

# RADIO RETAILING

INCLUDING  
**SERVICE**  
AND  
INSTALLATION  
**SECTION**

HOME ENTERTAINMENT MERCHANDISING

## STEWART-WARNER

**GIVES YOU  
THE FIRST  
REAL REASON  
FOR REPLACING  
OLD RADIOS  
SINCE A-C  
TUBES MADE  
BATTERIES  
UNNECESSARY**

*A  
great new  
Opportunity  
for Radio  
Profits!*

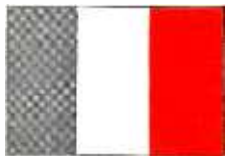
**SEE PAGES  
4 and 5**



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



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



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



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



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

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

ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Illinois

RADIO RETAILING. August, 1934. Vol. 20, No. 2. Published monthly, price 25c. copy. Subscription rates—United States and Central and South American countries, \$2.00 a year. Canada, including duty, \$2.50 a year. All other countries \$3.00 a year or 12 shillings. Entered as second-class matter April 10, 1925, at Post Office at New York, N. Y., under the Act of March 3rd, 1879. Printed in U. S. A. Cable address "McGrawhill, New York." Member of A.B.P. Member of A.B.C. Copyright 1934 by McGraw-Hill Publishing Co., Inc., 330 West 42d Street, New York, N. Y. Printed by The Schweinler Press, N. Y.





**NEVER BEFORE SO FINE A ZENITH AT THESE LOW PRICES...NO RADIO CAN MATCH TODAY'S ZENITH IN VALUE OR IN BEAUTY OF DESIGN!**

★ZENITH TABLE MODEL 805—5 tubes. Standard broadcast band, police calls, amateur and aviation conversation **\$2995**

★ZENITH TABLE MODEL 807—5 tubes. Skip band set, with standard broadcast band and foreign reception. Airplane dial **\$3995**

★ZENITH TABLE MODEL 809—6 tubes. American and foreign broadcasts, police, amateur and aviation conversation. Airplane dial **\$5495**

ZENITH CONSOLE 845—5 tubes. Standard broadcast band, all police, amateur and airplane conversation **\$3995**

*Prices slightly higher west of the Rockies, subject to change without notice.*

★ZENITH CONSOLE 860—6 tubes. All-wave reception, American and foreign broadcasts, police, amateur and aviation conversation. 10" speaker. Airplane dial **\$6995**

★ZENITH CONSOLE 880—10 tubes. With airplane dial and split-second hand. Shadowgraph tuning. Special Zenith auditorium type speaker. 4 gang condenser. American and foreign broadcasts, police, amateur and aviation conversation. 535-48000 kilocycles **\$12000**

ZENITH CONSOLE 871—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation. Special Zenith auditorium type speaker **\$9995**

★ZENITH CONSOLE 847—5 tubes. Standard broadcasts, police, amateur and airplane conversation **\$4995**

ZENITH TABLE MODEL 801—5 tubes. Portable AC-DC receiver **\$3495**

ZENITH TABLE MODEL 811—6 tubes. AC-DC. American and foreign broadcasts, police, amateur and airplane conversation. Airplane type dial **\$5495**

ZENITH CONSOLE 850—5 tubes. Skip band set. American and foreign broadcasts. Airplane type dial **\$5995**

ZENITH TABLE MODEL 808—6 tubes. Airplane type dial. All-wave, American and foreign broadcasts, police, amateur and aviation conversation **\$4995**

ZENITH TWIN MIDGET 825—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation **\$4995**

ZENITH TWIN MIDGET 827—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation. With shadowgraph tuning **\$5495**

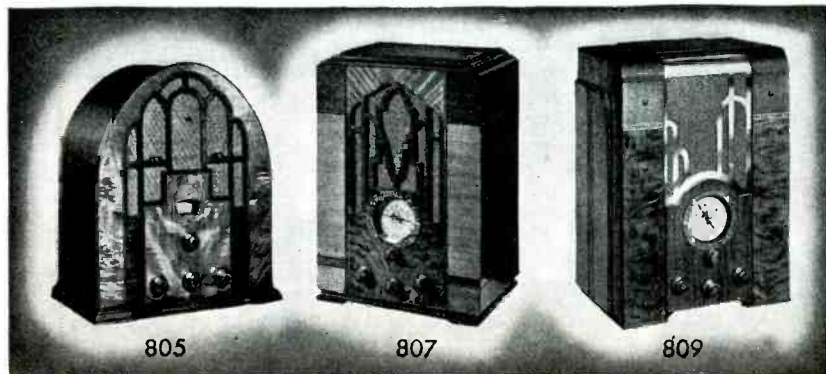
ZENITH TABLE MODEL 829—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation. Airplane type dial **\$6995**

ZENITH CONSOLE 870—7 tubes. American and foreign broadcasts, police, amateur and aviation conversation. Airplane type dial **\$7995**

ZENITH 835—10 tubes. American and foreign broadcasts, police, amateur and aviation conversation. 535-48000 kilocycles. Airplane type dial with split-second hand. With shadowgraph tuning. 10" speaker. 4 gang condenser **\$8995**

★ZENITH CONSOLE 861—6 tubes. American and foreign broadcasts, police, amateur and airplane conversation. Airplane type dial **\$7995**

STARRED MODELS ARE ILLUSTRATED IN THIS ADVERTISEMENT



# "*Like that* SELECTORLITE DIAL"

**A**LL YOU have to do to get instant attention and enthusiasm for the new No. 68 All-Wave Radio is to switch on the Selectorlite Dial. Its superiority over any other all-wave tuning system is so obvious that you have a compliant audience for the rest of the demonstration.

Every Stromberg-Carlson model has distinctive features such as this wonderful dial. And of course each has the *Natural Tone* and fine performance which has made Stromberg-Carlson radios the most desired among consumers in America.

