograph input. The illustrated three-panel arrangement is but one of the many forms in which it is made up. The Radio Receptor Co., Inc., 106 Seventh Ave., New York City, is the manufacturer of this device.—*Radio Retailing*, October, 1930.

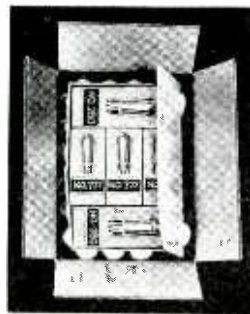


New Belden Products

AERIAL kits are being featured this year by the Belden Manufacturing Co., 2300 S. Western Avenue, Chicago, Ill. Several new numbers have been added to the line.

A new lead-in and ground wire with a special compound that does not stick, is also offered. Despite the fact that this wire is stranded, it strips clean, and will solder without sandpapering.

A lightning-arrester and a Biter type ground clamp are also included in the line.—*Radio Retailing*, October, 1930.



Packing for Radio Tubes

A NON-EXCELSIOR packing which permits the shipment of small quantities of tubes or kits without breakage, is offered in the "Holed-Tite" molded packing pad made by the Holed Tite Packing Corp., 100 E. 42nd St., New York City. These pads provide what is called "suspension" packing, the depressions and bulges in the paper absorbing the jolts and shocks.—*Radio Retailing*, October, 1930.

Rauland Amplifiers

A COMPLETE line of power amplifiers for public address and centralized radio systems is now ready, according to an announcement by the Rauland Corp., 3341 Belmont Ave., Chicago, Ill. In addition to amplifiers in portable form and also panel types for mounting on channel racks, the line includes portable and panel mixers, pre-amplifiers, microphone current supply units and other equipment for complete sound system installation.

Type 55-F panel amplifier uses seven tubes; namely, one 227, two 112A's, two 250's and two 281's. Its maximum undistorted output in low impedance circuit is rated at 17 watts. It is said that this model will operate from 4 to 10 auditorium type dynamic speakers, or as many as 300 magnetic speakers. The list price is \$235 less tubes, but complete with meter and panel, ready for mounting on channel rack.—*Radio Retailing*, October, 1930.

Supreme Model 19 Tube Tester

A PORTABLE tube checker for either counter or portable use, with lid mounted on slip hinges, is now being made by the Supreme Instrument Corp., Greenwood, Miss. This checker will test pentode tubes and the new 2-volt '30 series, as well as screen grid tubes. It has a 3 1/2 in. D'Arsonval type meter; a double scale meter, both scales calibrated; large size transformer, and an unbreakable case affording maximum protection to the instrument. The price is \$29.95. It may also be had as a counter model without lid, at \$26.95.—*Radio Retailing*, October, 1930.



Patent Public Address Equipment

PUBLIC address equipment of extreme flexibility and adaptability, with provision for continuous reproduction of records and the introduction of broadcast programs when desired, was shown by the Patent Electric Co., 91 Seventh Ave., New York City.

The basic apparatus consists of three stages of power amplification in compact form, microphone, microphone control box, dynamic speakers, and single or double turntable electric phonograph chassis. The double turntable unit is equipped with faders and individual volume control; the single unit has volume control and automatic stop.

In addition to public address equipment, a complete line of power amplifiers is also being marketed. They are compact in design, and operate without batteries.—*Radio Retailing*, October, 1930.



Janette 32-Volt Converter

DESIGNED for radio and talking machine use, the Janette Mfg. Co., 556 W. Monroe St., Chicago, Ill., has brought out a new line of 32-volt rotary converters. This converter changes 32 volts d.c. into 110 volts, a.c., and is available in output capacities of 105, 210 and 315 watts.

The models for radio use are equipped with a filter, a cord and plug connection for the d.c. circuit, and a receptacle for plugging in the radio. If desired, they may be also obtained with a voltmeter and an a.c. voltage regulator.—*Radio Retailing*, October, 1930.

Royale Sets

A MIDGET and a portable have been placed on the market by the Griffin-Smith Mfg. Co. Ltd., 1224 Wall St., Los Angeles, Calif., under the trade-name "Royale."

The portable model comes in a brown leatherette case, 17 x 13 x 9 in., weighing 26 lb. Its tube equipment consists of three 224's, a 245 and a 280, and the set operates on 110 volt a.c. Price, \$69.50.

The midget comes in a walnut cabinet, 17 1/2 x 16 x 8 1/2 in. and uses the same tubes. \$69.50.—*Radio Retailing*, October, 1930.

Mead Line

MEAD Cycle Co., 12 S. Market St., Chicago, Ill., has announced a new set. Model 82 "Ranger" is an 8 tube set with three 224's, two 227's, two 245's and a 280. It has tone control and a dynamic speaker. The semi-highboy cabinet in Old Spanish period design stands 25 1/2 in. wide by 42 1/2 in. high. The intended retail price is \$185, complete.—*Radio Retailing*, October, 1930.

Radio Retailing, October, 1930

We're Ready for 1930

(Continued from page 35)

contrast one successful radio house obtains most of its leads through the efforts of mail carriers and by advertising in the neighborhood papers. Radio broadcasting, street cars, theater hookups and even a gaudy bantam service car, which one dealer keeps parked in front of his somewhat obscure location is included as part of the publicity program.

One house which has enjoyed an extraordinary season on golf paraphernalia is going after radio business with a vengeance by direct-mail in September.

"We have done only as much radio business this year by the middle of September as we had by the first of August last year," the manager says. "But we know, from our experience in selling golf outfits, that there is spending money available. Right now we're after the reason why we are not getting radio volume."

In tabulated form is given the summing up of the interviews. Of the 30 dealers who came through with pertinent information, 15 gave statistics. The others declare their policies and factual experiences to be in line with the data here given.

Generally speaking, it is evident that radio merchants are keenly aware of the changes that are taking place about them. While some of these changes in policy which are contemplated may not work out the fact that the average radio dealer is on his toes and striving to do a better job is decidedly encouraging.

Tracing the Bird That's Flown

(Continued from page 42)

and I think and hope my standards are as high as any dealer's—you can't be ethical with a skip. You must fight fire with fire. Say anything, do anything, to get to him—and treat him rough when you get there.

You must do the thing that isn't kosher. The skip knows all the conventional ways of tracing as well as you do. Do the unconventional thing then, in tracing him, in crashing in, and in pulling out the set.

You must have husky shoes and healthy arches—not merely for jamming doors, but for the long and often discouraging footwork that is a prelude to the cornering of any expert skip. That—the patient footwork—is, in the final analysis, the real groundwork on which you base the later pull.

And they all leave a trail—it's up to you to find it.

Off to a Flying Start

(Continued from page 45)

time sold only one model, the "Champion," came through with a Champion, Jr., a lower-priced console at \$112. Fada had a combination on display not seen in June.

All-American sprang one on the remote control boys, presenting a set at \$365 which can be set to tune in any one of nine stations at 15 minute intervals over the full 24-hour period by means of a logging arrangement and built in time clock. The device is somewhat complicated to explain but it does everything but put out the cat.

National Carbon has a new "Air Cell" battery de-

signed to run a set employing seven of the new 2-volt, 230-series tubes for about a year without any attention by virtue of a "breather lung" incorporated in the cell, which closely resembles an oversize 45-volt B battery. The battery will sell for about \$8.50 and is not re-chargeable. Incidentally, DeForest, as well as RCA and Cunningham, now has a line of 2-volt d.c. tubes.

It is interesting to note that out of a total of 124 exhibitors at the New York show, 42 were radio set manufacturers, 15 featured tubes, batteries and similar accessories, 9 were cabinet makers, 25 showed parts designed for use by other manufacturers, 11 sold electrical household appliances, 13 had specialties for radio retailers and 14 were publishers.

A Review of the Better Records

(Continued from page 48)

watch the results. This is a set which will find many automatic buyers and as many more who will require but little pressing.

Another small set belonging to a series on which it is well to keep an eye is the abridged version of "Carmen" on five records issued by Brunswick. Seeing that the purchase of the complete opera sets was likely to become a strain on the purses of many people this company have devised excellent condensed operas which give all the meat in full length works which regularly run to fifteen or more records. Numbers in this series are not only comparatively easy to bring to the notice of customers but they are also useful in that they may be used to sow the seed which later may develop into easy sales of larger albums. As these abridged operas are comparatively new it would be well to draw them to the attention of all comers.

CHRISTMAS SELLING STARTS NOW

If dealers intend to use the "advance payment" plan of selling holiday merchandise, as illustrated by the copy on this advertisement, they must put the ball in motion at once.

For further details about this idea please turn to page 52, upper left hand item.

Announcing---

**Watkin's Christmas
Radio Club---**



**It's Cheaper to Join This Week
Reserve Your Radio for
\$2.50 Per Week**

Start buying your Christmas Radio now by joining the Watkin Club. You choose your favorite model and make certain payments each week. Payments are arranged so that the first payment will be made by Christmas, assuring you delivery on that day.

Come by and choose your model from our large stock now and learn all the details.

Atwater Kent RCA Majestic

[We would be glad to figure with you on a similar arrangement for a fine piano for Christmas.]

WILL A. WATKIN CO

1207 ELM STREET

PIANOS

Forty-Seventh Year

RADIOS

Brilliant Broadcasts

The News of the Month

OCTOBER, 1930

Football Schedules Announced—Damrosch Concerts Resume Oct. 10—New Series at Columbia—Live Sessions During N. Y. Show

By Detector



BBETTER than ever describes the fascinating character of the new radio program features scheduled for early fall presentation. For example, take the Damrosch series: Walter Damrosch, who returned from Europe the fore part of September, will open his Music Appreciation Hours October 10—the third season of these radio concerts for school

children. They will be available for all communities east of the Rocky Mountains and will be broadcast over the combined network of the National Broadcasting System. Entirely new programs have been prepared. There will be four different series each including twelve programs, suited to children of all ages. Friday is the day chosen.

Here are some of the treats promised by the Columbia Broadcasting System: A new series of international broadcasts will emanate from the studios of the British Broadcasting Corporation, in London; James J. Corbett, former heavyweight champion, will be the toastmaster on the new Howard Dandies series; Alexander Woolcott, author and critic, commences a series of talks as the Gruen Town Crier, Mondays and Fridays, and "An Evening in Paris" returns at 9:30 (EST) on Mondays.

One of the most significant changes in the new fall and winter series will be a large orchestra under the direction of Domenico Savino, the composer, arranger and conductor.

Favorite melodies dating back to 1835 will be the offering of the Wallace Silver-smiths, who had their premiere under the baton of Harry Salter on Saturday, September 20 over WABC and network.

Chevrolet on 117 Stations

One of the most interesting excursions into the art of air entertainment starts Oct. 5 with 117 station outlets. This extensive broadcasting has been termed by its sponsor, the Chevrolet Motor Company, the "World Broadcasting System."

"Chevrolet Chronicles" will record weekly the experiences of some one war veteran who has been decorated for extraordinary valor in action. Captain Eddie Rickenbacker, ace of American aces, will act as host at each of these broadcasts, which will run until the end of the year.

Chronicle number six, for example, will present the personally related experiences of Corporal Leander Herron, now 86 years old and a veteran of the Indian Wars and the days of Wild Bill Hickok and Dead-wood Dick. Watch your local paper programs for schedule details.

All in all it's going to be a year loaded with brilliant and irresistible broadcasts. Dealers, take your sales cut from this fact. Sell the entertainment and educational value of *specific* progress as you've never sold them before.

Captain Sparks to Represent Radio Manufacturers Abroad

Increasing co-operation between American and European radio manufacturers, on manufacturing, standardization and other problems, will be promoted in a visit to Europe by Captain William Sparks of the Sparks-Withington Company, a director and former vice-president of the Radio Manufacturers Association. Sailing from New York September 19, Captain Sparks will visit England, France, Germany and attend several foreign radio exhibitions and conferences as the official representative of the Radio Manufacturers Association. He has credentials from President Metcalf of RMA as its official representative.

Greetings from the RMA of this country to the RMA of Great Britain will be presented by Captain Sparks returning a recent visit to this country of Sir William J. Bull, president of the British RMA.

Chevrolet Chroniclers



CAPT. E. V.
RICKENBACKER
announcer



CORPORAL
L. HERRON
war hero



Redhead Gets the Decision

Hail to Bernardine Hayes, "The Redhead of the Air," who sings red hot songs in the blue manner over WBBM, Chicago. This lovely creature was voted "America's Most Beautiful Radio Artist" and as such was the guest of the Radio World's Fair management at New York City recently.

RMA Announces Its New Trade Show Manager

Major Harry P. Disbecker, Well Known Electrical Man, Chosen

Major Harry P. Disbecker has been appointed trade show manager of the Radio Manufacturers Association, with headquarters in the New York office. This appointment is pursuant to the policy adopted by the RMA Board of Directors to assume the complete management of its next annual exposition and convention. Major Disbecker also will act as assistant to Bond Geddes, executive vice-president.

Major Disbecker is a pioneer in electrical trade affairs and has been identified with the merchandising of radio apparatus from the start of broadcasting. He is a graduate of Yale, Scientific, and the New York Law School. He served in the U. S. Army during the World War and was formerly president of Disbecker & Company, distributor of electrical appliances and one of the first distributors of radio apparatus in New York. He was one of the organizers of the New York Electrical Board of Trade and served as a governor of that body and chairman of the merchandise and distributor division for five years.

Scheduled for October

Condensed for Busy Men

NEW YORK, N. Y.

Alfred Marchev With Sentinel

Alfred Marchev, formerly president of the Temple Manufacturing Corporation and more recently director of sales for Nathaniel Baldwin, will take charge of the sale of Sentinel receivers, manufactured by the United Air Cleaner Corporation, Chicago.

"Fred" brings to United a vast experience and an aggressive and pleasing personality. He relieves Frank F. Paul with respect to the work of the radio division of this concern.

Early in October United Air Cleaner holds its jobbers' convention in Chicago. No major changes in sales policies are at present contemplated, according to Mr. Marchev.



Up Pops Program 864

With a choice of 4 out of 36 programs every hour of the day and night, Eugene Farny, president of the Lyric aggregation, would have to choose the 864th possible combination when this picture was snapped at the New York radio show.

Innovations Contribute to Success of Los Angeles Show

By limiting all exhibitors to standard types of booth decorations and by presenting the special entertainment features in a concert hall, apart from the main auditorium and exhibits, the expenses of the individual exhibitors were decreased, the enjoyment of the entertainment enhanced and the facilities for doing business improved.

The 8th Annual Los Angeles Radio Show, held at the Ambassador Hotel, September 1-6, under the auspices of the Radio and Music Trades Association of Southern California, attracted an attendance of 150,000 persons. Over 2,000 radio tradesmen attended a "preview" of the show on Sunday, August 31.

As was expected, the midget sets were very much in evidence. Actual business booked, according to H. E. Sherman, Jr., president of RMTA, far exceeded expectations. The show was preceded by a banquet, following which the exhibitors marched to the auditorium.

David Grimes, radio engineer and writer, has joined the license division of RCA as engineer in charge of the circuit and apparatus section.

The GRIDIRON Schedules

Between the national networks and the local stations hardly an important collegiate football game of the forthcoming season will go uncovered by radio . . . Ted Husing will handle the games for CBS and Graham MacNamee and Bill Munday will broadcast over the NBC-WEAF and NBC-WJZ networks. . . . In addition to taking some of the inter-sectional games, the stations of NBC's Pacific Coast network have scheduled some of the important Far West games for regional distribution only.



- Oct. 11—Army-Swarthmore at West Point (NBC-WEAF).
Northwestern-Ohio State at Evanston (CBS).
Notre Dame-Navy at South Bend (NBC-WJZ).
- Oct. 18—Army-Harvard at Cambridge (CBS and NBC-WEAF).
Wisconsin-Pennsylvania at Madison (NBC-WJZ).
- Oct. 25—Yale-Army at New Haven (NBC-WJZ).
Harvard-Dartmouth at Cambridge (NBC-WEAF).
Pittsburgh-Notre Dame at Pittsburgh (CBS).
- Nov. 1—Chicago-Princeton at Chicago (CBS and NBC-WJZ).
Yale-Dartmouth at New Haven (NBC-WEAF).
Kentucky-Alabama at Lexington, Ky. (WHAS and South-Central NBC net.)
- Nov. 8—Illinois-Army at New York (CBS).
Harvard-Michigan at Cambridge (NBC-WJZ).
Pennsylvania-Notre Dame at Philadelphia (NBC-WEAF).

- Nov. 15—Navy-Southern Methodist at Annapolis (NBC-WJZ).
Princeton-Yale at Princeton (CBS and NBC-WEAF).
- Nov. 22—Yale-Harvard at New Haven (NBC-WEAF).
Navy-Maryland at Annapolis (NBC-WJZ).
Wisconsin-Minnesota at Madison (CBS).
- Nov. 27—Penn-Cornell at Philadelphia (CBS and NBC-WEAF).
Columbia-Syracuse at New York (NBC-WJZ).
- Nov. 29—Notre Dame-Army at Chicago (CBS and NBC-WJZ).
Leland Stanford-Dartmouth at Palo Alto (NBC-WEAF).
- Dec. 1—Tournament of Roses Game at Pasadena. (networks to be arranged).
- Dec. 6—Pennsylvania-Navy at Philadelphia (CBS and NBC-

RMA Urges High Power and More Chain Broadcasting

Committee Meetings at Astor Hotel Lay Groundwork for Active Future

The Federal Radio Commission has been urged by the Radio Manufacturers Association to increase the number of high-powered broadcast stations on cleared channels—in the interest of better broadcasting for the radio public. Declaring that the public is best served by the high-class radio presentations of the chains and larger broadcast stations, President Morris Metcalf sent a letter to the radio commission urging an increase in the number of cleared broadcast channels and use of high power by more stations. These policies were approved at the annual meeting of the board of directors, RMA, at the Hotel Astor, New York, coincident with the opening of the annual Radio World's Fair at Madison Square Garden.