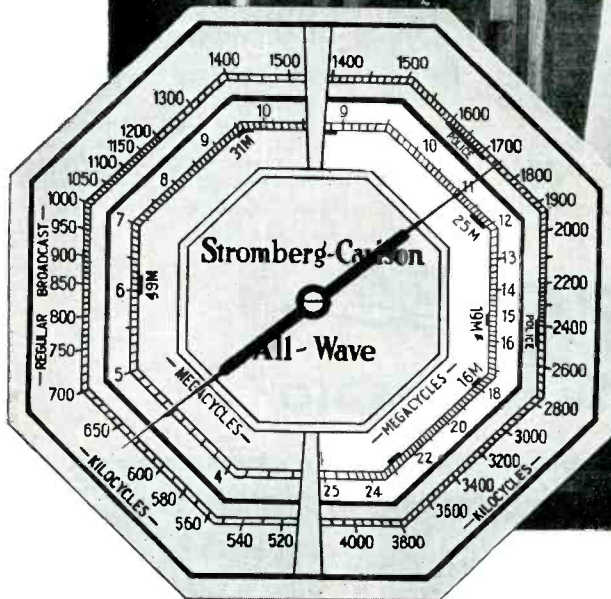
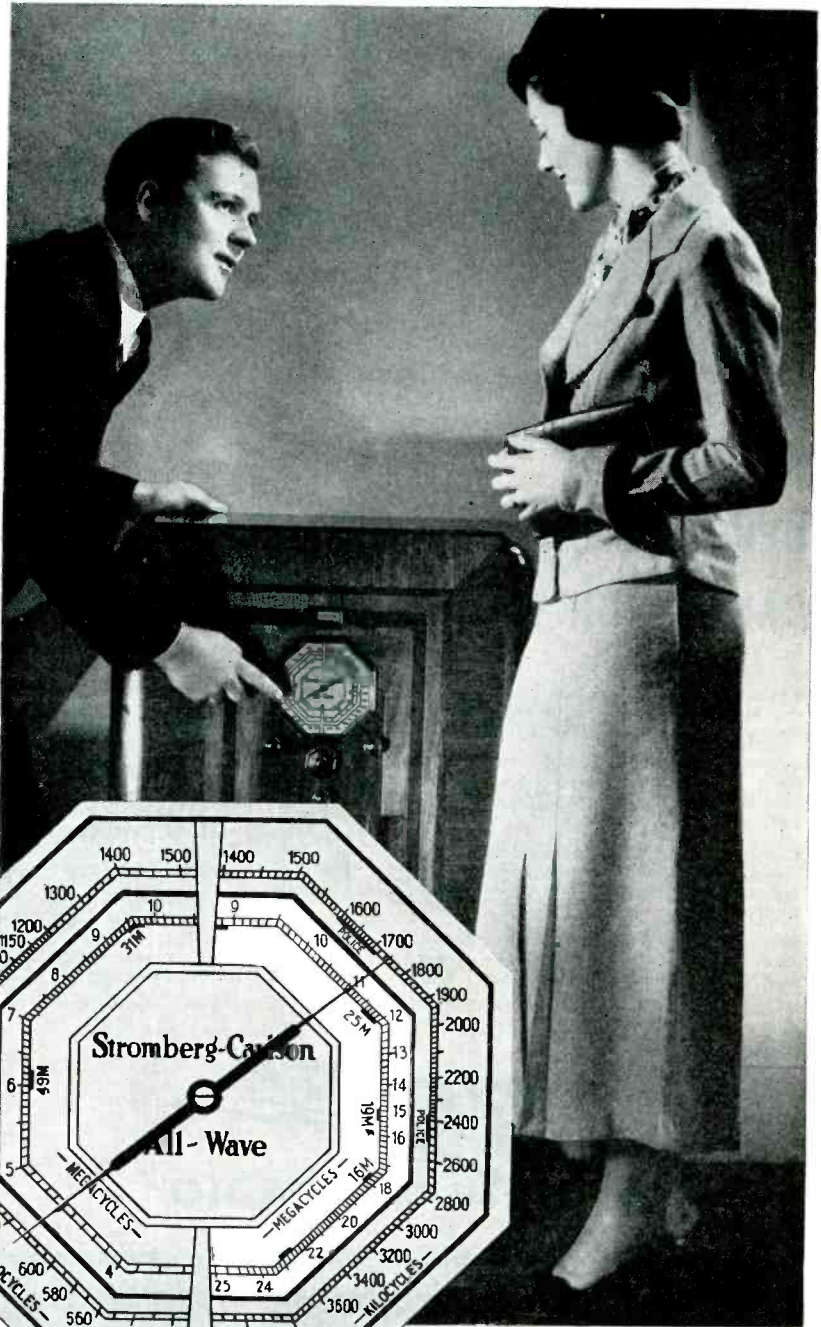
There are radios of every type in the Stromberg-Carlson line, with a price range from \$69.50 (the Short Wave Selector) to \$889.50, East of Rockies. "There is nothing finer than a Stromberg-Carlson."

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

## THE SELECTORLITE DIAL

The large airplane dial is divided into four sections: 540 to 1500 kc, the standard broadcast channels; 1500 to 4000 kc, the police, aircraft and amateur channels; 4000 to 10,000 kc, including the 49 and 31 meter broadcast bands; 10,000 to 25,000 kc, including the 25, 19 and 16 meter broadcast bands and down to 12 meters. Only the section in which you are tuning is illuminated.

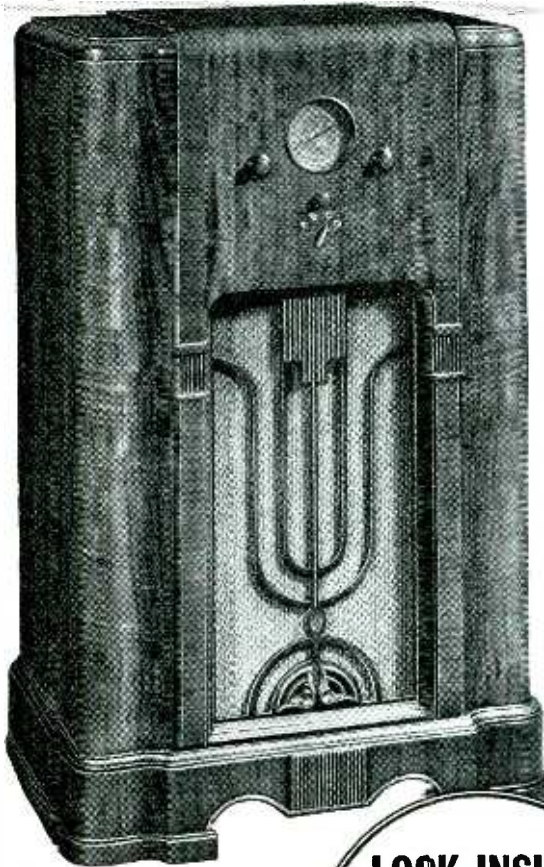
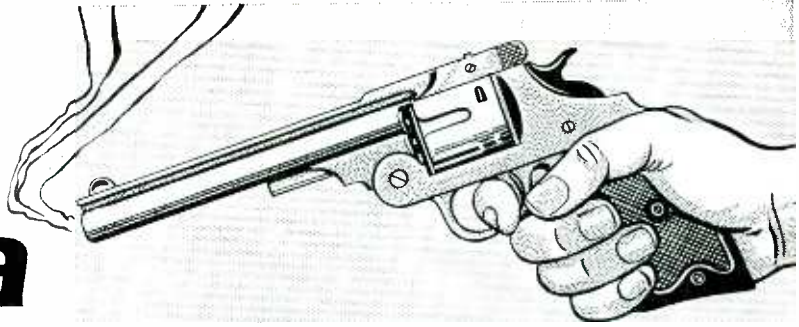
**NO. 68 ALL-WAVE RADIO**, illustrated. Covers from 540 to 25,000 kc. (555.2 to 12 meters) 10 tubes. Push-Pull Class A Triode Amplification. Output 15 watts. Automatic Volume Control. Visual Tuning Meter. Tone Control. Low Tone Compensation. Stromberg-Carlson's best Electro-dynamic Speaker.



# Stromberg-Carlson



# Hotter than a PISTOL!



*Dealers call new Grunow "The hottest set we ever heard!" as world stations click in! Signal Beacon and other marvels revolutionize all-wave radio—make every home a prospect!*

### **"DYNAMITE" MERCHANDISING PLAN already under way. Read—and act—today**

**W**HEN an old-time radio dealer's eyes pop open and he says "Please! I want your line"—a radio must be GOOD! But that's just what they're saying about the marvelous new Grunow.

It's the hottest thing that's ever hit the market. You actually use Europe to demonstrate in your store. The tone is true Grunow Living Tone. The cabinets are the hit of the year. And the selectivity, quietness, power and ease of operation are absolutely amazing.

The reason is that Grunow has more than just another all-wave radio. There's the revolutionary Signal Beacon that actually finds elusive foreign

stations for you!—the brand new automatic control that "peaks" antenna efficiency on each wave-length!—the "split-hair" dual-drive tuner—the r. f. stage operating on all wave bands—and a dozen other basic improvements.

Get your hands on the dial of one of these amazing Grunows now. Tune and hear it. See the whole line, with models to meet every preference. Then get the startling news on prices—and go places with Grunow!

*Ask about the sensational Grunow merchandising plan now starting. It's the stand-out idea in the history of radio!*

GENERAL HOUSEHOLD UTILITIES CO.  
2650 N. Crawford Ave., Chicago, Ill.

**LOOK INSIDE**  
before you choose  
your radio line. The size,  
quality and design  
of every Grunow  
part tell their  
own story

MODEL 1151—A superb 11-tube receiver with true all-wave, world reception. One of a complete line of outstanding all-wave table and console type models. Other models include skipband (long and short wave), dual-wave (550-4,000 kc.), AC-DC, and true remote control radios to meet every dealer need.

THE GRUNOW LINE is complete—from the powerful 11-tube all-wave console to this amazing little go-getter with 4 tubes. All models are housed in cabinets of new beauty, far ahead of anything offered before.



# Grunow

**ALL-WAVE RADIO**

PRODUCT OF GENERAL HOUSEHOLD UTILITIES COMPANY



# HERE! IT IS!

## The New **STEWART** ROUND-THE- *for the first time*



### 7-Tube Superheterodyne "Magic Dial" Table Model

"Magic Dial." 4 dials in 1—each a different color, and *only one at a time*. Moving the selector knob to the right or left selects any desired tuning band. Automatic volume control; full variable tone control. 3-gang condenser. Dual ratio geared tuning. Full, complete range from 530 K.C. to 23 M.C. Extra heavy 8-inch electrodynamic speaker. Two antenna lead-ins; one for the

standard aerial, one for Doublet Antenna Input System. 18-5/16 inches high. 14 1/4 inches wide. 12 1/4 inches deep. Two beautiful cabinet designs in different decorative woods to suit any taste or decorative scheme.

RETAILS  
for  
**\$69<sup>50</sup>**

THIS sensational new line of Stewart-Warner radios for 1934-1935 will bring a great revival of retail radio sales and profits. The easy all-wave tuning possible with the famous "Magic Dial" and the new low prices make *everyone* your prospect!

Think what this means to you! It is the greatest sales opportunity since the introduction of A-C tubes made batteries unnecessary. Makes *everybody* your prospect—whether they now have a radio or not!

### What You Ought to Know About the Radio You Feature

What's back of the product? What is the record of the company? Does the management understand your local problems? Will they judge your sales and set your quotas intelligently, so that you will come out with a real profit at the end of each year? Are they financially sound? After you have spent years of your life building up a following on their line, will you be able to cash in on it—and depend always on quality that permits you to meet any competition?

You get the right answers to these questions from Stewart-Warner, under the direction of J. E. Otis, Jr., and F. A. Hiter. Look at their records. Alemité—with one of the most consistently

**WRITE, WIRE, or Phone Us Today. Get  
STEWART-WARNER CORPORATION**

### 5-Tube Superheterodyne Dual Wave TABLE MODEL



Takes in practically all entertainment stations in the world. Standard band from 540 to 1720 kilocycles, and short-wave band from 5.5 to 17.8 megacycles. Simplified multi-band dial for easy tuning of short-wave broadcasts. Exceptional tone quality. Automatic volume control. 3-gang condenser eliminates interference from code stations. 8-inch electrodynamic speaker. Very low power consumption. In two cabinet styles,

RETAILS  
for  
**\$39<sup>50</sup>**

both at \$39.50. One a handsome pattern of contrasting striped walnut and figured stump walnut. The other of quartered and striped walnut with red gumwood overlay. Both have hand-rubbed, high-lustre lacquer finish.

### 5-Tube Superheterodyne ALL-WAVE

### TABLE MODEL

All-wave, covering complete range 530 K.C. to 23 M.C. in four bands identified by different colors on the dial. Full variable tone control. Two *double-purpose* tubes give efficiency comparable to ordinary 7-tube sets in sensitivity and selectivity. 3-gang condensers. Exceptional fidelity. Extra heavy 8-inch electrodynamic speaker gives remarkable results at all frequencies. In two styles of table cabinet, at \$49.50. Console at \$67.50. Both types of cabinet are of exceptional beauty, resulting from richly decorative combinations of fine, polished woods—many of these woods imported especially for this purpose.