The RMA board also endorsed the plan, proposed in a Senate resolution, to transfer the Department of Commerce Radio Division and radio activities to the jurisdiction of the Federal Radio Commission, pending final disposition of legislation to establish a federal communications body. Legislation to protect the interests of radio manufacturers and broadcasters in pending copyright royalty legislation also was recommended by the board of directors.

At the meeting of the set manufacturers' group, during show week, a resolution was passed, urging that the board of directors of RMA call a special meeting of the entire membership to discuss further policies relative to the holding of trade shows and other radio expositions.

The engineering committee discussed the feasibility of establishing a national interference cleanup movement, to be directed by the Radio Manufacturers Association.

WABC Gets 50,000 Watts

The last step necessary to assure a 50,000 watt transmitter for WABC, the Columbia Broadcasting System's key station in New York, was taken Sept. 26, when the Federal Radio Commission approved an application to build in Wayne Township, N. J.

The Atlantic Broadcasting Corporation, which operates the station, recently was granted authority by the New Jersey Board of Public Utility Commissioners to erect the new transmitter in this state.

Taps



E. A. Reutner, of the Benwood-Linze Organization, St. Louis, demonstrates the "tap" method of detecting tube trouble.

"Quick action results but kinda hard on the fingers," he says.



Westinghouse Memorial

Leaders of industry and of scientific research paid homage to the late George Westinghouse in the dedication of a memorial, to this industrial leader, in Schenley Park, Pittsburgh, Oct. 6.

This country has received a notable contribution through the erection of this typically American work of art.

Exports a Bright Spot

One bright prospect looms for 1930. That is the increasing volume of export trade. As the world turns its interest more and more to broadcasting, the demand for radio equipment of American make is increasing. Last year's exports reached a record high of \$23,122,141, nearly double that of the preceding year. This record may be exceeded this year, what with the stimulus to foreign trade expansion being given by the Radio Manufacturers' Association. From January through May, 1930, foreign trade in radio amounted to well over \$7,000,000.

British Radio Booming

The radio industry is one of the few in Great Britain practically unaffected by the present world trade depression, J. H. Thomas, secretary for Dominions, told those attending the National Radio Exhibition which opened in London Sept. 18.

"Indeed," said Mr. Thomas "six new radio plants are being constructed."

The radio exhibition, held in the vast Olympia Hall, was the largest of its kind ever held in the British Empire and almost twice the size of last year's show.

Canada's Largest Radio Show

Claiming to be the largest radio show in Canada, the 7th Annual Montreal Radio Show was held at the Windsor Hotel, Sept. 22-27. Three large halls were used to display the latest in sets. A large attendance of dealers from Ontario, Quebec and the Maritime Provinces was reported.

General Radio Builds New Factory

The General Radio Company, Cambridge, Mass., recently broke ground for a four-story building which will increase its plant capacity 60 per cent. This addition will be devoted largely to research laboratories and to special forms of production.

Utica, N. Y., Ass'n Joins NFRA

Announcement has been made of the acceptance of the application of the Utica Radio Trade Association, Utica, N. Y., for membership in the National Federation of Radio Associations. H. J. Benner is its secretary.

Mayor Helps Victor Settle in Camden

The Mayor of Camden, N. J., and the local Chamber of Commerce made "Old Home Week" September 19, welcoming to their city the personnel, household effects and buying power of over 225 employees of RCA Victor who completed their wholesale hegira from the Woolworth Building, New York City, to the eastern suburbs of Philadelphia. At the celebration Camden was dedicated as the "Radio Center of the World."

The offices of the Radio Corporation of America, the parent holding concern, will remain in New York.

Jackson Merchandising Comm. Head

The merchandising committee of the Radio Manufacturers Association will be headed, for the coming year, by R. W. Jackson, general manager of the Brunswick Radio Corporation.

This committee is considered one of the most important operated by RMA. Mr. Jackson's experience qualifies him to handle the merchandising problems of the manufacturers in an able manner.

Forree Heads Echophone Sales

J. A. Forree has assumed complete charge of sales and advertising for the Echophone Radio Manufacturing Company, Ltd., Chicago and Hollywood. Mr. Forree formerly had charge of the Kansas City distributing organization of this concern.

Echophone, it will be recalled, recently established a branch factory at Waukegan, Ill., to serve the eastern half of the United States.

Standard Transformer Corp. Formed

The Standard Transformer Corporation, Chicago, Ill., has been organized by Jerome J. Kahn and C. R. Bluzat, formerly sales manager and sales engineer, respectively, with the Transformer Corporation of America.

Makes Holinone Club



Fred Aylesworth, representing the Zenith Radio Distributing Corporation, Chicago, sank his ball in one stroke at the ninth hole, Gary Country Club, recently. Fred was playing with "Irish" O'Halloran at the time—which accounts for his phenomenal luck.

The Brunswick Cup

To Be Presented for Achievement
in Broadcasting

The Brunswick Radio Corporation announces the creation of an annual award for achievement in the radio and broadcasting fields. A trophy, the Brunswick Cup, will be presented for the first time during September, 1931.

"Broadcasting has now reached the status of an art. With the exception of radio every art has its annual award for achievement and I am indeed grateful that broadcasting will now be recognized in this same manner," states R. W. Jackson, general manager of Brunswick.

An organized scrutiny of all programs, therefore, will be exercised during the twelve months prior to the award of the cup. Under the terms of the award the cup will be presented for a broadcast which has, by its conception, made an outstanding and vital contribution to the life of the American people.

RMA Appointments



R. W.
JACKSON
heads RMA
Merch. Comm.



HARRY P.
DISBECKER
RMA Trade
Show Mgr.

To Build Short Wave Receivers

The Dayton Scientific Corporation has been organized to manufacture radio and electrical devices. Its offices and plant are located in Dayton, Ohio.

One of the first products of this corporation will be a short wave receiver suitable for use by the non-technical trade.

The president of this concern is Oscar H. Hulberg, who is well known throughout the radio industry.

Winter Flowers

A little more financial fertilizer, a little more careful cultivation of consumer needs, a little more managerial steam, a little more spraying with common sense to keep the statistical insects off, and we need not wait till spring for the buds of better business to show themselves. They may have to be hot house flowers this year, but we'll be mighty glad to see them this winter, and they'll have a lot to do with the case. If we let the field lie fallow, the seeds of discontent will sprout under the snow and their spring blossoms will bear bitter fruit.

The Business Week
Oct. 1 issue

RADIOTYPES



Grebe Grapples with Professor Einstein

'Tis said that there are only seven men in the world who understand the Einstein Theory. Here's an individual even more remarkable—and right in our own ranks. "Al" Grebe, president of the A. H. Grebe Company, challenges the professor's statement that "there are millions of persons who know no more about the wonders of science than a cow of botany."

In his cable to Berlin Mr. Grebe challenges Professor Einstein and credits radio with advancing the average intellectual age and the study of science by the layman.

The appointment of **Charles A. Rice**, former sales manager of the Champion Radio Works, Inc., as eastern sales manager of the DeForest Radio Co., of Passaic, N. J., has been quickly followed by his elevation to the post of assistant sales manager.

Sparton and Cardon Merge

Action taken at a special meeting of the Cardon-Phonocraft stockholders in Jackson, Sept. 15, merged all of the property, assets and business including goodwill and corporate franchises of that company with the Sparks-Withington Company.

Stockholders of the latter voted in Cleveland, Sept. 13, to acquire the former concern on the basis of one share of Sparks-Withington common stock for three and one-half shares of Cardon-Phonocraft stock.

The Sparks-Withington Company for some time has been buying a large proportion of its radio tubes from the Cardon-Phonocraft Corporation. On the other hand, it has been selling Cardon-Phonocraft the radio sets in the latter's combination machines. In view of this close association it was logically seen that many economies could be expected by the consolidation of the two companies.

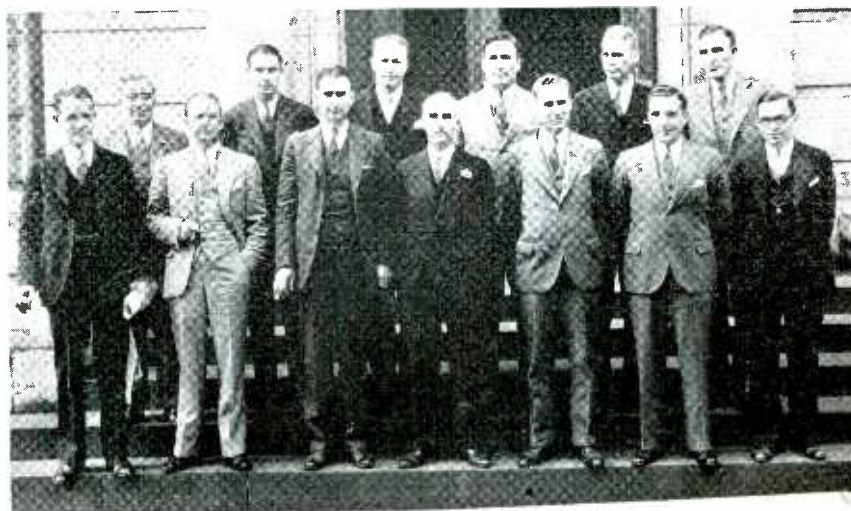
From now on all products of both plants will be trade-marked "Sparton."

"Turn About Is Fair Play"

The Radio Corporation of America announced on Sept. 8 that it and others had filed suits on Sept. 5, for patent infringement, in the United States District Court, at New Haven, Conn., against Majestic Distributors, Inc., alleged to be owned by the Grigsby-Grunow Company, of Chicago. The suit is based on the sale of Majestic radio tubes G-24, G-27 and others, similar to RCA tubes 224, 227 and others.

The Grigsby-Grunow Company is licensed under Radio Corporation patents to make certain kinds of broadcast receivers, but is not licensed to make tubes. The plaintiffs claim that the unlicensed Majestic tubes infringe their patents and so unfairly compete with the tubes made by the many manufacturers licensed under the patents.

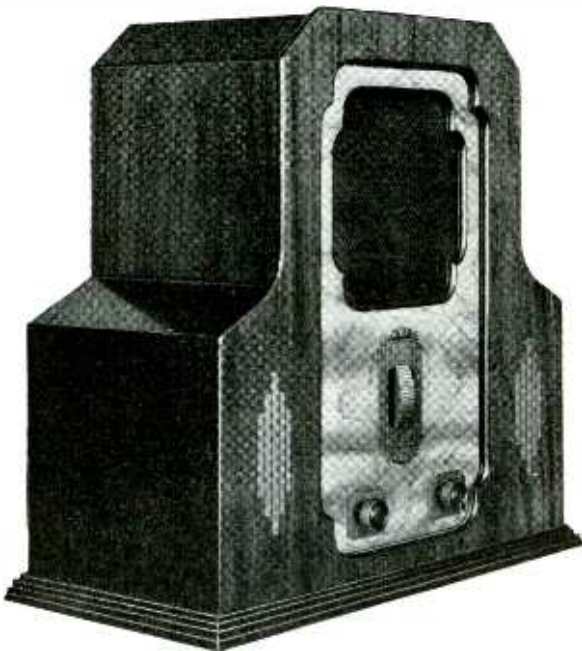
First Managers' Meeting, RCA Radiotron Company



The first annual meeting of the district managers of the RCA Radiotron Company, Inc., was held recently at its home office in Harrison, N. J. Those in attendance were as follows: Top row, left to right: M. L. Bergin, N. J. central states division manager; F. B. Wanselow, eastern division sales manager; J. W. McIver, manager sales promotion and advertising; J. P. Jeter, southwestern sales division manager; R. S. Burnap, commercial engineering. Bottom row, left to right: F. A. Mulvany, Pacific division sales manager; R. A. Graver, southern sales division manager; Meade Brunet, sales manager; G. C. Osborn, vice-president in charge of sales; W. H. Thompson, sales operation; L. W. Teegarden, Lake Erie sales division manager; T. F. Joyce.

PILOT MIDGET

is Bigger *in dealer*
Profits !!



THE SET YOU CAN SELL THE 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 power. Specially designed electro dynamic speaker. Full shielding.

\$59.50

LICENSED UNDER R. C. A. PATENTS

LESS PILOTRON
RADIO TUBES

NO COSTLY LINE OF CONSOLES
is TAGGED on to PILOT MIDGET

Pilot gives you the opportunity to sell many Pilot products which enjoy world wide demand, such as the Pilot Combination Short and Long Wave Receivers, Pilotron Tubes, and will announce additional products soon.

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 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.

PILOT RADIO & TUBE CORP.

Chicago Office:
234 S. Wells Street

LAWRENCE, MASS.
New York Office—525 Broadway

San Francisco Office:
1278 Mission Street

SERVICE CONTACT MEANS PROSPECT CONTACT

The entering wedge for replacement sales can be driven "home" through your Service Department.

SELL MORE TUBES. Radio Tubes are wearing out every day by the hundreds. Systematic tube checking among neighborhood set owners will find these bad tubes.

This DayRad
**TYPE B TUBE
CHECKER**
operates on 110
volts A. C. and
checks all
current types of
tubes including
Screen Grid and the
new 2 volt tubes.
Portable—Accurate
Easy to operate.



**DEALERS' NET
COST
\$19.60**

*Add \$1.00 for
25 cycles.*

**WESTON OR
JEWELL METERS
USED.**

The **DAYRAD** TYPE HR RADIO SET ANALYZER IS COMPACT—COMPLETE—ACCURATE

Made for the service man who wants the best at the
lowest possible price.

Complete set analysis. One selector switch used to
connect the various meter ranges to the circuit. Six D.C.
meter ranges; four A.C. meter ranges. Furnished complete
with cord, plug, test leads and book of charts.

Net Price.....\$58.50

For further particulars ask your distributor, or write



THE RADIO PRODUCTS COMPANY

Write Dep't R.

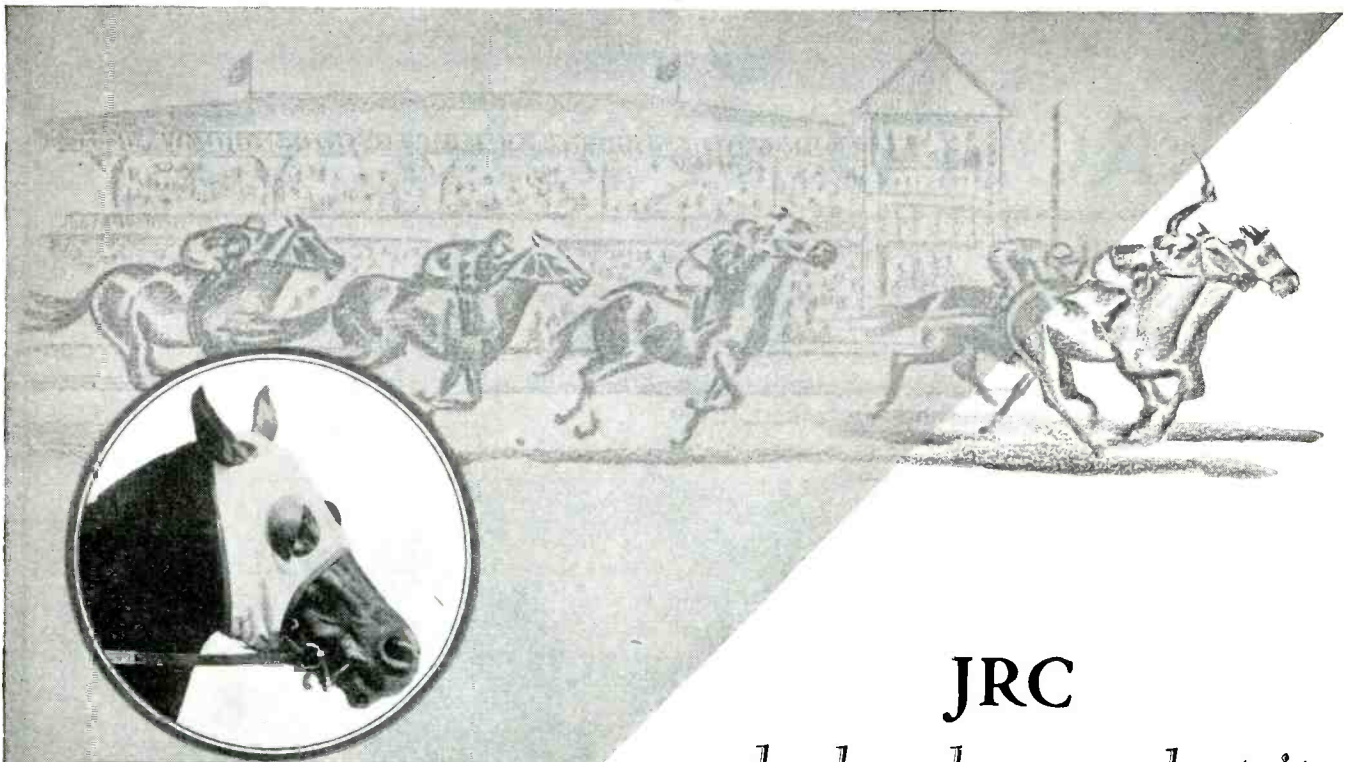
5th & Norwood

Dayton, Ohio

THE THOROUGHbred TUBE



- ready to prove by performance



They pay off on the winner

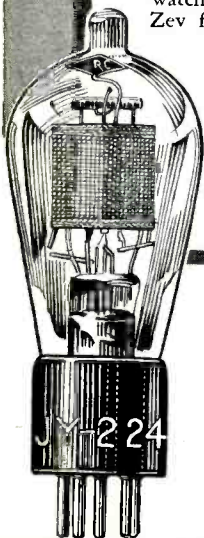
ZEV

in his time, was the biggest money winner of the American turf. He earned \$303,400 for his owner before he was retired to the stud. Gallant Fox alone of the present crop of thoroughbreds has surpassed this record.

From June 4, 1922 to November 8, 1924 the brown muzzle of Zev flashed across the finish line in a series of superlative performances that invariably carried him into the money.