RETAILS  
for  
**\$49<sup>50</sup>**

# All Popular Price Ranges Covered



# -WARNER "Magic Dial"

## WORLD RADIO

### at popular prices!

prosperous distributor and dealer organizations in the country, making money steadily even through two major depressions! Stewart-Warner Refrigerators—rocketed from nothing to a commanding position in the refrigeration industry in one short year, thanks to sales strategy built on long, successful experience.

The same powerful manufacturing and selling resources are now back of the new Stewart-Warner radio—100% full force. The result will be, as always, a "gold mine" for alert distributors and dealers who get into step with the Stewart-Warner parade!

#### Powerful Merchandising Plans—

#### Extensive Local and National Advertising

As a Stewart-Warner dealer you get *tested* plans for developing leads and special promotional events for stepping up sales. A powerful magazine and newspaper advertising campaign that will rock the industry will carry selling messages into every home you want to sell!

To bring the full force of this great national campaign to bear directly upon your store there is a wealth of strong newspaper advertising for your local papers, over your own name. Study this line—short enough to be easily stocked and handled—priced to move fast!

the Full Story on this Great New Line  
1853 Diversey Parkway, Chicago, Illinois

### 4-Tube Superheterodyne Standard Wave Companion Set



RETAILS  
for  
**\$24<sup>50</sup>**

More than a local receiver—highly selective. Use of two *double-purpose* tubes gives the equivalent of a six-tube chassis. Remarkable tone quality and sensitivity for a 4-tube set. Tuning range: 535 to 1730 kilocycles; all standard broadcasts plus police calls. Its large power unit materially contributes to the unusual tone quality and power output of this set. 6-inch electrodynamic speaker. Very low power consumption. 11-9/16 inches high, 9 inches wide, 6 3/4 inches deep. DeLuxe Sets with choice of two larger, more decorative cabinets—\$27.50.



RETAILS  
for  
**\$94<sup>50</sup>**

### 7-TUBE Superheterodyne "Magic Dial" Console Model

"Magic Dial," 4 dials in 1—each of a different color, and *only one at a time*. Moving the selector knob to right or left selects any desired tuning band. Automatic volume control; full variable tone control. 3-gang condenser. Dual ratio geared tuning. Full, complete range from 530 K.C. to 23 M.C. 12-inch auditorium electrodynamic speaker. 2 antenna lead-ins: one for standard aerial, one for Doublet Antenna Input System. 38 inches high. 23 1/2 inches wide. 13 inches deep. Artistic blending of selected woods—striped walnut, blistered maple, stump walnut, decorative carving, make this console cabinet richly beautiful. Console with legs—\$99.50. With legs and doors—\$109.50.

*All prices slightly higher west of the Rockies*

# --- With Minimum Stock !

A CAR RADIO WITH THE

● GENTLEMEN!  
WITH THIS SWEET



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

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

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

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

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

NEW ARVIN JOY RIDE MODEL NO. 16



PEP AND VIGOR OF YOUTH

GET ACQUAINTED  
NEW ARVIN BABY!

HERE'S THE NEW MODEL NO. 16

ARVIN

*Joy Ride*

A 6-TUBE SET WITH AIRPLANE TYPE  
REMOTE CONTROL DIAL THAT GOES  
IN THE INSTRUMENT PANEL OR ON THE  
STEERING COLUMN • SELLS FOR ONLY

\$ **39<sup>95</sup>**



Control as it goes on  
the steering column.

Control with instru-  
ment panel plate.

A PEPPY CAR RADIO FOR EVERYONE

# ATWATER

*a complete line of*

## A MESSAGE FROM

*A. Atwater Kent*

My best belief is that business will continue to improve. You may be sure that radio will come in for its share this fall. This is *one* reason why we are expecting, and are ready for, a major increase in the sales of Atwater Kent

Radio. The *other* reason, the larger reason, is the sales appeal of the new features, and the values in real quality offered by every model in the complete line of Atwater Kent Radio that is presented for the year 1935.

ATWATER KENT MANUFACTURING COMPANY    *A. Atwater Kent, President*    PHILADELPHIA, PA.



**TUNE-O-MATIC**—Model 511W—starts itself, tunes itself, stops itself automatically—a marvelous new idea in radio—tunes in a number of selected programs over a 12-hour period with one setting. Contains an electric clock of excellent quality. Foreign and American broadcast receiver—11-tube super-heterodyne with 12 tuned circuits. Shadow tuning for use on manual control. All the sales features that you ever hoped for in a radio.

**\$190.00 f. o. b. factory.**

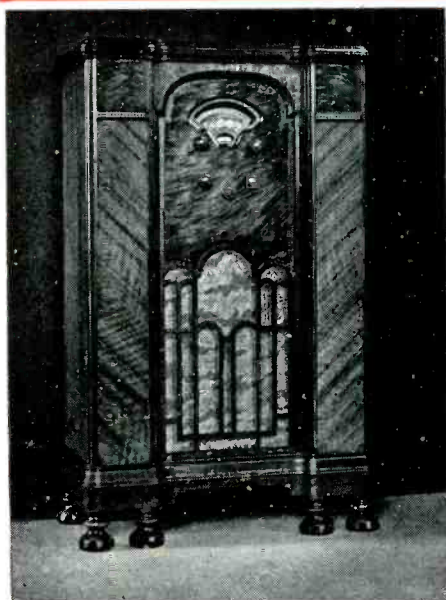
### FULL LINE . . . COMPLETE PRICE SCALE

Tune-O-Matic Radio—an entirely new type of radio—improved all-wave models—combination broadcasting and short-wave models—broadcast only—AC or DC—motor car radio—models for direct current, 32-volt lighting system and air cell battery power—and a wide price range throughout from \$22.50 to \$190. f. o. b. Philadelphia. SOME of these radios are illustrated here. ALL are ready for inspection at your distributor's.