Way back in the early stages of his career, the boys who watch form closely tagged Zev for a "money horse."

The odds tightened up on him with every succeeding victory, but he continued to come through, and those who backed him came through with him.



TELL your customers that every JRC tube is sealed in Cellophane at the factory for their protection.



JRC
dealers know what it
means to ride a winner

A customer likes the sporting proposition that JRC dealers are *not afraid to make*—“These tubes are the *thoroughbreds* of radio. I *could* make a lot of claims for them, but don’t listen to me—listen to the tubes.”

- Then the demonstration set on the floor makes the sale.
- Every day in the shops of dealers who know their tubes, the JRC sweepstakes are being run according to form. The tubes, the customers, and the dealers are always “in the money”—that’s what counts!

*Write for name of nearest JRC Distributor
and details of dealer cooperation*

JOHNSONBURG RADIO CORP.
JOHNSONBURG PENNSYLVANIA

New York City: 55 W. 42nd Street

Chicago: 28 E. Jackson Blvd.

There's Money in SELLING Electric Clocks . . . but not in SERVICING them



DISTRIBUTORS

- ALABAMA**
Birmingham . . . Smith-Meadow Supply Co.
1629 First Ave., South
- ARKANSAS**
Little Rock 555 Incorporated
Broadway 2nd to 3rd
- DISTRICT OF COLUMBIA**
Washington J. R. Hunt & Co.
3901 Connecticut Ave.
- FLORIDA**
Jacksonville Cain Radio Co., Inc.
- 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 General Equipment Corp.
588 Commonwealth Ave.
- MINNESOTA**
Duluth Kelley-How-Thomson Co.
309-348 S. 5th Ave., West
Minneapolis Kelley-How-Thomson Co.
- MISSOURI**
St. Louis Staffelbach & Duffy Co.
918 Franklin St.
- NEBRASKA**
Omaha Greenleaf Lied 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. Corke, Estate
146-152 James St.
- NORTH CAROLINA**
Charlotte Southern Radio Corp.
17 West First 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 Baume Blvd.
Pittsburgh Samuel Weinhaus Co.
722 Penn Ave.
Scranton D. T. Lansing Co., Inc.
342-350 Givson St.
- 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.

YOUR radio customers expect to pay for aerial installation, tube renewal, and similar service.

The purchaser of an electric clock buys it because it is supposed to run without attention, and hence he does not expect to pay for service.

The radio dealer has exceptional opportunities to sell electric clocks—

But he should sell the electric clock that needs no servicing—the Poole.

The Poole Electric Clock is the ultimate and eventual type of electric clock, for these reasons:

The Poole is independent of central station current, and does not stop when such current is interrupted. Therefore, it does not require re-setting.

The Poole has neither a spring nor a motor; its mechanism is extremely simple and the wear on its moving parts is imperceptible. There is no winding, no oiling, no cleaning to be done.

The Poole sets a new standard of accuracy in clocks. Every model, regardless of price, carries a signed guarantee to vary no more than 60 seconds a month from absolute correctness. This is the only such guarantee in existence.

The Poole, being without connecting cord, is not only free of this unsightly appendage, but may be placed anywhere in any room, regardless of the location of an electric outlet.

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.

POOLE

Electric Clocks

It pays a dealer to display merchandise that is advertised in THE AMERICAN WEEKLY because this great magazine reaches nearly 6,000,000 families, twice as many as are reached by 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.

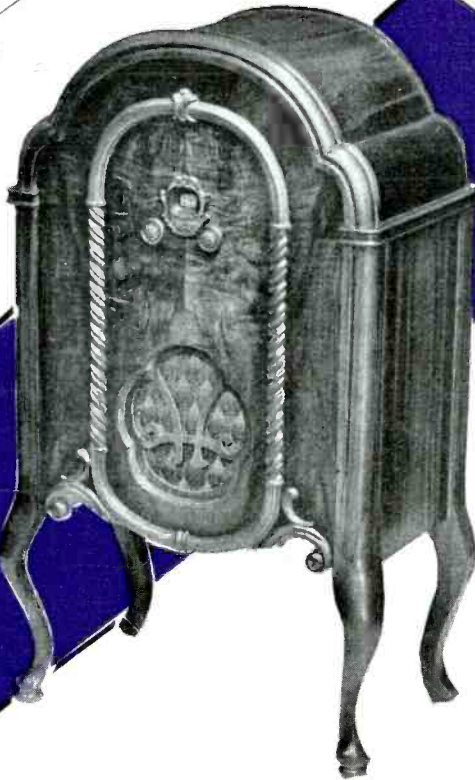
THE AMERICAN
*Greatest
 Circulation
 in the World*
AWEEKLY

Main Office: 9 East 40th Street, New York City

*Branch Offices: WRIGLEY BLDG., CHICAGO . . . 5 WINTHROP SQUARE, BOSTON . . . 753 BONNIE BRAE, LOS ANGELES
 222 MONADNOCK BLDG., SAN FRANCISCO . . . 12-231 GENERAL MOTORS BLDG., DETROIT . . . 1138 HANNA BLDG.,
 CLEVELAND . . . 101 MARIETTA ST., ATLANTA . . . INTERNATIONAL LIFE BLDG., ST. LOUIS*

Announcing

The Queen Anne



89.50
Complete
with
tubes

AN ARISTOCRAT IN ALL BUT PRICE

An exquisite example of early English design, lending charm to small or spacious apartments equally well—this new French creation was acclaimed a sensation at the recent New York World's Fair and is being distributed through the better stores everywhere.

Dealers—don't overlook present day conditions and the undisputed trend towards the small radio. Write or wire for the name of your nearest distributor.

SPECIFICATIONS:

CHASSIS—Heavy gauge steel plate, strong bracing and supports.

CIRCUIT—The new improved Loftin-White, selective and powerful.

SPEAKER—Rola's powerful, clear and integral unit.

TUBES—Five in all—three screen grid, one 245 and one 280, carefully matched.

CABINET—Height 36 in.—Width 20½ in.—Depth 12 in. In burl walnut of graceful Queen Anne design.

ACCESSIBILITY—Chassis easily removed. Fuse and dial lights replaceable through base opening without removing any parts.

The JESSE FRENCH RADIO

THE JESSE FRENCH and SONS PIANO CO., NEWCASTLE, IND.

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

SUPER HETERODYNE



What a Radio . . .

- So good it needs no aerial—just plug it in like a floor lamp; that's all.
- Five screen-grid tubes. No receiver has ever had such tremendous power.
- Ten tuned circuits—real hair line selectivity.
- Two screen-grid detectors—each one five times as good as the next best.
- All these outstanding features are **EXCLUSIVE** with Silver-Marshall Radio. Plus—
- Superheterodyne—the circuit that famous laboratories have been twelve years trying to beat.
- A product of Silver-Marshall—manufacturers of America's first screen-grid receivers and designers of the first popular superheterodyne in the whole world.
- And a 99 Year Franchise—complete protection for the life of your business.

Send in a corner of this ad with your name and address written on it. Your distributor will give you complete details at once.

99 YEAR FRANCHISE

SILVER-MARSHALL RADIO

SILVER-MARSHALL, INCORPORATED, 6421 WEST 65th STREET, CHICAGO, U. S. A.

KENNEDY RADIO

The **MAGIC
CARPET** of
THE AIR



KENNEDY ROYAL MODEL 826
Long and Short Wave Receiver

SHORT WAVE BROADCAST RECEPTION! . . . The newest radio development!

SHORT WAVE RECEIVERS! . . . The radio of the future, because it will link the continents!

SHORT WAVE RECEPTION! . . . will revolutionize radio because its possibilities are almost unlimited.

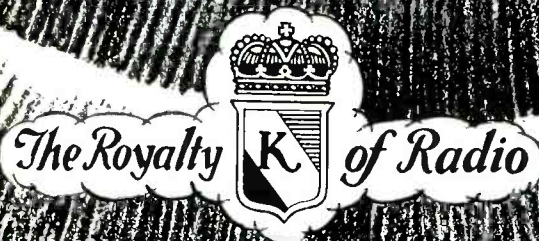
KENNEDY, always a pioneer in radio, takes the first major step in introducing the mysteries, pleasures and possibilities of short-wave.

The combination of long and short-wave units in a single cabinet bring world-wide programs—long and short-wave for American stations and short-wave for Foreign stations.

See this new KENNEDY receiver. Note the simplicity of tuning . . . the instantaneous changing from long to short-wave or vice-versa . . . no plug-in coils necessary . . . ease of operation . . . beautiful cabinetry . . . and many other features.

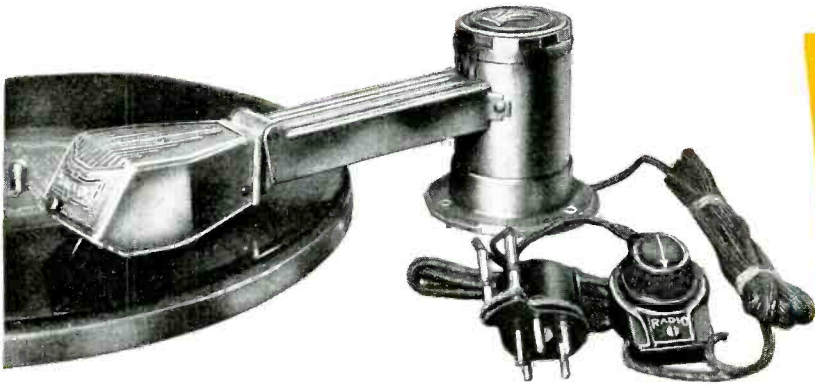
KENNEDY, the Royalty of Radio—always the choice of those who know and love the finer things in life, now presents short-wave—the Magic Carpet of the Air.

Colin B. Kennedy Corporation
South Bend, Indiana



► **YOU** are cordially invited to attend the display of new KENNEDY models, at the Ninth Annual Chicago Radio Show, Booth No. 3, Section Y. ► Demonstrations of KENNEDY receivers and a special display of models at the Congress Hotel.

THESE THREE NEW PICK-UPS COVER THE QUALITY FIELD



WITH the perfection of three new Pacent Phonovoxes, both radio and phonograph dealers have a remarkable opportunity to increase sales. The retail market for pick-ups has scarcely been touched. An electric pick-up with the name, "Pacent", is your guarantee that there is nothing better.

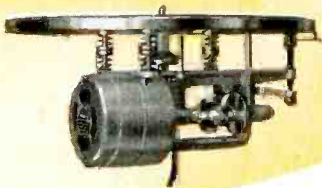
Write for literature of our entire line of Radio and Electrical Equipment—be fully posted on Pacent! Push the Pacent Line of Products and make money.



PACENT ELECTRIC PICK-UP 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 pick-up without distortion.

No. 43—\$10.00, less tube. Especially recommended for BOSCH SPARTON·PHILCO·MAJESTIC.



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.

Designed for 100 volt, 50 or 60 cycle operation. Power consumption only 25 watts. Operates ten hours for 1½¢. \$25.00.

CATALOG NO. 107

THE NEW MASTER PHONOVOX

Contains 12 features that make it the greatest value in pick-ups today. List price, \$15.00.

CATALOG NO. 107 SPECIAL SPECIAL HI-OUTPUT MASTER PHONOVOX

(Illustrated at left)

Gives the highest output of any electric pick-up on the market, thus providing greatly increased volume on any kind of phonograph records. List price, \$20.00.



CATALOG NO. 108B

THE NEW OIL-DAMPED PHONOVOX

The 108B Oil-Damped Phonovox was designed to be the finest instrument that could be made for talking movies and broadcasting station work. It required the most careful engineering and the best materials available.

The 108B Oil-Damped Phonovox provides the finest reproduction available.

Adjustable needle pressure. Absolutely no rubber. Freezing is impossible. List price, \$25.00.

PACENT ELECTRIC CO., INC.

91 SEVENTH AVE., NEW YORK, N. Y.

Pioneers in Radio and Electric Reproduction for over 20 Years. Licensee for Canada: White Radio Ltd., Hamilton, Ont.

All prices slightly higher West of the Rockies and in Canada.

PACENT

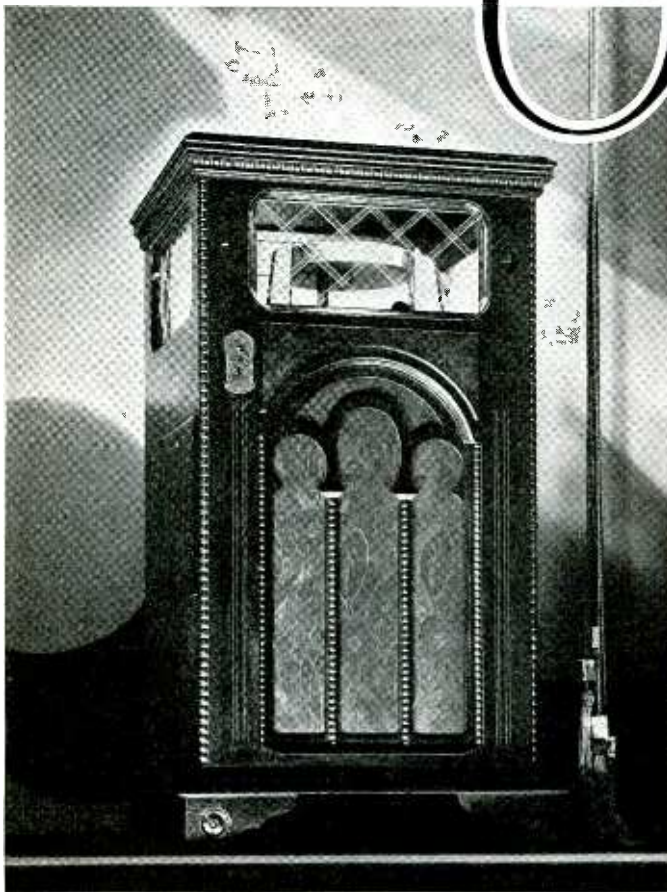
HERE'S one that "clicks." New, different, better . . . Every dealer knows the big market for coin-operated musical instruments—but, *until now*, no *one* machine quite filled the bill. Some were too expensive, some too large for valuable floor space, some too gaudy; others had poor tone or imperfect mechanism.

Now, the world's foremost manufacturer of *money-making equipment* for merchants, presents the crowning achievement in this field . . . a sensational, new instrument—born with a *silver spoon* in its mouth . . . built to double your market and profits, built to reap a *harvest of silver* for its dealers, owners and operators.

Orders are pouring in by wire and letter . . . *dealers* say this is exactly what they have been wanting—that it's the greatest money-maker ever offered in this industry.

NEW
Sensational
... It's
HERE

The Serenader



- **SIMPLICITY**—The simple design and mechanical perfection of The Serenader assures trouble-free operation and bigger profits because of less service. One motor operates entire mechanism.
- **TONE**—Perfect reproduction over the entire musical scale; mellow tone that attracts crowds and holds them; sensitive volume control.
- **BEAUTY**—The illustration at left tells the story of artistic craftsmanship—an outstanding example of the cabinet-maker's art.
- **COMPACT**—Today's demand is for the instrument that will produce the biggest profits in the least amount of floor space. The Serenader cabinet is only 24¾ inches wide by 27¼ inches deep and 49 inches high.
- **HERITAGE**—The Serenader is the newest model of the famous Electramuse line—produced by the world's leading manufacturer of coin-operated, amplified musical instruments.

The Serenader is new in every detail—new in its profit opportunities. The coupon below will bring you the complete details of our money-making dealer franchise. Mail it now—or wire for quick action!

HOLCOMB & HOKE MFG. CO.
202 Draper Street
INDIANAPOLIS, INDIANA

MAIL THIS COUPON

Please rush complete dealer's proposition on The Serenader.

Name.....

Address.....

The Giant with the Velvet Voice !



It doesn't
pay to
argue
with a
customer

*—even when he
is wrong!*

High words usually lead to low profits. There's no likelihood of an argument over Champion Tubes. Ribbon Labels for dating the sale are furnished with every Champion Tube.

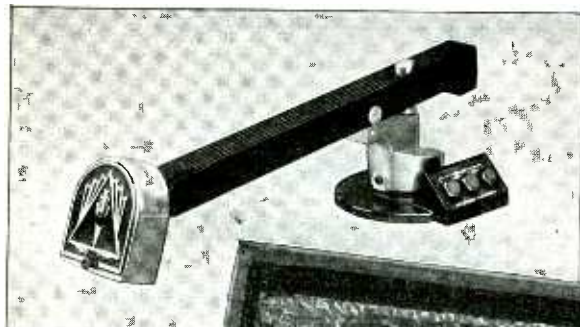
By filling in the date when you make the sale you are protected against unfair claims for adjustment—and the customer is protected to the full extent of the guarantee . . . and, instead of an argument, you'll have a continuously friendly customer who buys again and again.

Champion

RADIO TUBES

CHAMPION RADIO WORKS INC.

1190 PINE STREET, DANVERS, MASS.



ANOTHER AUDAK CO. SCOOP

Again we pioneer . . . with
GENUINE Control of BASS and BRILLIANCY
. . . Right in the Pick-Up!



POLYPHASE

(Tone Controlled)

PICK-UP

THE revolutionary advancement that you have been waiting for . . . from the AUDAK COMPANY, as you would expect. The ultimate in electrical reproduction . . . making possible the absolute control of bass and brilliancy in every phase. Tone control that IS tone control! No compromising or working in circles . . . but the REAL thing, down to a science! You know, of course, that the ordinary radio "tone control" adds no frequencies whatsoever, only seeming to deepen the bass by suppressing the higher frequencies.

This is not the AUDAK COMPANY way. When we say "tone control," we mean something radically

different. We mean the control of the amount of natural bass and treble, without sacrifice of either . . . by actually controlling the frequency range downward or upward . . . as you please.

This NEW idea is as stringent and exacting as every other AUDAK COMPANY idea . . . the fruit of which you now see and hear on the finest musical instruments. It banishes the archaic system of toning down one phase of a composition to stress another . . . of "robbing Peter to pay Paul." It puts the listener in absolute control of the amount and the quality of the bass and the brilliancy . . . suiting the music to individual moods. In operation, it is as simple as an electric push-button. It opens a new avenue of volume and profit to the radio-music merchant. It is a typical AUDAK COMPANY improvement, which we are proud to offer you.

See and Hear POLYPHASE at Once . . . Get in Touch with Your Jobber

The AUDAK COMPANY

565 Fifth Avenue

New York City

"Creators of High Grade Electrical and Acoustical Apparatus Since 1915"

Again **Sterling**

Still Radio's most Golden Voice

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.

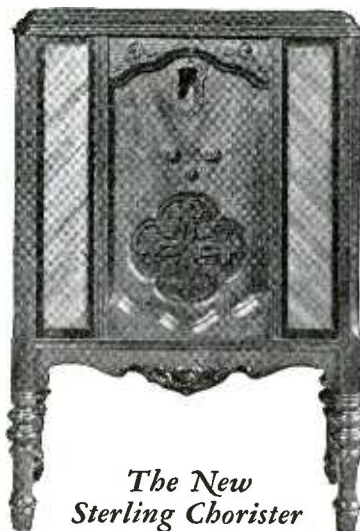
Power, Volume, Selectivity, Sensitivity, Beauty—everything you want in radio. And above all, matchless balanced TONE, faithful and lifelike, from the highest treble to the deepest bass. And all console models have variable tone control.

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

A walnut cabinet of unusual design and exceptional beauty and an 8-tube screen grid receiver of marvelously faithful performance—here indeed is the last word in radio. Variable tone control of improved design permits infinite modulation, to suit the individual taste, or for adaptation to changing types of programs. Selectivity, sensitivity, beauty, balanced tone, phonograph hook-up—everything the finest radio should have.

List Price \$137.50
Less tubes

Sterling

OF CLEVELAND

Sell in this Profitable New Field

Sound Distribution

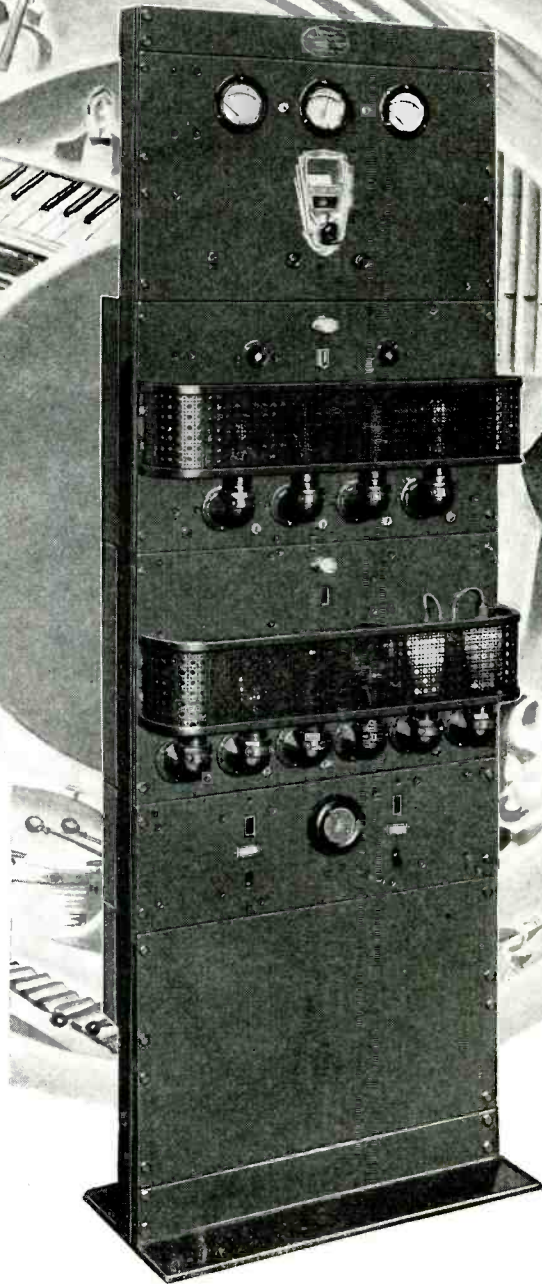
SEE OUR EXHIBIT
 at the
 Ninth Annual Chicago Radio Show
 Coliseum, Chicago
 October 20th to the 26th, incl.
 Booth No. FF . . . Section One

SOUND DISTRIBUTION SYSTEMS — their sales, installation and servicing — offer a rich field for men or organizations with sales ability and engineering facilities.

These systems 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. They are the product which provide an opportunity to enter the Sound Distribution field for well established organizations. We solicit inquiries.

WEBSTER ELECTRIC COMPANY
 RACINE Established 1909 WISCONSIN

Webster Electric
 Power Amplifiers



Especially Adapted to:

- | | | |
|--------------------|-----------------|------------------|
| Apartment Building | Dance Halls | Restaurants |
| Amusement Parks | Factories | Riding Academies |
| Airports | Gymnasiums | Sanitariums |
| Base Ball Parks | Hospitals | Skating Rinks |
| Camps | Hotels | Schools |
| Churches | Playgrounds | Sporting Arenas |
| Circuses | Public Parks | Stadiums |
| Civic Centers | Race Tracks | Swimming Pools |
| Convention Halls | Railroad Depots | Yacht Clubs |

Two Profitable Models ...

that meet every demand for quality, price, and performance

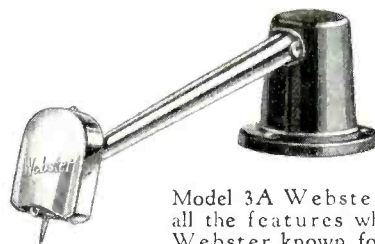
IN the great field of electric pick-ups there is one accepted superior — Webster! It has won dealer acceptance and user preference through universal satisfaction. The Webster is a brilliant and unexcelled performer — it is beautiful in appearance — and the price question can be profitably met without any sacrifice in quality.

Webster merchandise, backed by the famous Webster name, offers you a genuine opportunity for permanent profit. It will be to your advantage to write for details of the Webster Sales Policy.

WEBSTER ELECTRIC COMPANY
RACINE Established 1909 WISCONSIN

Model 3A 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.

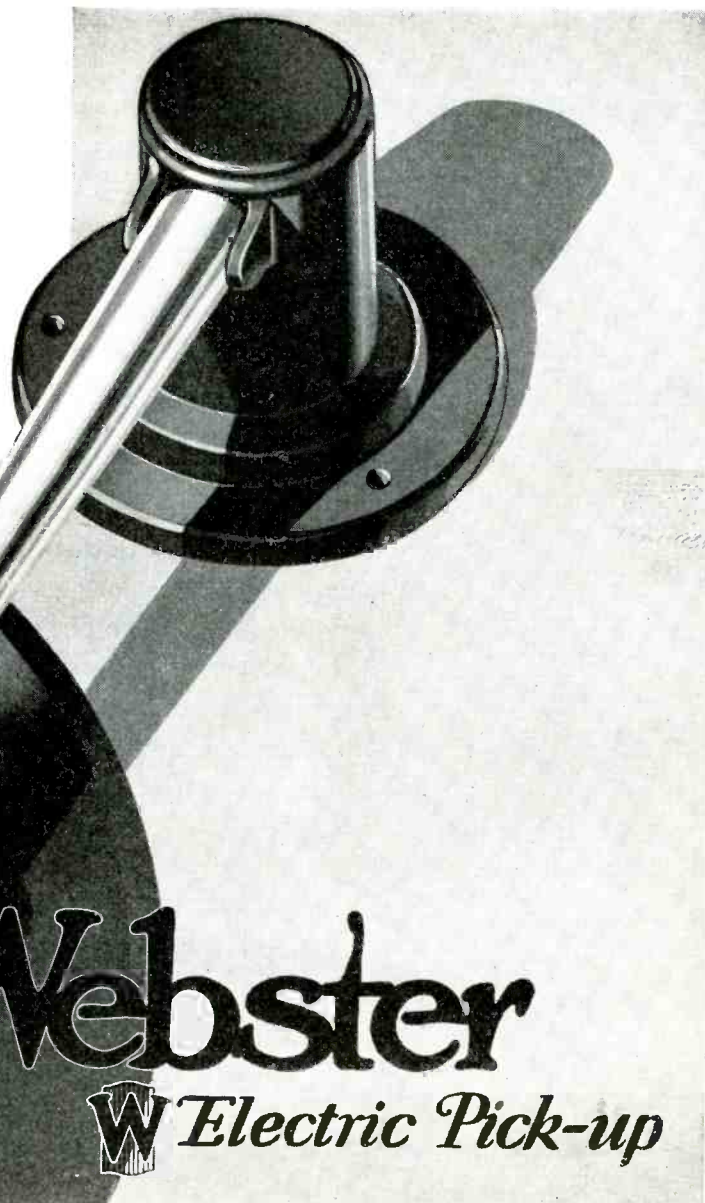
List price \$21.00



Model 3A Webster Pick-up all the features which have made Webster known for excellent performance yet modestly priced.
List price \$14.00



Model 3B Webster Pick-up includes Pick-up head, separate volume control, and necessary adapters.
List price \$12.00



Webster

W Electric Pick-up

MAJESTIC RADIO TUBES

Built Better . . . to Last Longer . . .
and Insure
PERMANENT PROFIT

Majestic Radio Tubes are built better to perform perfectly through a longer life. They have stronger, costlier parts. Lower gas content. More inspections. Everything that can insure Colorful Tone—distance—dependability.

Here at last are tubes that stay sold. They stop the re-service calls that cut profits and lose customers. When you recommend and install Majestic Radio Tubes, you're sure of results.

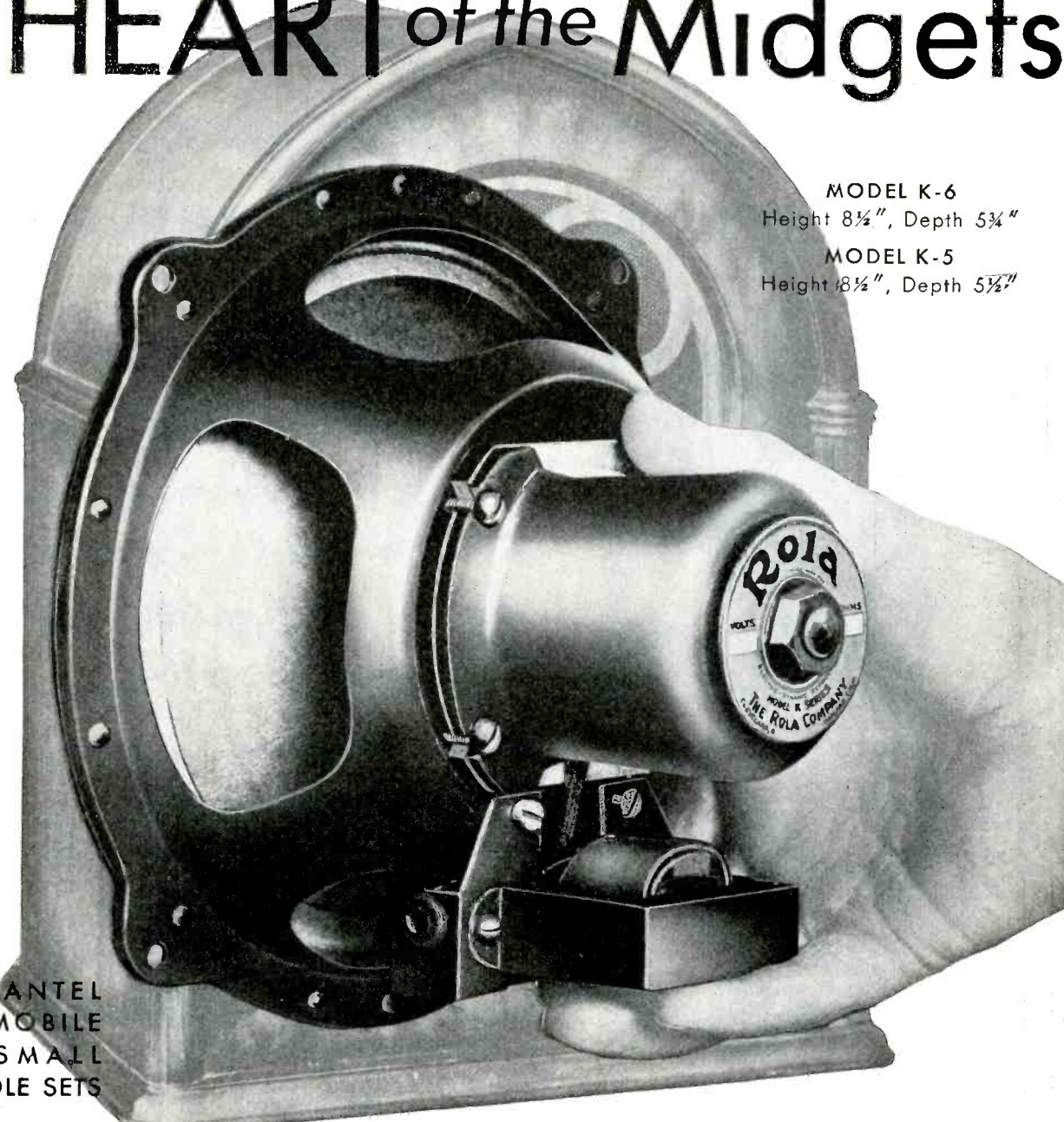
Sure that power and tone will be 100% for months to come. Sure that tube noises are gone for good. Sure that customers will praise your service and the radios you sell—that you will get more business, more profit, built on the good-will advertising of every family you serve.

Get complete information now on Majestic Radio Tubes and the advertising that helps you sell them so easily. Phone or wire your Majestic distributor.

Majestic
RADIO TUBES

Grigsby-Grunow Company, Chicago, Illinois. World's Largest Manufacturers of Complete Radio Receivers

The HEART of the Midgets



MODEL K-6
Height 8½", Depth 5¾"

MODEL K-5
Height 8½", Depth 5½"

FOR MANTEL
AUTOMOBILE
AND SMALL
CONSOLE SETS

Just as the Midget set has swept the radio industry, so has the Rola Midget "K" speaker dominated midget set production. This tested and perfected unit is identical, except in size, with the standard Rola "K" unit ... the speaker that made TONE CONTROL possible. There is just one fundamental element responsible for this overwhelming preference ... *tone popularity*. Retailers who demonstrate their Rola equipped Midgets have this volume building feature. People do not expect

to hear the kind of reception that Rola makes possible in the Midget set. Nothing sells like tone, nothing gathers greater momentum by word of mouth than tone popularity. Life is too short to try to battle the accepted preference of the radio public. If you are selling in competition with the Rola equipped Midget ask your source of supply for a demonstration of their Midget with a Rola. You will know then why the majority of Midget manufacturers have adopted the Rola.

The
ROLA
COMPANY
CLEVELAND, OHIO
OAKLAND, CALIFORNIA

ROLA SPEAKERS

RADIO'S MOST COMPLETE LINE STILL FURTHER ROUNDED OUT



New Zenith Super-Eight Model 12. Highboy of walnut and zebra wood veneers. French doors. Legs gracefully turned and reeded. Eight tubes. Screen-Grid Circuit. Tone Control. Zenith precision quality throughout. \$175, less tubes.

Two other new Super-Eight Models

Model 10—Lowboy—\$155, less tubes
Model 11—Semi-Highboy—\$155, less tubes.

The Zenith Super-Nine (70) Series range from \$185 to \$2500, less tubes.

Prices slightly higher west of Rockies

Addition of Super-Eight Models now gives Zenith Dealers Opportunity to meet EVERY Consumer Demand!

Now, Mr. Zenith Dealer, you can capitalize completely on the insistent public demand for Zenith quality... *every* call for a Zenith Radio can now be turned into a *sale* of a Zenith Radio... because there's a Zenith Radio for *every* type of customer, for *every* class of trade... not only as to price, but as to style and size... embracing nine different models... from cabinets of ornate detail to consoles of utmost dignity... from lowboys to semi-highboys to pretentious highboys... incorporating everything that is wanted in a radio set... including genuine Automatic Tuning, Automatic Remote Control, Automatic Record Changer, and Tone Control. Investigate through your distributor. You *can't* lose a sale with the Zenith Line.

ZENITH RADIO CORPORATION — Chicago, Illinois

ZENITH RADIO



Radio Back To Batteries

Forecast As Being the 1930 Fall Program of Leading
Radio Set Manufacturers

6,000,000 (Six Million) unwired homes need battery operated Radio Sets. Radio tube manufacturers appear to be in agreement with Radio set builders as they too are putting out a New Radio Tube for Battery operated sets.

**This Points to Big Battery Sales
Are You Prepared to Get Your Share of
This Profitable Business?**

Remember the good, old "battery days"—three and four batteries to a customer—with *real cash profit in the register*—Well they're here again. Right in your city are some of those six million homes waiting for famous Bright Star Bag Type batteries.

Dependable in service like the great battleships! Always rating A1 and on top in any "Scrap" like the speedy little destroyers. You know Bright Star of old . . . with the Bag Type construction and wonderful recuperative powers—built to carry on. They always cost less in the long run, because of the extra service they give.

Comparable with the sleek, straight eight high powered cars; smooth, silent, quick pick up and everything. Sixty miles an hour and you don't realize it. Bright Star Batteries actually equal this performance in a Radio Set. Inferior batteries, priced simply to unload them will not build your business—or reputation—they only bring customers back to "Kick"—Bright Star still builds Superior Quality Radio batteries at really low prices in comparison—insuring you *Better Profits*.



Bright Star 30-60 Heavy Duty

The 30-60 Heavy Duty recommended for sets of from three to five tubes is designed for long range service. Then the 430 Ampli-Power—the largest battery made . . . is the ideal battery for sets of more than five tubes. These Bright Stars deliver *energy—PLUS!* They insure clear and pure reception. Recommend and sell them when you want to give *Quality and Service* to your trade.