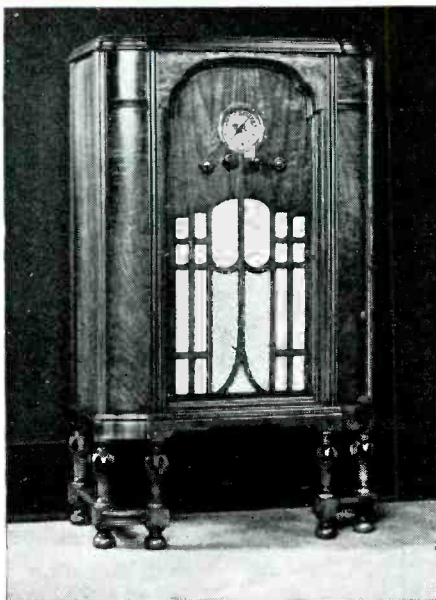
*It's* THE



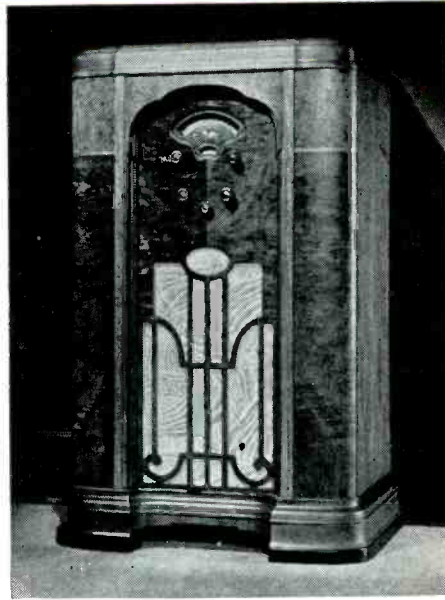
# KENT announces 1935 RADIO



**ALL WAVE**—Model 318K—8-tube superheterodyne with 9 tuned circuits—complete world-wide range from 540 kilocycles to 22.5 megacycles—in 4 separate tuning bands—2-speed tuning, approximately 6 to 1 and 60 to 1 ratios—shadow tuning—six watts output—11-inch electro-dynamic speaker. Beautiful lowboy cabinet of choice veneers and matched woods with excellent acoustical properties. **\$89.90 f.o.b. factory.**



**SHORT WAVE and STANDARD BROADCAST**—Model 325E—offers the thrill of foreign broadcasting plus everything that is broadcast in America, with a rich, truthful tone. 5-tube superheterodyne with 6 tuned circuits and 3 separate tuning ranges—2-speed tuning—11-inch electro-dynamic speaker, automatic volume control, tone control, attractively designed cabinet. **\$49.90 f.o.b. factory.**



**ALL WAVE**—Model 112N—Scientific high fidelity tests show that this is the finest radio that we ever built. Other sets cost much more, but we know of none that matches the performance of this 12-tube Atwater Kent. 10-kilocycle selectivity over entire tuning range—15 watts undistorted output—4 tuning bands—540 kilocycles to 18 megacycles—bass compensation—true high fidelity reproduction. **\$165.00 f.o.b. factory.**



**SHORT WAVE and BROADCAST**—Model 206—6 tubes—7 tuned circuits—3 tuning bands cover foreign short-wave, all police, airplane and amateur channels as well as all American broadcasting—2-speed tuning—8-inch speaker. Highly selective yet extremely quiet in operation. **\$49.90 f.o.b. factory.**

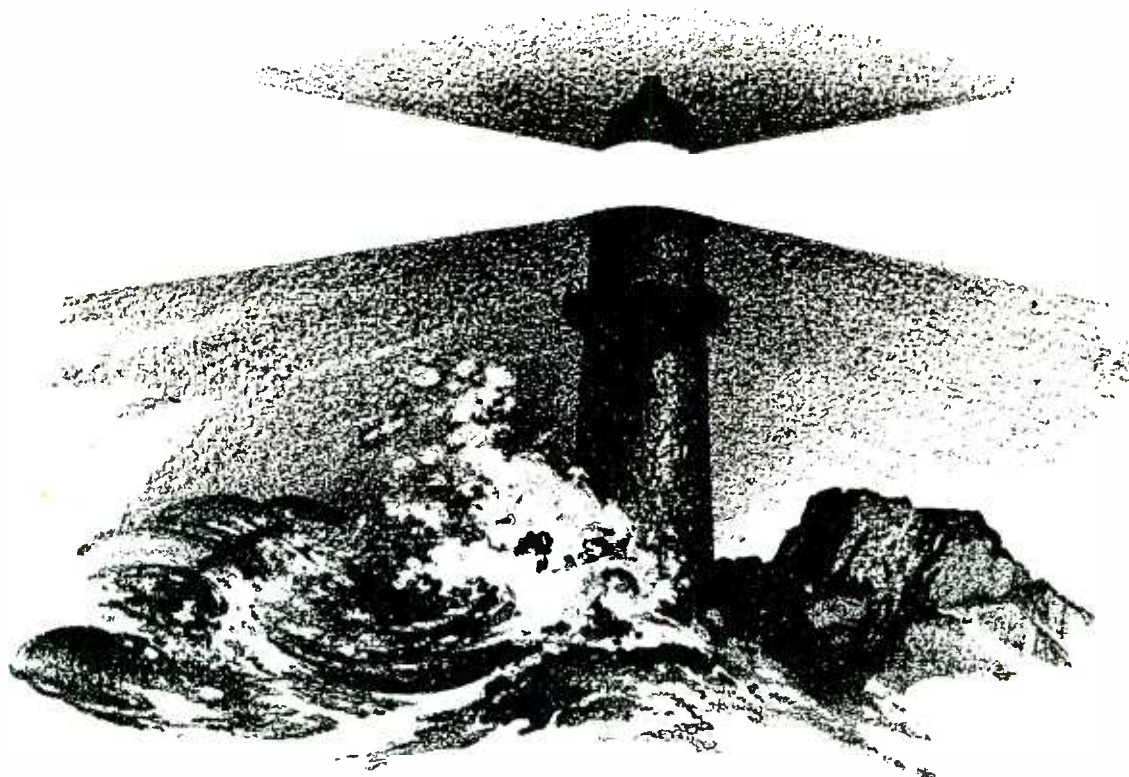


**STANDARD BROADCAST**—Model 944—4-tube superheterodyne—large speaker covering wide range—undistorted output of 2 watts—tuning range from 540 to 1720 kilocycles. Sensitivity of the set may be varied according to reception conditions. Vernier tuning. Police calls. **\$22.50 f.o.b. factory.**



**SHORT WAVE and BROADCAST**—Model 145—5 tubes—6 tuned circuits—3 tuning bands include foreign short-wave broadcasting, all American broadcasting, and police, amateur, airplane frequencies. Airplane-type dial is illuminated so that only the tuning band in use is lighted. **\$39.90 f.o.b. factory.**

SEASON'S LEADING LINE



# STEADFAST

● To mariners at sea, the mere sighting of a beacon is not enough for guidance. They must be able to identify the source . . . to know its dependability. So, also, you protect your organization by considering the nature and stability of the companies from whom you purchase merchandise.

Here's how the Hygrade Sylvania Corporation measures up. Even during the depression years, Hygrade Sylvania with a rating of AaA1 for many years has consistently increased its financial strength . . . a striking testimony of soundness!

And the unswerving loyalty of this company to high ideals of design and manufacture is a natural outgrowth of its internal structure. The men who

own the major portion of Hygrade Sylvania stock are all active in the management. Their only goal is the mutual success of their company and its customers.

Hygrade Sylvania is an old-timer in the electrical field . . . a leader in modern scientific development. Sylvania engineers pioneered in the development of the efficient new 6.3 volt tubes. They are always ready to assist set manufacturers in solving circuit and design problems . . . without obligation.

Dealers and jobbers who handle Sylvania Tubes are assured highest quality tubes, fair price policies and strong sales help. Hygrade Sylvania Corporation, Emporium, Penna.



# Sylvania

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

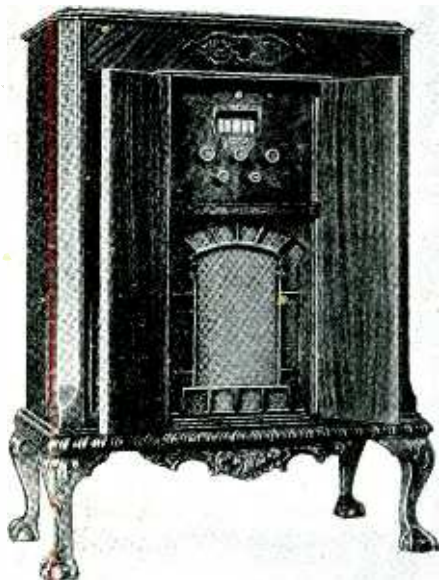


THE SET-TESTED RADIO TUBE

© 1933, H. S. C.



# Presenting SPARTON FOR 1935



Model 134—Sparton Triolian, a triumph in All-Wave World Reception. 5 bands. 13-tube superheterodyne. Viso-Glo tuning. Range from 540 K. C. to 24 Megacycles. \$200.00



Model 53—AC-DC. 5-tube superheterodyne. 540 to 1600 K.C. Police calls. Automatic volume control. \$24.95



Model 57—AC-DC. 5-tube superheterodyne. 2 bands. 540 to 1600 K. C. Short waves to 6000 K. C. \$29.95



Model 65—AC-DC. All-World Reception. 2 bands. 6-tube superheterodyne. 540 to 1600 K. C. and from 19 to 55 meters. \$39.95



Model 67—All-World Reception. 2 bands. 6-tube superheterodyne. Range from 540 to 1600 K. C. and 19 to 55 meters. \$57.50

**SPARTON AUTO RADIO**

Model 333—All-electric, all-in-one, 5-tube superheterodyne. "Spot-o-lite" tuning. 9 1/4 in. wide, 7 1/4 in. high, 6 1/4 in. deep. Full-size dynamic speaker. \$39.95



Model 33—Auto Radio—6-tube superheterodyne, \$55.00  
 Model 36—Auto Radio—7-tube superheterodyne, \$69.50  
 Send for descriptive circular

An entirely new line of fine radios, offering superlative all-world reception in every price class, and—

## THE GREATEST OPPORTUNITY EVER ENJOYED BY SPARTON DEALERS

The 1935 Sparton Radios bring back the days when a radio sale was a sale worth while! *Sparton All-World reception* is the lever you need to interest every prospect in a higher-profit set.

The new Spartons are superb instruments, *engineered* to standards that guarantee performance; *cabineted* with a beauty that excites admiration; *priced* to make competition your friend and not your enemy; *and advertised* to bring you customers!

Of the nine new Sparton home models pictured here, *seven* give brilliant All-World reception of all important foreign broadcasts. And *four* of these seven are ALL-WAVE, WORLD-RECEPTION RADIOS in the truest sense of the term. They get everything!

Write without delay for full particulars about this *complete* line of Sparton Radios.

Prices F. O. B. Jackson, Michigan.  
 Slightly higher west of Denver

THE SPARKS-WITHINGTON COMPANY  
 Jackson, Mich., U. S. A. (Established 1900)  
 SPARTON OF CANADA, Limited, London, Ontario



Model 83—All-Wave World Reception. 4 bands. 8-tube superheterodyne. Viso-Glo tuning. Range from 540 K. C. to 20 Megacycles. \$124.50



Model 68—All-World Reception. 2 bands. 6-tube superheterodyne. 540 to 1600 K. C. and 19 to 55 meters. \$71.50



Model 80—All-Wave World Reception. 4 bands. 8-tube superheterodyne. 540 K. C. to 20 Megacycles. \$99.50



Model 104—All-Wave World Reception. 4 bands. 10-tube superheterodyne. Viso-Glo tuning. 540 K. C. to 20 M.C. \$159.50

### MAIL THIS COUPON Today

THE SPARKS-WITHINGTON COMPANY  
 Jackson, Michigan, U. S. A.

Please send full information about Sparton Radios for 1935.

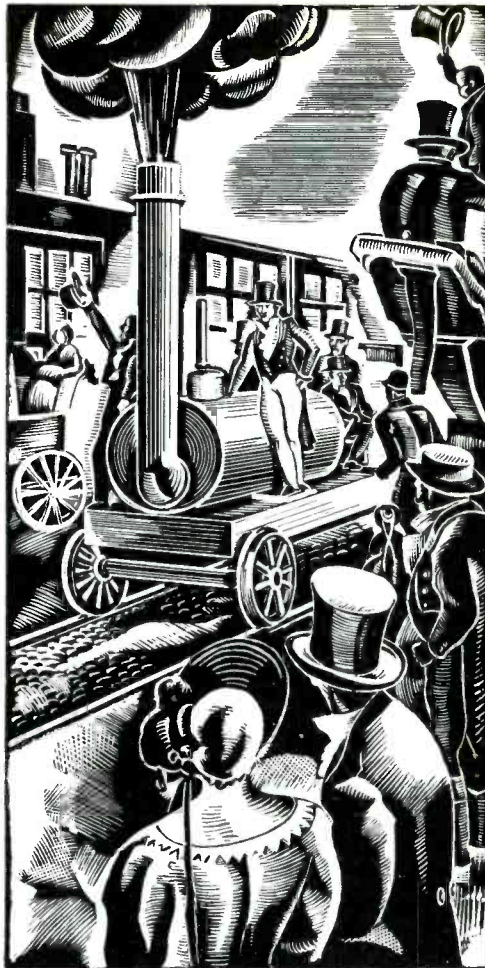
A8-34

Name.....