Write for complete Booklet, "Dependable in Action" and Price List. Our prices mean liberal profits for you. The Bright Star proposition is setting up new sales records in every part of the country.

BRIGHT STAR BATTERY CO.

CHICAGO

HOBOKEN, N. J.

SAN FRANCISCO

TWENTY-ONE YEARS BUILDING THE QUALITY LINE



SUPREME IN EVERY TEST

Has been fully sustained by records of operating tests in hundreds of laboratories and in hard radio use of Bright Star No. 6 Dry Cells. Like our Radio "B" batteries, the *Bag Type* No. 6 Dry Cell—has proved its record too. Where uniformity and dependability are absolutely required, you'll always find a Bright Star No. 6. Used exclusively after four years of testing by one of the largest users of Dry Cells in the United States, (or

perhaps in the world). Bright Star Dry Cells are less costly to this concern because they do not fail to give the required uniform service over a period of time.

Bright Star has developed a merchandising idea for Dry Cells in "The Handy Package of 3." This method saves time and provides a very attractive display. No. 6 Dry Cells displayed in this manner are more than half sold.

RECOMMEND a "C" Battery to prolong the life of the "B"

To round out a complete "Radio Battery Set up," the 71-17—1½ volt "C" Battery . . . the 1503—22½ Volt "B" & "C" Battery and the No. 2791—40½ Volt "C" Battery are all Bag Type construction and each will give the utmost service. They also improve the *QUALITY and Volume* of reception when properly connected in a radio set.

No. 4 in the SERIES of REASONS WHY you should SELL TUNG-SOL TUBES

BECAUSE TUNG-SOL TUBE SUPERIORITY CAN BE PROVED TO THE EAR OF ANY CUSTOMER YOU HAVE

STICK a set of any tubes you wish into any radio you carry. Invite your customer to listen to any program coming through. ¶ Then snatch out those tubes. Replace them with Tung-Sols. Let the customer get an earful of Tung-solized program. ¶ Over at the right are the four reasons for the difference he notes, unless he is stone deaf, tone deaf, or a boiler-maker from Birmingham, Alabama. ¶ Does any radio dealer say: "Let him have the poorer tubes. He'll be back that much sooner for more, and I'll have two sales instead of one." ¶ That dealer is not long for this world of business. Only dealers who honestly serve survive. The others disappear, die off, become items in the census of annual failures — whenever business tightens up. The smart dealer, with the will to survive depression, draught and a tariff for politics only, will sell the best tube he can lay his hands on, and reap reward aplenty in customer-elation with his set, and in the elimination of costly servicing. ¶ If you want to hear the scientific, hard-boiled explanation of Tung-Sol Tube superiority, write "shoot" on a postal card, and the explanation will be forthcoming with promptness and clarity.



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.

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

ATWATER KENT RADIO

with the GOLDEN VOICE



Why the new QUICK-VISION dial is so different and so efficient

NOTE how the full dial is in view all the time. Note how the angle of the face of the dial makes it easy to read from any position, whether the operator is sitting or standing. Note that the dial is calibrated in kilocycle channels, each mark representing a station. Note that the figures are so big they can be seen at a glance.

No bunching

Now observe the *even spacing* of the kilocycle markings, over the entire dial. No crowding, no bunching, anywhere.

Familiar as you are with the natural irregularities of the kilocycle scale, you cannot help being impressed with the movement of the pointer as you turn the tuning knob. As you turn from left

to right, the pointer accelerates its swing. It moves faster as it passes through the high frequencies. *Those natural irregularities are smoothed out.*

Look inside the panel

and see the ingenious compensating mechanism which makes this even spacing and accurate tuning possible. You see, on the condenser shaft, a crank pin operating in a slot on the swinging arm which operates the pointer. This slot is curved and offset from center in such a way as to compensate for the irregularities of the kilocycle scale.

*No other radio has this dial!
—and no other dial combines
all these features*

This compensating mechanism

—so simple, yet so magically effective in solving one of the oldest and hardest problems of radio design—was invented and developed in the Atwater Kent laboratory. Only the new 1931 Atwater Kent Golden Voiced model has it.

No pulleys, no wires, no unnecessary friction. The smoothest-acting dial in the world. Your own figures prove it!

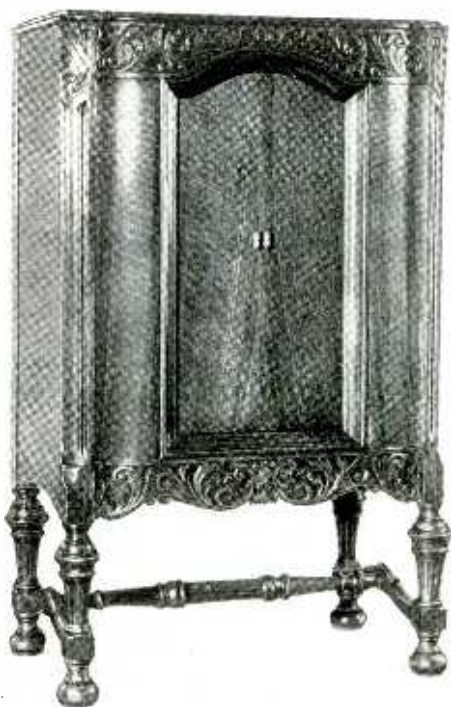
It's in the workmanship. That's the way Atwater Kent Radio is built.

It is in just such points of minute exactness and unrivaled originality that Atwater Kent always excels—making both your *selling* problem and your *service* problem easier.

F COMPEITION

BOTHERS YOU STEP OUT IN FRONT OF IT

.. WITH FADA



★ The New Fada 44—Sliding Door Lowboy, \$188 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.



OTHER NEW FADA MODELS

- ★ The New Fada 41—Highboy, \$218 without tubes
- ★ The New Fada 47—Radio-Phonograph Combination, \$328 without tubes

FADA
Radio

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

If only one car had 4-wheel brakes, wouldn't you like to sell that car? If only one refrigerator made ice cubes, wouldn't you like to represent it?

That's about the situation between Fada and the field. While other radio manufacturers make advertising hullabaloo over a stray feature or two . . . a phonograph jack or even a dynamic speaker . . . Fada blazes out with fourteen.

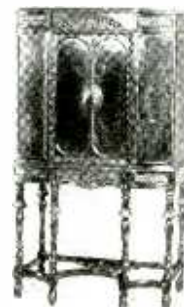
To sell radio readily in today's market, you must have something to sell. Fada fairly sparkles with exclusive selling points. It puts on a unique demonstration, overwhelmingly convincing to both eye and ear. Fada furnishes ammunition that is an inspiration to salesmanship. No other radio has so many of the features that the consumer itches to own.

Step out of the profitless area of cluttered-up competition. Sell a radio that is out in front, all by itself . . . provably the most advanced radio of the year. Sell Fada. Wire or write for the clinching details.

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



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



★ The New Fada 46—Highboy, \$228 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.

TWO PROFITS from Each CAPEHART Sale

1. The Instrument

Every CAPEHART sale carries with it an unusually substantial margin of profit — a dollar margin that justifies the most aggressive selling effort on the part of the dealer.

2. *Constantly Increasing* Record Sales

Every CAPEHART sale, in addition to its original profit, sets up a perpetual income in repeat profits from the **quantity** sale of records in groups or sets.

The Capehart plays groups of records, continuously and automatically without attention.



**Pioneers and Leaders in
Automatic Record Changing Devices**

THE CAPEHART CORPORATION FORT WAYNE, INDIANA

... Not just a sale — but ...

... a profit!

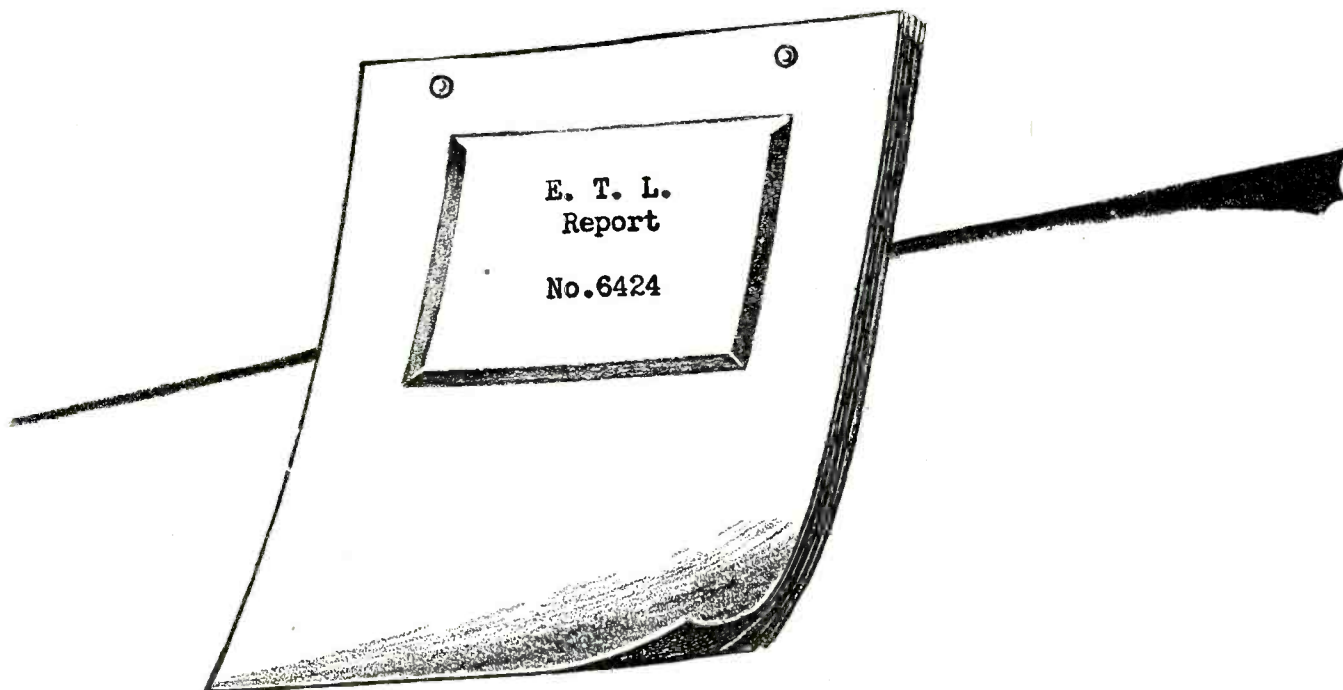


THERE'S room in the Edison's selling price for a good big profit — the profit you deserve — the profit you need. And don't forget that there are thousands of people ready to pay full-price for the Edison — because they know its worth — because they know the Edison is a guarantee of lasting pride of possession — because it bears the greatest name in electrical science. ● If you want to make money on today's business — sell the Edison. If you've an eye on tomorrow's business and growing prestige — sell the Edison. In short, if you want to tie up with success — sell the Edison! Ask for franchise details now.

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, Wahn Radio 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, Ed. Radio Mart, 622 Broadway. . . . CLEVELAND, B.W. Smith, Inc., 6545 Carnegie Ave. . . . DALLAS, Prather Cadillac Co., Live Oak and Pearl sts. . . . 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-Leete 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, Prouditt 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-Balley 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, Staffebach & Duffy Co., 918 Franklin Ave. . . . SYRACUSE, B. F. Page, 1045 South Saline St. . . . TAMPA, Tampa Radio Corp.



The E. T. L. Test Report should be constructively used never abused

In no case can an E.T.L. report carry any message other than the plain record of test data.

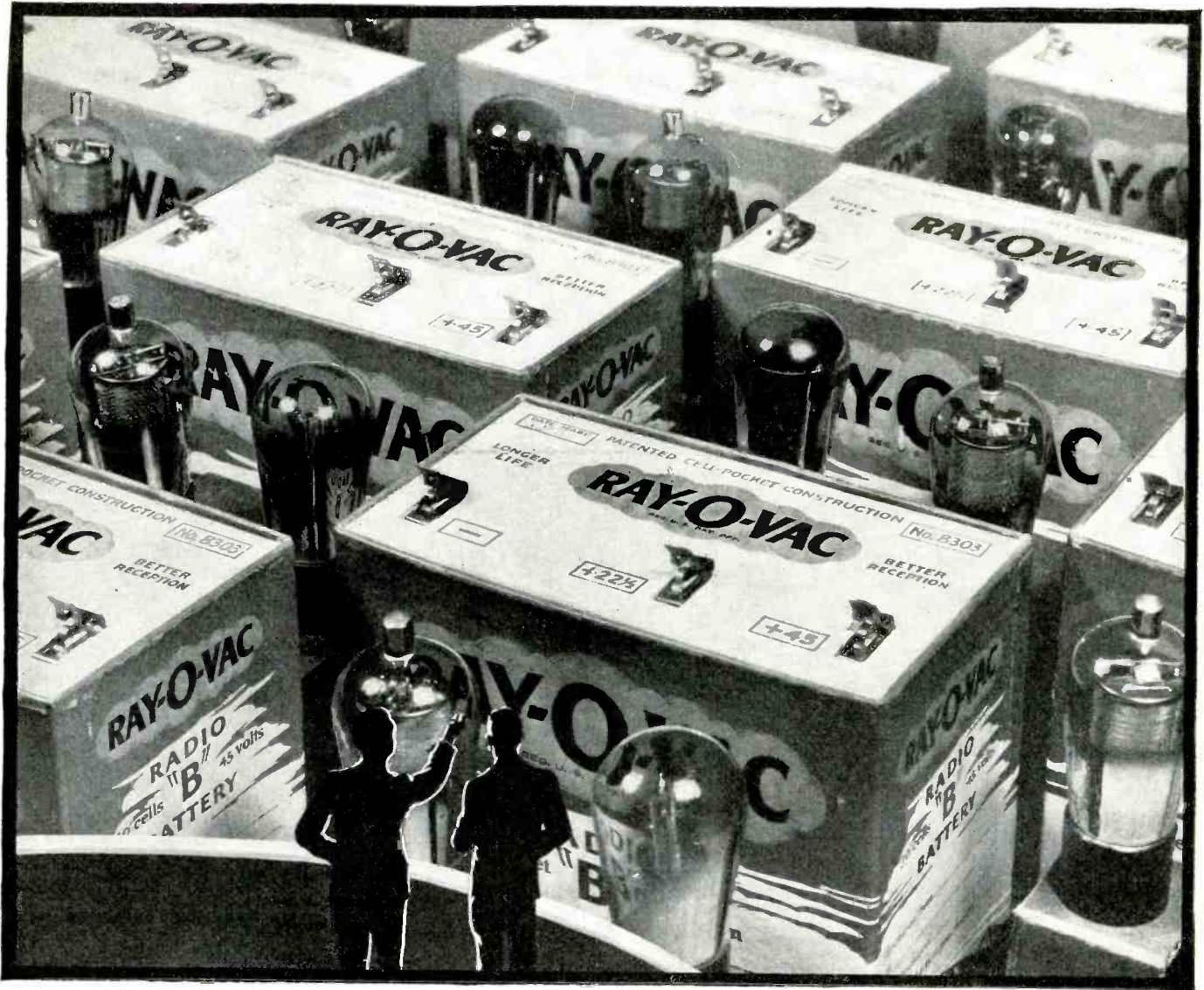
Inferences that E.T.L. *approves* a product are unwarranted, since E.T.L. does not approve. At most it certifies to compliance with existing specifications.

Inferences that E.T.L. reports comment on the superior quality of a device are erroneous since the report is simply a factual summation of the test results.

The object of the E.T.L. report is to enable you to

**Know—
by Test**

Electrical Testing Laboratories
80th Street and East End Ave.
New York  N.Y.



"RADIO" and "Ray-O-Vac" are inseparable in the American mind. Ray-O-Vac Radio Tubes and Ray-O-Vac Radio Batteries make any radio better. National advertising is telling the Ray-O-Vac story to millions . . . so don't be bashful about keeping your Ray-O-Vac products well displayed for your customers to see . . . and *buy*.

FRENCH BATTERY COMPANY
MADISON, WISCONSIN

General Sales Office: 20 North Wacker Drive, Chicago, Ill.

Autoradio Batteries

Aircraft Radio Batteries

Home Radio Batteries

RAY-O-VAC

"A", "B", and "C" Radio Batteries, Ignition, Telephone, Lantern, and Flashlight Batteries; Rotomatic and Standard Flashlights; Licensed Radio Tubes





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 and 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.



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



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 60-60 cycle, 110-volt a.c., and no batteries are needed. It is known as Pattern 209 and consists of a 100 ohm 88 d.c. meter with six tube sockets in a molded Bakelite case. The filament voltages are 5, 3.3, 5 and 7.5 volts. Two terminal sockets and 2.5 to 100 volts are also provided. Price \$10.—*Radio Retailing*, September, 1930.



"OF SPECIAL INTEREST TO THE SERVICE MAN"

Evidently the makers of the instruments used daily by the radio service man, believe that "Bakelite" is a subject of "Special Interest" to him. Month after month the announcements of new or improved instruments stress the point that Bakelite Malted, or Bakelite Insulation is used. These informed manufacturers know that no other materials will satisfy the men who work with radio.

Bakelite Materials, that are so important to the

service man, are equally important to the buyer of a radio receiver. The present trend in receiver design is toward a wider use of Bakelite Materials for insulation than ever before. Manufacturers have discovered that Bakelite Insulations permanently protect performance, and help to create a favorable reputation for their products. Would it not be well to make sure that the receivers you sell are Bakelite Insulated?

Write for Booklet 39R, "Bakelite In Radio".

BAKELITE CORPORATION, 247 Park Ave., New York. CHICAGO OFFICE, 635 West Twenty-second St.
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 cop-

ied "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

for only . .

\$11250

THE NEW GRAYBAR
TUNED RADIO FREQUENCY
RADIO MODEL 678



FOUR-TUNED
RADIO FREQUENCY CIRCUITS
• • •
PUSH-PULL AMPLIFICATION
• • •
HORIZONTAL DIAL READINGS
• • •
VERTICALLY MOUNTED CHASSIS
• • •
COMPOUND VOLUME CONTROL
• • •
ELECTRO-DYNAMIC SPEAKER
• • •
(LESS TUBES) ONLY \$11250

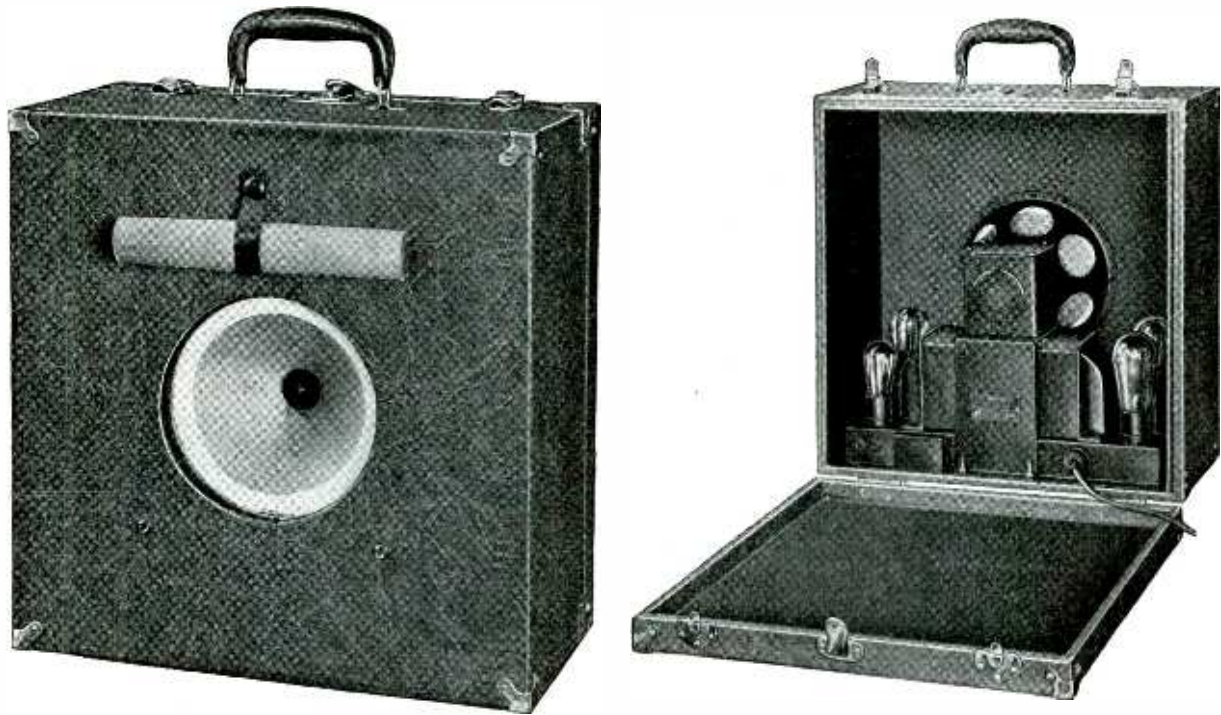
GraybaR

OFFICES IN 76 PRINCIPAL CITIES.
Executive Offices: GRAYBAR BLDG., NEW YORK, N. Y.



It's in the Bag!

What is?



1. *Your customers' entertainment*—home talkie—new phonograph—rejuvenated radio—or own recording equipment—and theirs or your portable group address system.
2. *Our reputation* for quality in sound and satisfactory service.

What's Its Name?

The PAM 100 made by Samson

What Is the PAM 100?

A two-stage amplifier putting 3.2 watts into its integral dynamic loud speaker, operating from a 110 volt 50-60 cycle line, drawing but 55 watts (less than an ordinary light bulb).

The PAM 100 gives full output on an input voltage of .35 r.m.s. The characteristic is ideal for reproduction of standard or talkie records. It operates well with a radio detector tube or a microphone amplifier.

It operates coolly (only 10 deg. C temperature rise), is light in weight, and every part is guaranteed Samson quality. Its price in a high quality carrying case as illustrated is \$150.00. For those of your customers who have use for such a unit without the carrying case, its price is \$125.00.

A small folder describing in detail the PAM 100's electrical, and mechanical characteristics is available for those who will write for it. Ask for folder No. RR23 and address:

Main Office:
Canton, Mass.

Amplifier Division

 MANUFACTURERS SINCE 1882
 MEMBER


Factories: Canton
and Watertown, Mass.



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

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 1/2 in. in diameter, 2 1/2 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



1 and 2 Watts
Cartridge Type



1/2
1
and
2
Watts
Pigtail
Type



Precision Wire Wound

New Low Prices— New Liberal Discounts

LYNCH Resistors

are "TRULY"—
"The Standard of Comparison"
Government Specifications read
"To be LYNCH or equal."

More value for less money. Greater safety factors. Accuracy in construction and ratings. Give your customers the BEST at less cost. GUARANTEED.

Jobbers - Dealers - Service Men
Send for new illustrated, descriptive catalog "R."
Lynch Mfg. Co., Inc., 1775 B'way, New York

WASMUTH-GOODRICH COMPANY



Fine Radio Cabinets
fashioned by
Master Craftsmen

103 Park Ave., New York
Peru, Indiana



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."

Feat. E
KATO ENGINEERING CO.
MANFAC 727 Third Street MINNESOTA

"NO-VIBES"
... the fast
selling rubber
shock absorber



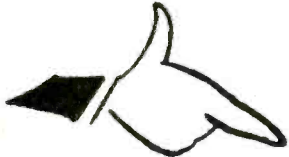
BIG PROFITS . . . READY SALES


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

No. 1



*of a series
of national news
paper advertising
featuring* 

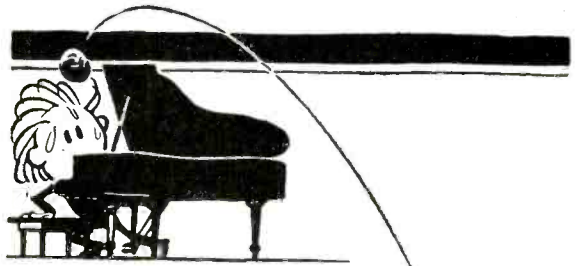
CROYDON Radio Tubes *in your own back-yard.*

You can safely sell
**CROYDON
Radio Tubes**
because:

*"at's a
stuff!"*



*"The only American made Tube
passed by the Croydon test."*



"duck
that
one!"



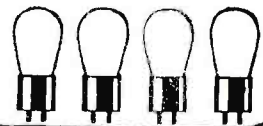
Concert pitch is the way
they tune a piano for pub-
lic performances.

CROYDON Radio Tubes

keep your radio set at con-
cert pitch for your private
benefit.

Go get 'em!

*These Dealers
have 'em.*



CROYDON DIVISION

GOLD SEAL ELECTRICAL CO.

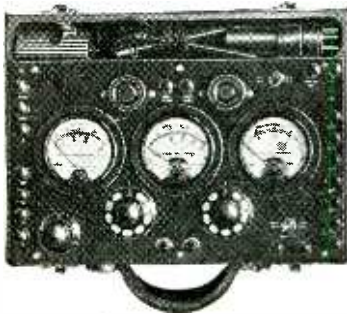
250 PARK AVE

NEW YORK

Three Outstanding Service INSTRUMENTS

Forty odd years of world-wide instrument supremacy is reflected in the Weston Radio Test Equipment.

When selecting your servicing and test instruments bear in mind this fact that no other manufacturer has been able to successfully compete with Weston quality and dependability.



Model 547

A complete Test Set for all types of A.C. and D.C. Radio Receivers and Tubes. It is fast, convenient and reliable in operation. Extensively used by radio service men. Also suitable as a handy portable test set for general factory and laboratory purposes.

Model 555

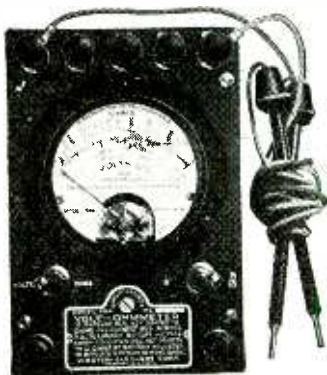
Counter Tube Checker. Widely used by better radio dealers to test tubes at time of sale. Checks all type tubes, A.C., D.C. and Rectifiers (both plates). Speed and ease of operation have made it very popular.



Model 564

A Volt-ohmmeter, compact and completely self-contained. Valuable aid in radio service and in laboratory work. For checking continuity of circuits, voltages. Ranges 10,000/100,000 ohms and 3/30/300/600 volts.

Write for descriptive literature.



WESTON ELECTRICAL INSTRUMENT CORPORATION
581 Frelinghuysen Avenue, Newark, N. J.

REPLACEMENT MARKET ENORMOUS FOR NEW

B-H RECTIFYING TUBES



Keep a carton of four Eveready Raytheon B-H Tubes always on display.

EVEREADY RAYTHEON B-H

MANY, many more of your customers use "B" eliminators built for the original gaseous B-H than you realize. Millions of these units have been sold in the past few years—most of them requiring the B-H tube for 100 per cent satisfaction. Ask every replacement customer if it is a B-H tube he wants. You'll be surprised at the results!

Eveready Raytheon B-H Tubes come in handy cartons of four. Always have a carton on display. Right where the customer is bound to see it. Then refer to it.

* * *

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.

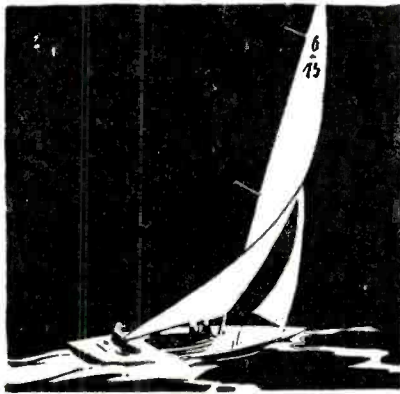
General Offices: New York, N. Y.

Branches: Chicago Kansas City
New York San Francisco

Unit of Union Carbide  and Carbon Corporation



Trade-marks



Smooth Sailing DEMANDS Control

REGATTAS are won when Control it at the Helm. Every carefree gust of wind must be controlled . . . every sail bellying properly, working the sloop smoothly, surely around the final buoy and down the

last leg, the winner. In millions of homes radio skippers are cruising around the dials with **CENTRALAB** Controls at the helmsman's hand.

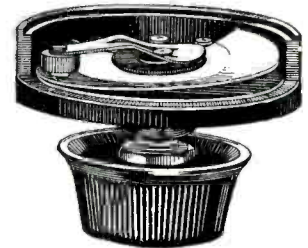
With **CENTRALAB** Control at the helm, there is always smooth, noiseless reception.

Be sure it's a **CENTRALAB** Control.

Send 25c. to
Dept. 140-D
for special
Bulletin "Vol-
ume Control
Guide."

Centralab

CENTRAL RADIO LABORATORIES
Dept. 140-D, 20 Keefe Avenue
Milwaukee, Wis.



RADIO OWL AUTOMATICALLY TURNS OFF YOUR RADIO



Radio Owl sells readily because people get a kick out of going to sleep to music while Radio Owl stands guard. Also turns off other electric appliances . . . soldering irons, window lights, etc.

Sturdily made and handsomely finished in bronze, with red eyes, and antique bronze with green eyes . . . packed in smart gift box. Make money with this fast-selling popularly priced accessory . . . write right now!



TAYLOR-TRAVERS CORPORATION, LTD.
2201 East Fifty-First St. Los Angeles, California



CHANGES A. C. to D. C.

The Janette Rotary Converter provides current as good as though the power were derived from an A.C. line. Exclusive Janette Filter eliminates all ripple and hum. Thousands all over the world. Standard Converters available for 32, 115 and 230 volts D.C.

Write for Bulletin 730-C
JANETTE MFG. CO.
555 West Monroe St.,
Chicago

Harrison Sales Co. 314 Ninth Ave., Seattle, Wash.
Singer Bldg., 149 Broadway, New York
Real Estate Trust Bldg., Philadelphia

Janette
Rotary
Converter

FOR YOUR CONVENIENCE

If you want *Radio Retailing* to come to you regularly each month, please fill in this order blank and mail to 475 Tenth Avenue, New York, N. Y.

You may send *Radio Retailing* to me for
1 year at \$2 2 years at \$3

Name

Street

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

Company.....Position.....

If your remittance is not inclosed we will bill you. Foreign Postage \$1.00 extra per year.



**THE
SERVICE
MAN
SAYS**

**Give Your
Sets a "Break"**

**SEND THEM OUT
WITH GOOD AERIAL EQUIPMENT**



Why jeopardize a good set sale by sending it out with poor aerial equipment? More and more dealers find it to their advantage and profit to equip every set sold with Corwico Aerial materials. The dealer makes an extra profit for himself, assures the customer better service from the set, and saves the expense and trouble of subsequent service calls.

Corwico Antenna Kits contain everything necessary for a perfect installation. The materials are of the highest quality, assuring your customer perfect broadcast reception and guaranteed lightning protection.

**CORWICO
ANTENNA KIT
No. 4**

LIST PRICE

\$2.50

If your jobber cannot supply you order a sample carton of 10 direct.



OTHER CORWICO PRODUCTS

Vulcan Lightning Arresters

With a \$100 Guarantee

- | | |
|---------------------|------------------|
| Antenna Wire | Lead-in Wires |
| Antenna Kits | Hook-up Wires |
| Antenna Accessories | Annunciator Wire |
| | Cables |

Write for catalog of complete line of Corwico Products.

CORNISH WIRE COMPANY, Inc.

28 CHURCH ST., NEW YORK CITY

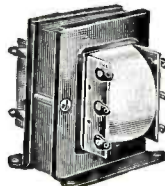
MAKERS OF THE FAMOUS



BRAIDITE HOOK-UP WIRE

**REPLACEMENT
TRANSFORMERS**
by
THORDARSON

**Replacement
Power Transformers**



T-3381

T-2971-E

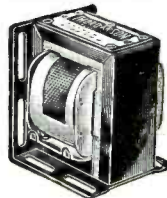
T-3381 for single "171" tube in output stage. T-2971-E for "171" push-pull tubes in output stage



T-3624-E

for "245" push-pull tubes in output stage

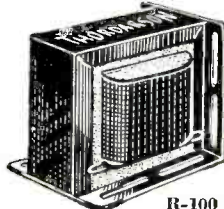
**Replacement
Input Transformer**



R-101

for push-pull tubes in output stage

**Replacement
Audio Transformer**



R-100

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.

To IDENTIFY

your business for a constant stream of prospective customers . . . to remind old patrons to "come here to buy," nothing is so continuously and economically effective as a brilliant Flexlume neon or combination electric display.



Flexlume raised glass letters are easy to read by day, unilluminated; by night when brilliant with electric light.



A striking combination—the brilliant red of Flexlume neon making effective contrast with pure white raised glass letters.

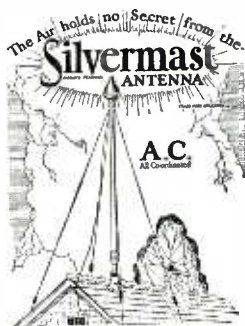
It will pay you to consult your local Flexlume representative. He can tell you the reasons why Flexlume neon is more brilliantly colorful, more dependable in operation . . . why Flexlume combination displays, utilizing neon color brilliance in combination with pure white raised glass letters or spectacular flashing exposed lamp bulbs, have established a new standard for electrical advertising values.

Write us to submit, without obligation, color sketch of an electric display designed especially for your business. We will tell you how you can derive the benefits of electrical advertising on monthly service-
rental. FLEXLUME CORPORATION, 1051 Military Road, Buffalo, N. Y. Factories also in Toronto, Can., Atlanta, Ga., Kansas City, Mo. and Houston, Tex.



NEON TUBE...
RAISED GLASS
LETTER... EXPOSED
LAMP or COMBINATIONS

SALES AND
SERVICE OFFICES
IN CHIEF CITIES OF
U. S. AND CANADA



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 5½ lbs.

One Carton 38x4¾x4¼

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

MAYO

FOR

SERVICE MEN REPLACEMENT TRANSFORMERS, CONDENSERS RESISTANCES

Replace
with MAYO.
"They're
Guaranteed"



	CONDENSERS FOR	
	List	Net
MAJESTIC A.....	\$7.50	\$3.75
Kodol (3 condensers).....	10.00	5.00
Kodol (2 condensers).....	7.50	3.75
Kuprox (same as Kodol)		
Knapp (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
Send for Catalog for Complete List		
	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
Send for Catalogue for Complete List		
RESISTANCES		
A Complete Line of Wire Wound Resistances		

Write for new catalogue sheets

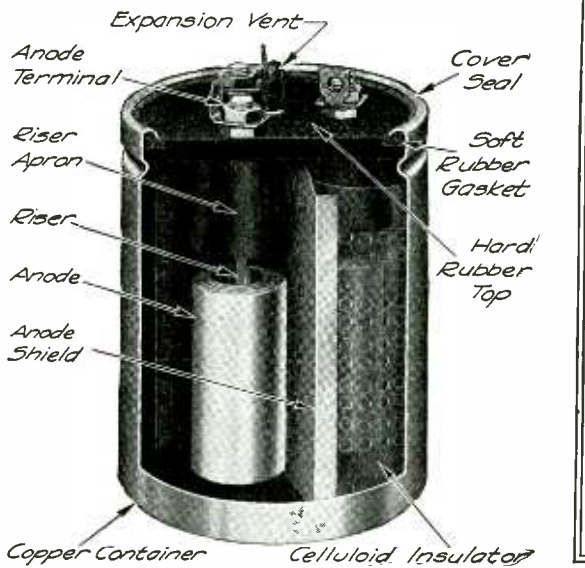
MAYO LABORATORIES, Inc.
281 East 137th St., New York City

REPLACE BURNED-OUT FILTER CONDENSERS

WITH THIS NEW DESIGN

Electrolytic **MERSHON** Condenser

REDUCES HUM—COSTS LESS—AND
ELIMINATES FUTURE BREAKDOWN



Cut-away view of the New Design, Multiple Anode, Mershon Condenser, showing its latest patented construction. New Anode Shields, welded to the copper container, and soft rubber Riser Aprons eliminate the possibility of interaction between anodes far beyond the requirements for power-pack filtering.