Address.....

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

*One  
and the  
same...*



*George Stephenson's first steam locomotive (England, 1814) made the fast-moving civilization of today possible.*

## Stevenson's progressive spirit . . . Arcturus' pioneering leadership

The same trail-blazing spirit that inspires pioneers is reflected in Arcturus' relentless quest for and achievement in radio-tube developments. Arcturus' record of successful pioneering research has seldom, if ever, been equaled in manufacturing history. Six out of the seven fundamental developments in a. c. tubes were pioneered by Arcturus.

Consistently *first* with the newest . . . and just as consistently building tubes to rigid narrow limits . . . has made Arcturus the quality standard of the industry. You can recommend it safely and unhesitatingly. Sell Arcturus for quality performance.

It's easier to sell the quality tube—sell and display Arcturus Tubes . . . they insure your reputation. Follow the lead of thousands of successful dealers in the U. S. and 78 foreign countries. Ask your distributor for interesting details. *Arcturus Radio Tube Company, Newark, N. J.*

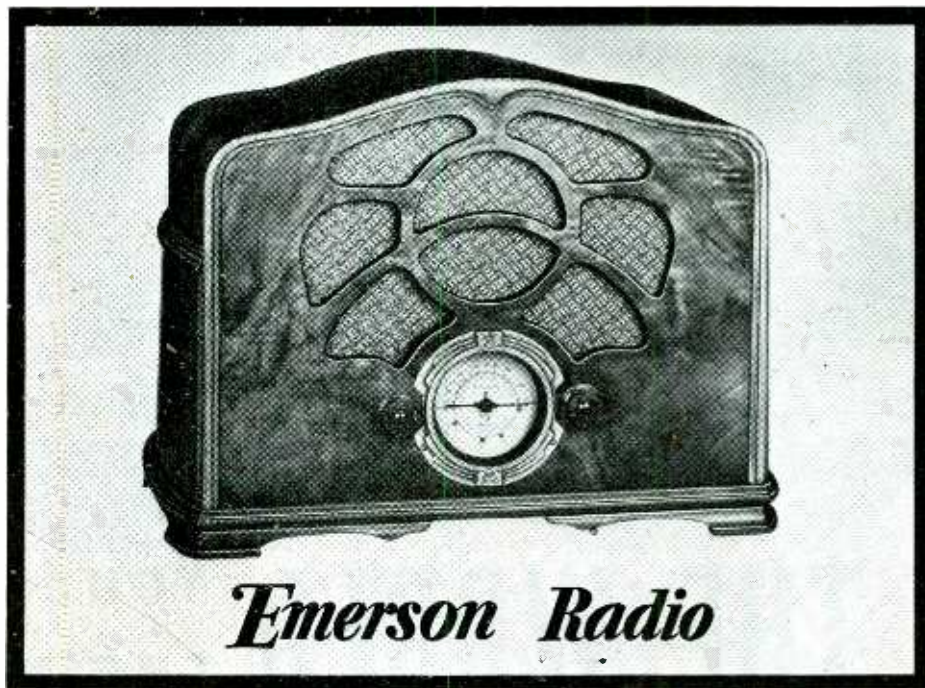


# ARCTURUS

R A D I O T U B E S



# The 1935 Emersons are Ready for Action!

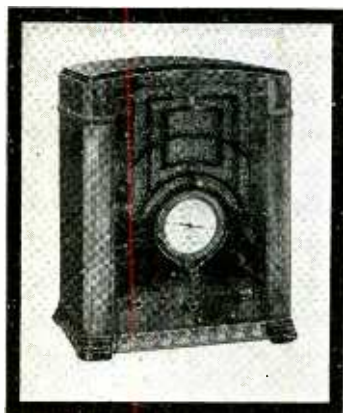


American  
and Foreign  
AC-DC  
Superheterodyne  
Model 38

6-tube superheterodyne. International shortwave band, 19 to 55 Meters PLUS standard broadcast and police calls, 170 to 550 Meters.

**\$39 50**

With Radiotrons



All-Wave. AC. Model 71

13 to 550 Meters

7-tube superheterodyne. Four illuminated tuning bands. Large table model.

**\$69 50**

With Radiotrons

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



All-Wave  
Model 770

7-tube  
Super-  
heterodyne  
Console

13 to 550  
Meters

Four illuminated tuning bands. 12-inch dynamic speaker.

**\$99 50**

With  
Radiotrons



American and Foreign  
6-Tube Superheterodyne  
19 to 55 Meters PLUS 170 to  
550 Meters

Receives standard, intermediate and important foreign short wave programs.

Model 45

**\$44 50**

With Radiotrons

With new ideas . . . new technical developments . . . new methods of radio merchandising . . . a new plan of type-style-and-price grouping . . . Emerson Radio represents the industry's most outstanding distributor and dealer opportunities. Write, wire or telephone for Emerson's 1935 plan.

EMERSON RADIO & PHONOGRAPH CORPORATION, 111 Eighth Ave., NEW YORK, N. Y.