This type Mershon Condenser costs less per mfd. than does even the Single Anode styles. It is an extremely effective and economical filter condenser for power-pack and B-Eliminator replacements.

Circuits and complete descriptions of all New Design Mershon Condensers are in the booklet "Puncture Proof Filter Condensers." Write for your FREE COPY.

Zenith, Sparton, Crosley, Colonial, Kennedy and a long list of other prominent radio manufacturers have used Mershon (Puncture-Proof) Filter Condensers in their receivers for years—for these units provide better filtering, greater reliability and almost unlimited life, at lower cost.

The practical elimination of service replacements of filter condensers, where Mershons are used, results in lower service costs and greater satisfaction for your customer.

A radio distributor writes, "Zenith has been using your condensers for more than two years, and we as jobbers have found them all that is claimed for them." A dealer says, "Have sold Crosley and Amrad for three years and have yet to have a Mershon go bad." From a service manager, "Have not known of one going bad in a receiver yet." A prominent amateur, WIBES, wrote us, "I successfully blew out a 4,000 volt bank of . . . condensers before acquiring the Mershons, but have had no trouble whatsoever since."

The success of the Mershon Condenser is based upon years of development and actual experience in service. It is the only electrolytic condenser with such a background.

Forty leading parts distributors stock the New Mershon Condensers. If yours cannot supply you with the ones you want, write us for prompt action.

THE AMRAD CORPORATION
380 College Avenue
Medford Hillside, Mass.

THE AMRAD CORPORATION
380 College Ave.
Medford Hillside,
Mass.

Send me prices and FREE BOOKLET on the New Mershon Condensers.

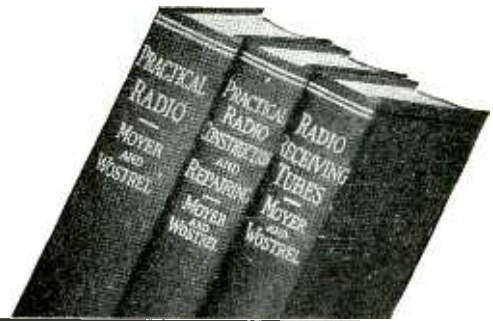
I am a parts distributor. Send me your new Jobbers Proposition.

NAME

STREET

CITY

STATE



Construction, Repair and Servicing of Modern Receiving Sets

This practical and modern radio library covers the building, repair and servicing of all types of radio receiving sets. It meets alike the needs of the commercial radio dealer, installer and serviceman, and the amateur who builds his own sets.

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.

CONTENTS

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.

THESE three books embody not only a thorough home-study course, but a ready means of reference for the experienced radio-trician. Step-by-step information is given on wiring, "trouble-shooting", installation and servicing to get the best tone quality, distance and selectivity in broadcast reception in all types of sets.

Practical data is given on radio equipment such as antenna systems, battery eliminators, loud speakers, chargers, vacuum tubes, etc., etc.

A section is devoted to the identification of common faults in receivers and methods of making workmanlike repairs.

The three books are profusely illustrated with understandable diagrams of hookups, connections, loud speaker units, installation work and antenna erection—as well as numerous photographs, tables and charts which clarify the text.

See this Library
for 10 Days Free
No Money Down—Small
Monthly Payments

It is your privilege to examine this Library for 10 days without cost. If they prove satisfactory, send an initial payment of only \$1.50 and \$2.00 a month until \$7.50 has been paid. Otherwise return the books.

MC GRAW-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

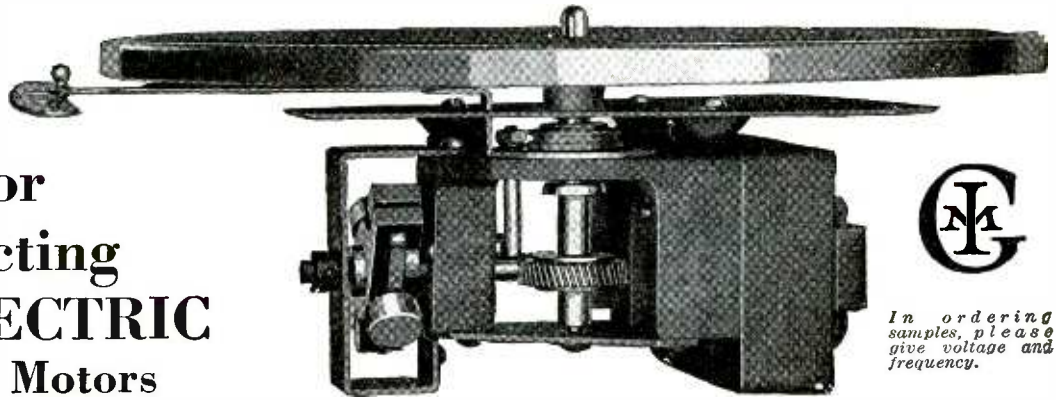
Home Address

City and State

Name of Company

Occupation RR-10-30

**Service
is the
Reward for
Wisely Selecting
FLYER ELECTRIC
Phonograph Motors**



In ordering samples, please give voltage and frequency.

THE excellent service delivered by Flyer Electric Phonograph Motors, for more than a year, comes from the soundness of their development. It has well rewarded the careful buyers who were guided in their selection by that soundness.

Prior to developing these motors, during 15 years of steady, profitable, successful work our same organization and plant produced over 5,000,000 Flyer spring-power quality phonograph motors. Besides, for a quarter century we had just as successfully been making light electrical apparatus.

This extensive, well-balanced success thoroughly paved the way for balanced excellence of highest degree in the Flyer Electrics. With their marked advantages in simplicity of design and positive co-ordination, it has given them serviceability easily superior to every test and demand.

The Green Flyer Electric Phonograph Motor shown above is of the same general construction as the popular Blue Flyer, from which it was developed. Smaller, lighter, yet with ample power for all reproducers on all records. Designed for radio-phonographs. Open construction with complete ventilation, will not over-heat in closed case or cabinet. Has silent spiral-cut fiber gears and long over-size bearings. Operates on all commercial voltages and frequencies, furnishing uniform speed under every variation of drag. Furnished complete with mounting plate, turn-table and speed regulator. Automatic stop equipment is optional.

Responsibly Guaranteed

The Blue Flyer Electric Phonograph Motor, specially designed for radio-phonographs, is larger than the Green Flyer. Known for abundant, silent, dependable and accurate power under all service conditions.

The GENERAL INDUSTRIES CO.

3043 Taylor Street, Elyria, Ohio

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.

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 arrestor. 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.

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

ADVERTISING manager, thorough experience in this capacity with several leading manufacturing concerns in different lines. Personal selling experience also. Well known as a former executive officer of two national advertising associations. Just severing agency connections. Available immediately, anywhere, as advertising manager for company offering position of responsibility and opportunity. PW-128, Radio Retailing, Tenth Ave. at 36th St., New York.

AS a trained sales promotion man I can write literature, get out catalogs, circulars, dealer helps, house organs, letters to stimulate salesmen, etc., that will produce results. I know how to handle salesmen, to get along with them, and at the same time to get the most out of them. I have increased the sales of every business with which I have ever had anything to do steadily season by season. With a well rounded experience as a business executive I can work out new plans for getting business that may be tried and tested before any large expenditure is made. Write PW-131, Radio Retailing, Tenth Ave. at 36th St., New York.

GLASS and machine man, experienced on R.C.A. and Cunningham radio tubes, wishes change. PW-129, Radio Retailing, Tenth Ave. at 36th St., New York.

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.

RADIO department manager; retail, 7 years' experience, now employed, desires to make change. Capable taking charge sales, service, installment accounts. PW-127, Radio Retailing, Tenth Ave. at 36th St., New York.

RADIO clerk, wish to learn radio sales and store work. Single man, thirty-one years of age. Salary \$30 per week to start. Can give good references. Chas. B. Fugate, 114 W. St. Clair St., Cincinnati, Ohio.

YOUNG man, with experience, desires position on road, wholesale selling or radio service work. Employed at present, wholesale selling on the road. Will also consider laboratory work. PW-130, Radio Retailing, Tenth Ave. at 36th St., New York.

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.

MAPS and LOGS

The new RADEX Radio Map of North America is just what your customers have been looking for. Large size, two colors, with cover. All cities shown which have broadcasting stations. Complete index with power and frequency.

RADEX, the monthly log supreme, makes fans out of your customers.

Fans buy more radio goods.

Either RADEX or Radio Map,

\$2.00 a dozen.

RADEX

1369 E. 6th St., Cleveland, Ohio

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.

Distributors

We have been appointed distributors for the following nationally known products:

- Amertran Parts and Power Amplifiers
- Samson "Pam" Power Amplifiers
- General Industries Microphones
- Pilot Short Wave Equipment
- National Company Equipment
- Gold Seal Electric Appliances
- Geo. W. Walker Multi-Unit
- New Haven Electric Clocks
- Radio Engineering Labs.
- Ken-Wel Sporting Goods
- Flechheim Condensers
- Universal Microphones
- Electrad Resistors
- DeForest Tubes
- Esco Generators
- Jewell Meters
- Vibroplex

Send for catalogues and prices on the above.

AMERICAN SALES CO.
 19-21 Warren St.
 Dept. R, New York City

POWER PACK SERVICE

Power pack and radio repair service for dealers and servicemen. All work guaranteed. Lowest prices. Quick service. Best equipped shop in Middle West.

Write for price list on repair work, replacement condenser blocks, and power transformers. Atwater Kent 37 condenser blocks \$6.00 postpaid.

Grant Radio Laboratories

6521 South Halsted Street, Chicago, Ill.

S O S

Savings of Substantial

proportion can be made by buying the used or surplus new equipment advertised on the following pages.

If you do not find the equipment needed . . .
ADVERTISE FOR IT.

Rates on request.

Searchlight Department
 Tenth Ave. at 36th St., N. Y.

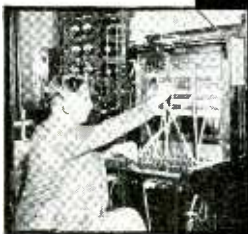


Radio Mechanic
and Inspector
\$1800 to \$4000
a Year

The only course in Radio sponsored by RCA

LET THIS SHORT-CUT HELP YOU INTO

SUCCESS *in* RADIO



Broadcast Oper-
ator \$1800 to
\$4000 a Year

THOUSANDS of men are making good money at Radio—and so can you!

Commercial training is all you need to give you the professional confidence and ability. You can secure this training in your spare time . . . through a marvelous home-laboratory course sponsored by the Radio Corporation of America. Our big FREE Radio book tells all about it.

Round out your knowledge with this home-laboratory training

Put the finishing touch to your Radio experience. Get the "How" as well as the "Why" of Radio with this commercial training. Only an hour or so a day—in spare time—is all you need. As part of your course, you receive absolutely free of extra charge—a magnificent outlay of fine apparatus. With this outfit you learn to build fine sets and solve the radio problems that bring good pay. You acquire not only the ability but the confidence to succeed in a real commercial way.

Training backed by Radio Corporation of America

Our graduates are in demand everywhere. They enjoy greater success because they're

posted right up-to-the-minute in *every-thing* in Radio. Radio's progress each year is measured by the accomplishment of the great engineers at work in the research laboratories of Radio Corporation of America. This Radio organization sets the standards for the industry.

Money back if not satisfied

The lessons prepare you for success in all phases of Radio—manufacturing, servicing, selling, ship and shore broadcasting and all types of Radio equipment. A signed agreement backed by RCA assures you of complete satisfaction upon completion of the training—or your money will be promptly refunded.

Read this thrilling free book

It may mean the turning point in your life. It gives you the real "dope" about Radio and it describes in detail the famous training that has enabled us to place thousands of our students in fine positions, usually from 3 to 10 days after graduation! It tells in 40 fascinating pages and photos all about Radio's brilliant opportunities for adventure and success. Mail the coupon now—the book is absolutely free! RCA Institutes, Inc., 75 Varick Street, New York, N. Y.



Land Station
Operator \$1800
to \$4000 a Year



Broadcast Sta-
tion Mechanic
\$1800 to \$3600
a Year



RCA INSTITUTES
INC.

(A Division of Radio Corporation of America)

RCA INSTITUTES, Inc., Dept. RR-10
75 Varick Street, New York, N. Y.

Gentlemen: Please send me your big free 40-page book which tells about the great opportunities in radio and about your famous laboratory method of radio instruction at home.

Name

Address

Occupation

DEALERS and SERVICE MEN:
WE SPECIALIZE IN REPLACEMENT PARTS



Bal-Rad Replacement Block For Atwater Kent No. 37
This unit contains the proper chokes and high voltage condensers. All flexible wire colored leads identical to the original. Fully guaranteed.
\$4.95 each



BAL-RAD Replacement Block for Majestic "B" Eliminator
The condensers in this block are composed of high voltage condensers. Guaranteed for 1 year.
\$2.95 each



VICTOR CONDENSER BLOCKS
Replacement on All Victor Sets
Contains 10 1/4 mfd. Our price.
\$3.25



R.C.A. Replacement 600v. Condenser Block
For Radiolas Nos. 18, 33 and 51. Part No. 8333.
Special. Each.
\$1.50

EARL & FREED Power Transformers

For models 95, 78 and 79, using 5-227, 1-280, 2-45 tubes, 60 cycle
\$4.50
25 cycle
4.75



Model 22, using 3-226, 2-171A, 1-280, 2-227 tubes, 60 cycle
\$3.50
25 cycle
3.75

BAL-RAD HY VOLTAGE Surge-proof Condensers For General Repair and Power-Pack Work



We guarantee these condensers for 100 per cent. free replacement. Repairmen should carry a few dozen in stock.

	MFD.	Working Volts	Each
One	600	"	30c
Two	600	"	40c
Four	600	"	60c
One	800	"	50c
One-half	300	"	25c



R.C.A. By-Pass Condenser Part No. 5996
Comprising one 1/2 and three .1 mfd. condensers.
List \$3.00
35 cents each



Edison Input Push-Pull Transformer
Ratio 3:1
Ratio 6:5
For replacement for use with 171A, 245 or 250 tubes. Electro - statically shielded.

Our Price 85c Each **\$9.00 Dozen**

Frost Twin Volume Control 30-3800 Ohms



Will stand up. No more burned-out volume controls. Standard for Victor, but can be used on all sets.

List Price \$2.50
Our Price 55c. **Dozen for \$5.50**



Bal-Rad Unit
Tungsten Steel Magnet Direct-Drive
Will stand 600 Volts
Same used by Sonora and Freshman
Our Price 90c each

Thordarson Power Transformers

For Replacement in Zenith Sets Models ZE 10-33-33X-34. This transformer can also be used for circuits employing the following type tubes: 5-2 —1-171A—1-280.



Our Price. **\$3.50**

R.C.A. Double Filter Chokes Part No. 8336



R. C. A. Replacement Part No. 8336 contains two 30 henry 80 mil chokes. Each choke insulated for 1,000 volts
95c



Victor Push-Pull Transformer—Input and Output
Can be used with 171A—245 or 250 type tubes. Output matches moving coil on all dynamic speakers.
With Metal Jacket **\$2.50**

R.C.A. CHOKE COILS



15 Henrys 65 Mils
Impregnated in Rosin. Ideal choke for use in "B" Eliminators and AC Sets—D. C. Resistance 400 ohms.

Special 25c Each



Edison Audio Transformer
85c Each
\$9.00 Doz.

Ratio 3 1/2 : 1



POLYMET Hi Volt 1 Mfd. Filter Condenser 300 Volts D. C.
35c ea.
\$3.60 per dozen



POLYMET By-Pass Tubular Condenser 1 Mfd. 200 Volts
\$1.00 per dozen
Can be used across Choke Terminals in Victor Sets to reduce hum.

RADIO MERCHANDISE

Large or Small Quantities Wanted

Manufacturers etc. please note the Pacific Coast absorbs enormous quantities.

We export. We job. We represent worth-while products. We buy surplus.

In Radio since 1919

REPRESENTATION WANTED for SOUND Equipment Items and TELEVISION

WESTERN SURPLUS OUTLET CO.

3929 Moneta, Los Angeles, Cal.
Phone Axridge 3883

WANTED

RADIO SURPLUS

Cash on hand for any purchase of Radio Sets or Parts. Write or wire

RADIO SUPPLIES CO.

463 Greenwich St., New York City, N. Y.

We Carry a Complete Stock of
REPLACEMENT PARTS FOR

FREED-EISEMANN, FRESHMAN, EARL AND FREED SETS

Send for special service parts bulletin. We will answer all questions relating to above sets.

Freed Radio Sales Service

16 Hudson St., New York City, N. Y.

Dealers and Service Men Send for the Latest Issue of



It contains hundreds of Radio and Electrical bargains Have you received your Copy?

NUBOR RADIO CO.

14 Warren Street, New York City

TERMS: 20% with order, balance C. O. D. 2% discount allowed for full remittance with order only.

No Orders Accepted for Less Than \$2.50

BALTIMORE RADIO CORP. 47-A MURRAY ST. NEW YORK CITY

Send for Our Latest Bargain Bulletin.

TURN THAT SURPLUS STOCK INTO CASH

Advertise it in the "Searchlight Section"



Can you make profits on trade-in sales?

If your customers are forcing you to allow more on old sets than you yourself know they are worth—then you need the Radio Dealers' BLUE BOOK. It will pay for itself on the first sale!

Why continue making profitless sales when with the Blue Book you can quickly and safely know and convince your customers of the true trade-in and resale values of the sets you accept in trade? For the Blue Book gives authentic information on the values of all sets made since 1922. It will help discourage trade-ins and build good will; it will save your running into red ink.

Leading dealers use it. Jobbers recommend it. Finance companies accept it. You, too, need it. Mail the coupon today.

Dealers themselves have helped make the Blue Book possible. The values listed are based on the information furnished by dealers, jobbers, associations and finance companies. New merchandise also is listed together with detailed descriptions and list prices.

To keep you up-to-date, the Blue Book is issued quarterly. A year's subscription is only \$7.50. Use the coupon.

Radio Dealers' BLUE BOOK

USE THIS COUPON

Radio Dealers' BLUE BOOK

(Send coupon to nearest address below)

254 West 31st Street, New York
Room 1110, Hartford Bldg., Chicago, Ill.
Publishing Office, 1220 Maple Ave., Los Angeles, Calif.

Please enter my order for a year's subscription to Blue Book.

Name.....
Firm Name.....
Address.....

There is a

Searchlight Section

*in each McGraw-Hill
paper:*

- American Machinist
- Aviation
- Aviation News
- Bus Transportation
- Chemical and Metallurgical Engineering
- Coal Age
- Construction Methods
- Electric Railway Journal
- Electrical Merchandising
- Electrical World
- Electronics
- Engineering News-Record
- Engineering and Mining Journal
- Engineering and Mining World
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SEARCHLIGHT DEPT.

Tenth Ave. at 36th St., New York

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AND Now
Federated Purchaser
IS SERVING
OVER 20,000
DEALERS

We buy for CASH and
sell for CASH, giving
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benefit of our saving.

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within 24 HOURS OF
THEIR RECEIPT.

We are not connected
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PURCHASER.

Radio Bargain News

Federated Purchaser

16-22 HUDSON STREET
NEW YORK, N. Y.



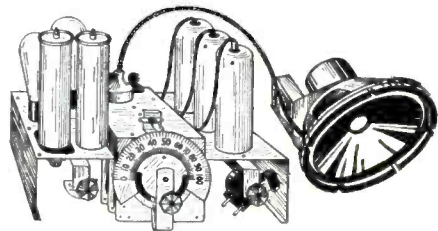
This is the NEW MELORAD CATHEDRAL-TONE Mantel Set which is being featured on the front cover of the October Radio Bargain News at \$28.50. Uses 3-224, 1-245 and 1-280 Tubes. Tone Control. Utah Dynamic Speaker. Beautiful Walnut Gothic Cabinet, 16 1/2 in. high, 14 1/2 in. wide and 10 1/4 in. deep. Fully guaranteed.

Here Is Some Real News!

These Stewart-Warner Cabinets are a special job lot of which we have about 1000 of each model—They were made by Buckeye of the finest Walnut.

You can sell these beautiful Cabinets equipped with the NEW MELORAD Triple Screen Grid Chassis and Utah Dynamic Speaker for as low as \$75 and **DOUBLE YOUR INVESTMENT.**

Mantle set with Dynamic Speaker \$28.50
Chassis with Dynamic Speaker (less cabinet) 25.50



This is the rugged MELORAD chassis, using 3-224, 1-245 and 1-280 Tubes, which is furnished with our special combination offer. Will fit nicely into the sliding set trays of the genuine Buckeye Consoles shown below. These consoles were made specially for the Stewart-Warner set and the panels are cut out for them. However, they can easily be altered to accommodate the Melorad chassis. It will pay the dealer to do this at the extremely low price the outfit is offered him. Don't pass this opportunity up. Get the jump on your competitor by selling a *real screen grid console set* for \$75 and yet *double your money.*

CABINETS—SPECIALLY PRICED



Console No. 3
with Melorad
Chassis and Utah
Dynamic .. \$31.50

Cabinet No. 3

Matched butt walnut with diamond
matched overlays. 39-in. high, 21 3/4-in.
wide, 15-in. deep.
Sold separately for \$6.95



Cabinet No. 1

Selected walnut with bird's-eye maple
overlays. 38 1/2-in. high, 20 1/2-in. wide,
14-in. deep.
Sold separately for \$4.95
Console No. 1 with Melorad
Chassis and Utah Dynamic \$30.00



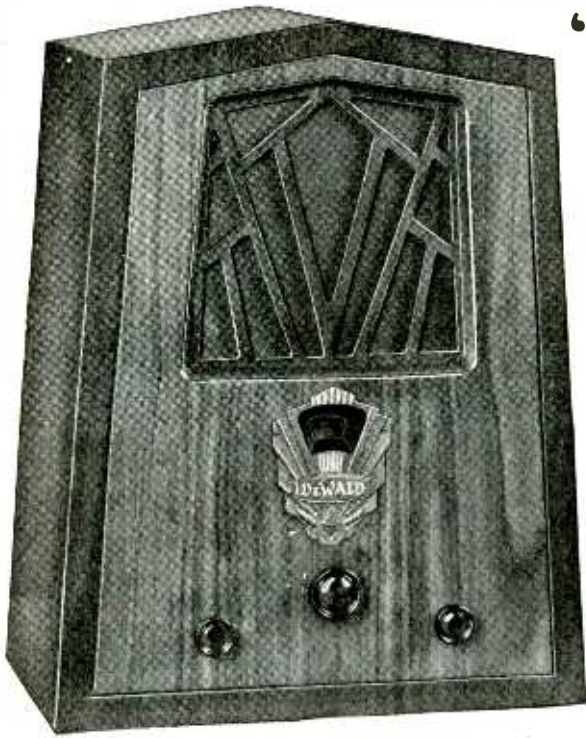
Console No. 5
with Melorad
Chassis and Utah
Dynamic .. \$32.50

Cabinet No. 5

Hand rubbed walnut with imported
marqueterie decorations. 50-in. high,
29-in. wide, 16 1/2-in. deep.
Sold separately for \$7.95

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A.C. and D.C. POWER PLUS CHASSIS

The DeWald Companion Receiver is the hit of the Season. Its enthusiastic reception is a natural result of its wonderful performance. The DeWald Companion will out-perform any other Midget set on the market. It is also the equal or superior of most of the larger receivers.

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Model A.C. 724

Model D.C. 727

PIERCE-AIRO, Inc., 113R Fourth Ave., New York City

ALPHABETICAL INDEX TO ADVERTISEMENTS

	Page		Page
Acme Wire Co.	113	Hammond Clock Co.	17
All American Mohawk Corp.	7	Holcombe & Hoke Mfg. Co.	86
Aluminum Company of America.	18	Janette Mfg. Co.	109
American Bosch Magneto Corp.	30	Johnsonburg Radio Corp.	78
American Weekly	80	Kato Eng. Co.	106
Anrad Corp.	112	Kellogg Switchboard Supply Co.	31
Andrea, Inc., F. A. D.	98	Ken-Rad Corp., Inc.	20
Arcturus Radio Tube Co.	8-9	Lynch, Inc., Arthur H.	106
Atwater Kent Mfg. Co.	97	Magnavox Co.	16
Audak Company	88	Master Engineering Co.	113
Bakelite Corp.	103	Mayo Lab's	111
Blinn Co., The James H.	111	Meadows Mfg. Co.	21
Bright Star Battery Co.	95	McGraw-Hill Book Co.	112
Brunswick Radio Corp.	Inside Front Cover	National Carbon Co., Inc.	4-108
Capehart Corp., The	99	National Union Radio Corp.	14-15
CeCo Mfg. Co., Inc.	12	Orotone	106
Central Radio Lab.	109	Pacent Elec. Co.	85
Champion Radio Works, Inc.	87	Perryman Electric Co., Inc.	10-11
Cornish Wire Co.	110	Pierman, Frank E.	106
Crosley Radio Corp.	Inside Back Cover	Pierce Airo, Inc.	120
Dalitz Mfg. Co.	106	Pilot Radio Tube Corp.	76
DeForest Radio Co.	28	Poole Manufacturing Co., Inc.	79
Edison Co., Inc., Thos. A.	100	RCA Radiotron Co., Inc.	B. C.
Electrical Testing Lab's.	101	RCA Victor Co., Inc., Radiola Div.	62-63
Flexlume Corp.	111	Radiart Corp., The.	27
French Battery Co.	102	Radio Prod. Co.	77
French & Sons Piano Co., Jesse	81	Readrite Meter Works.	26
General Elec. Co.	24-25	Rola Company, The.	93
General Industries Co.	113	Samson Electric Co.	105
Gold Seal Electrical Co.	107	Shakerproof Lock Washer Co.	22
Graybar Elec. Co.	104	Silver-Marshall, Inc.	83
Grebe & Co., Inc., A. H.	5	Sparks-Withington Co.	13
Grigsby-Grunow Co.	92	Sterling Mfg. Co., The.	89
		Stromberg-Carlson Tel. Mfg. Co.	2
		Sylvania Prod. Co.	32
		Tatro Bros., Inc.	29
		Taylor-Travers Corp.	109
		Thordarson Elec. Mfg. Co.	110
		Transformer Corp. of America.	19
		Tung-Sol Radio Tubes, Inc.	96
		United Air Cleaner Corp.	6
		Utah Radio Prod. Co.	3
		Victoreen Radio Corp.	82
		Wasmuth-Goodrich Co.	106
		Webster Elec. Co.	90-91
		Western Electric Piano Co.	23
		Westinghouse Elec. & Mfg. Co.	F. C.
		Weston Elec. Instrument Co.	108
		Zenith Radio Corp.	94

SEARCHLIGHT SECTION

Classified Advertising

	Page
BOOKS	114-116-118
BUSINESS OPPORTUNITIES	114
EMPLOYMENT	114
EDUCATIONAL	115
DISTRIBUTORS	114
REPAIR SERVICE	114
REPRESENTATION	114
WANTED TO PURCHASE	116
RADIO STOCKS	
American Sales Co.	114-117
Baltimore Radio Corp.	116
Federated Purchaser	119
Freed Radio Sales Service	116
Nubor Radio Co.	116
Radio Supplies Co.	116
Western Surplus Outlet Co.	116

**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 1/2" high, 15 3/4" wide, 9 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: 25 3/4" high, 21" wide, 11" deep. An astonishing value at.....

\$74.50
With 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 3/4" wide, 12 1/4" deep. The price is amazingly low—only.....

\$79.50
With Tubes

**The Crosley NEW
LEADERSHIP SERIES**

SCREEN GRID
POWER SPEAKER
NEUTRODYNE
A. C. ELECTRIC

The Crosley DIRECTOR



This handsome cabinet is a masterpiece of harmony and beauty. The sides and top are of genuine 5-ply Walnut veneer. The exquisitely designed center front panel is of the new, sensational Crosley Repwood. Has new and astonishingly efficient automatic volume control. The latest type Crosley moving coil dynamic-power 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 1/2" high, 23 3/4" wide, 13 3/4" deep. The price is sensationally low—only.....

\$107.50
Less Tubes

Available with D. C. Chassis at same price.

The Crosley ARBITER

Electric Phonograph and Radio Combination



This beautiful cabinet, housing an electric phonograph and radio combination, is the last word in radio cabinet design. The sides and top are of genuine 5-ply Walnut veneer, while the embellished center panel is of genuine Crosley Repwood. The electric phonograph is exposed when the lid is lifted. The power speaker is the latest Crosley moving coil dynamic-power type. Uniform volume is maintained by the new automatic control. The chassis is the same as used in The DIRECTOR and requires the same tubes. Dimensions: 35" high, 23 3/4" wide, 15" deep. Sold at the astonishingly low price of.....

\$137.50
Less Tubes

\$147.50 with induction type self-starting motor.

*Here's
the Headline!*

HAROLD L. GREENE
COMPLETE RADIO INSTALLATIONS
WEST HANOVER, MASS.
Aug. 22, 1930

Crosley Radio Corp.
Cincinnati, Ohio
Gentlemen:

For twelve years I have been a radio dealer and service man, and I am now starting my third season as a Crosley Dealer - and never in all that time have I seen business so good at such an early part of the season.

The new Companionship series is responsible! I don't have to go out to demonstrate, HOME WITH THEM

An especially good way to show off the Pal and the Mate is to place an overstuffed chair so that the left arm projects at an angle just by the right hand corner of the set. A good reading lamp is placed on the set - now one can read the evening paper, and the left hand scarcely leaves the arm of the chair to change programs. It beats any remote control system made!

Henry Ford may have done the most for the millions in his line, but Powel Crosley, Jr. has earned a seat right beside him.

From an enthusiastic dealer who had to blow off this steam.

Harold L. Greene

—and letters such as this are pouring in daily from enthusiastic Crosley dealers and distributors throughout the country. Every single model of the NEW Crosley line has proved a direct hit—and the better values Crosley gives at lower prices completely satisfy the public demand for popular priced merchandise this year. Never before have Crosley dealers had so much eye-value in the line, so much ear-value in the super-performance of every model. Those who buy Companionship or Leadership models are unanimous in their satisfaction that Crosley offers more for less money than has ever been the case in the history of radio. See your Crosley distributor at once—tie up with this most sensational and profitable of all radio lines.

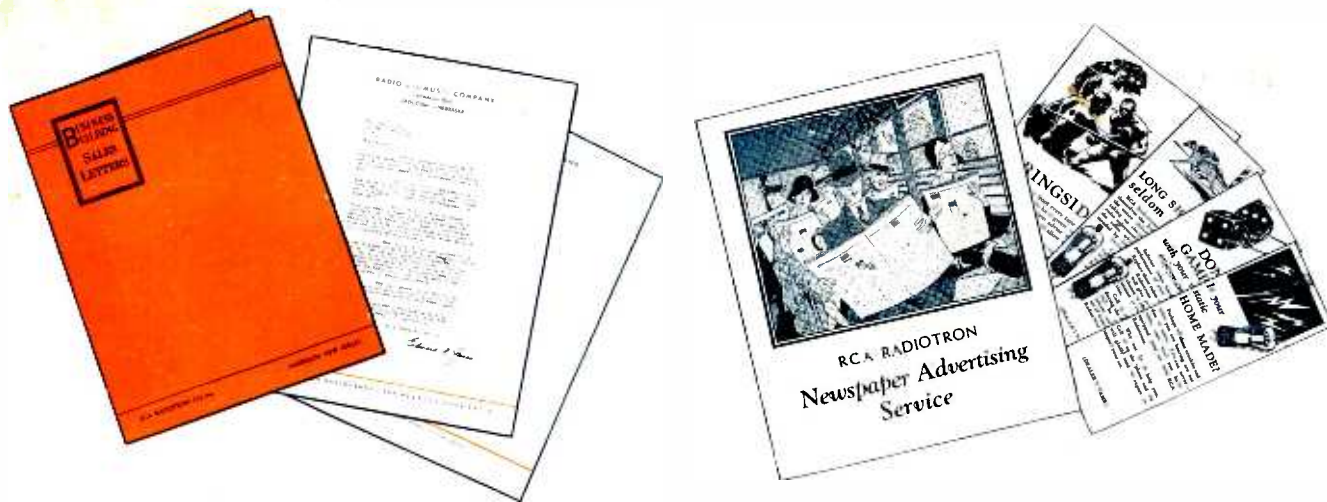
The Crosley Radio Corporation
POWEL CROSLY, JR., President Home of "the Nation's Station"—WLW
CINCINNATI

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CROSLY RADIO

EDW C RIPPEL
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HONESDALE PA

Are These Working For You?



Be sure of TONIGHT'S PROGRAM!

Don't be watching your perfect radio reception when you want to listen to the finest radio program. For the answer, broadcast to you from the RCA Radiotron, the radio that is recommended by leading radio manufacturers, and enjoy perfect radio reception now.

Telephone or write today and we will be glad to advise you and mail you a set of new RCA Radiotrons.

Dealer's Name

NOW is the time

Don't wait until it is too late to get the best of radio. Every year on with new RCA Radiotrons, the radio that is recommended by leading radio manufacturers, and enjoy perfect radio reception now.

A phone call to us will bring you a set of new RCA Radiotrons to your home immediately.

Dealer's Name

Make your good set BETTER!

You get perfect reception, even the most expensive radio set must be equipped with perfect tubes. Equip your radio with a complete set of new RCA Radiotrons and enjoy perfect tone, clarity and faithful reception.

Call us on the phone and we will gladly suggest and see you set for you.

Dealer's Name

Do your TUBES pull together?

DON'T be lulled into buying the perfect set of new radio, the perfect radio reception may not be yours until you have RCA Radiotrons, the tubes recommended by leading radio manufacturers.

A phone call to us will bring you a set of new RCA Radiotrons to your home.

Dealer's Name

LONG SHOTS seldom win

RCA Radiotrons have proved themselves the leading radio tubes of the radio industry. You are taking no chance with your radio reception when you use the tubes which have won 17 leading national radio contests.

Call us on the phone today and we will be glad to advise you and mail you a set of new RCA Radiotrons to your home.

Dealer's Name

Is your static HOME MADE?

PERHAPS all these cracks and hums you are hearing are not due to static, but are being produced by poor quality tubes. Replace your old tubes with RCA Radiotrons, the tubes that are recommended by leading radio manufacturers, and obtain home-made static.

Call us on the phone and we will be glad to advise you and mail you a set of new RCA Radiotrons to your home.

Dealer's Name

PR. 1000
TUBE FREE

AS PART of its never ceasing sales promotional campaign the RCA Radiotron Company has available to its dealers a "Business Building Sales Letter Portfolio," which includes twelve interesting sales letters prepared by experts specifically for dealer use. ☛ "A Newspaper Advertising Service" composed of twenty-five professionally prepared advertisements, mats for which are supplied upon the dealer's request, and a series of six postcards for consumer mailing are also available. The postcards, imprinted with the dealer's name, are procurable at a slight charge, while the other material may be obtained at no cost. ☛ Send in your order today — use these services to increase your profits!

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RCA Radiotrons

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