# TO HELP YOU



# TELL THE WORLD YOU HANDLE THE BEST .

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

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

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

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

# RAYTHEON

TRADE-MARK

## 4-PILLAR RADIO TUBES



# Arousing the Appetites!



**CAPT. JAMES P. BARKER**, famed sea captain, conducts the American-Bosch Radio Explorers Club on WJZ and affiliated stations from Coast to Coast every Sunday afternoon at 5:30 P.M. (EDST)

*American-Bosch goes on the Air with the Radio Explorers Club, greatest spur ever given to the sale of Round-the-World Radio*

**CAPTAIN JAMES P. BARKER** in command

Guest Explorers each week from the **AMERICAN MUSEUM of NATURAL HISTORY**

**EVERYBODY** loves the thrill of adventure, the excitement of exploration, the glamour of travelling in foreign lands.

American-Bosch is harnessing this love of adventure to the sale of American-Bosch Round-the-World Radio . . . The Radio Explorers Club, sponsored by American-Bosch, goes on the Air, *Sunday, August 19*, on NBC from Coast to Coast! The famous sea Captain, James P. Barker, will be in command! Famous explorers from the American Museum of Natural History will appear in person to tell of their hair-raising experiences in strange countries! It will be one of the most exciting series ever broadcast.

Back of these programs (which will interest millions in American-Bosch Radio), is a simple yet entirely original merchandising plan. It will enable us to furnish American-Bosch Radio dealers with the most practical assistance ever offered to the trade by a radio manufacturer!

Even a veteran radio dealer like yourself will get a big kick out of this radio program. And you'll get an even keener delight from the demand it will create for American-Bosch Round-the-World Radio. Write or wire for facts about our 1935 line, contained in new booklet, "Your Ship's Coming In."

**UNITED AMERICAN BOSCH CORPORATION**  
SPRINGFIELD, MASS. NEW YORK CHICAGO DETROIT

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



● **Mr. F. Trubee Davison**, President of American Museum of Natural History, first guest explorer of American-Bosch Radio Explorers Club.



● **Colonel Theodore Roosevelt, Jr.**, will recount some of the thrilling and dramatic moments of his climb to the blizzard-swept roof of Asia.



● **Roy Chapman Andrews** as guest of the American-Bosch Radio Explorers Club will tell of his experiences in the Gobi Desert.



● **Vilhjamur Stefannson**, will address the Club with a stirring account of his colorful experiences in the land of the Eskimos. (Photograph courtesy of James Henry McKinley).



*The American Museum of Natural History, N. Y.*

# AMERICAN-BOSCH *Round-the-World* RADIO

# Last year

## ...Tung-Sol Tone-Flow Radio Tube Sales Increased over 150%

During the same period, the Sales of the entire Radio Tube Industry Increased only 32.7%

**NO INVESTMENT + PROTECTED PROFITS + QUALITY PRODUCT**

### \_\_\_\_\_That's the Answer!

**T**UNG-SOL'S 9000 Retail Partners know that an adequate stock of Tung-Sol Tone-Flow Radio Tubes requires no investment on their part . . .

They know that Tung-Sol's policy protects them from cut-price gyp competition . . . insuring full profits for merchants who build business on the firm foundation of quality merchandise . . .

They know that Tung-Sol Tone-Flow Radio Tubes are of the highest possible quality, insuring quiet performance, high sensitivity and exceptional uniformity . . . and that adequate advertising will so inform the public . . .

And finally they know that 93% of the Tung-Sol Tone-Flow Radio Tubes they sold last year replaced tubes of other makes!



MADE BY THE MAKERS  
OF TUNG-SOL AUTOLAMP  
BULBS

**Write in at once for full details of Tung-Sol's Time-Proven Protection Plan**

# TUNG-SOL

## Tone-flow radio Tubes

TUNG-SOL RADIO TUBES INC., NEWARK, N. J.

FORM T173

Atlanta Boston Charlotte Cleveland Chicago Dallas Detroit Kansas City Los Angeles New York



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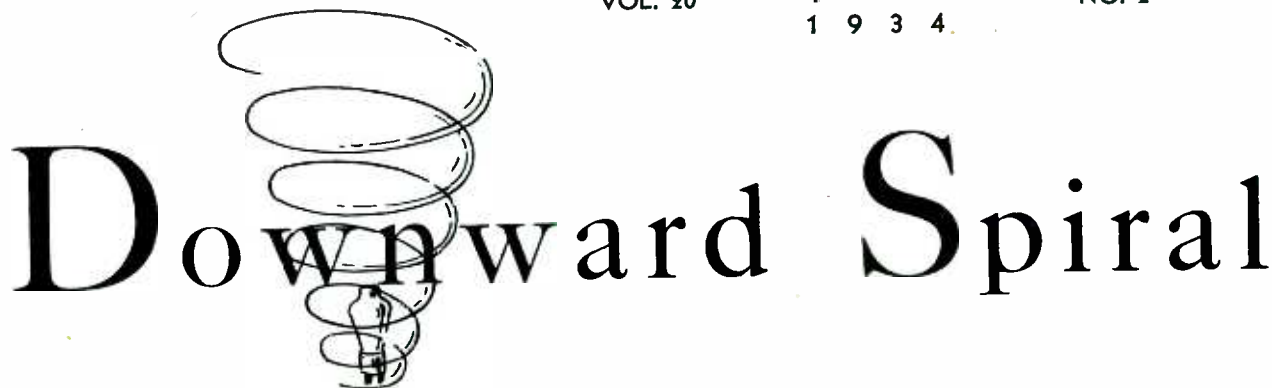
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VOL. 20

AUGUST  
1 9 3 4

NO. 2



## Downward Spiral

Tube prices have taken another tumble. Immediately following the announcements from three tube makers of revised schedules downward, *Radio Retailing* canvassed representative dealers, servicemen and jobbers to ascertain the reactions to this move. A large majority of those replying favored higher, not lower, lists. This latest cut jeopardizes net profit, many feel.

Dealers most emphatically do not want cheaper tubes. Replacement volume, they point out, is not materially increased when prices are pegged at a new low. People buy new tubes only when their old ones wear out. Sales depend very little upon price. A few cents either way makes little difference to the consumer. He is not price-conscious.

But what a whale of a difference that few cents makes to the radio merchant! Obviously, if volume cannot be materially swelled by reducing prices the dealer must make sufficient profit to justify handling on existing business. Special sales and servicing costs must be paid in dollars—that's why the retail trade reported in favor of higher lists.

In justice to the manufacturers, however, it should be realized that they have had their own problems to solve, as well as those of the dealer. Faced with a highly competitive situation within their own ranks and with demands to stop retail price-cutting, the natural reaction has been to reduce the list on tubes. The only way this price-cutting to the consumer can be checked, say the tube makers, is to remove the opportunity for such action. There also exists an honest conviction that lower prices will mean greater retail sales.

Thus, the tube industry, at present, is on the horns of a dilemma. When manufacturers shorten discounts and

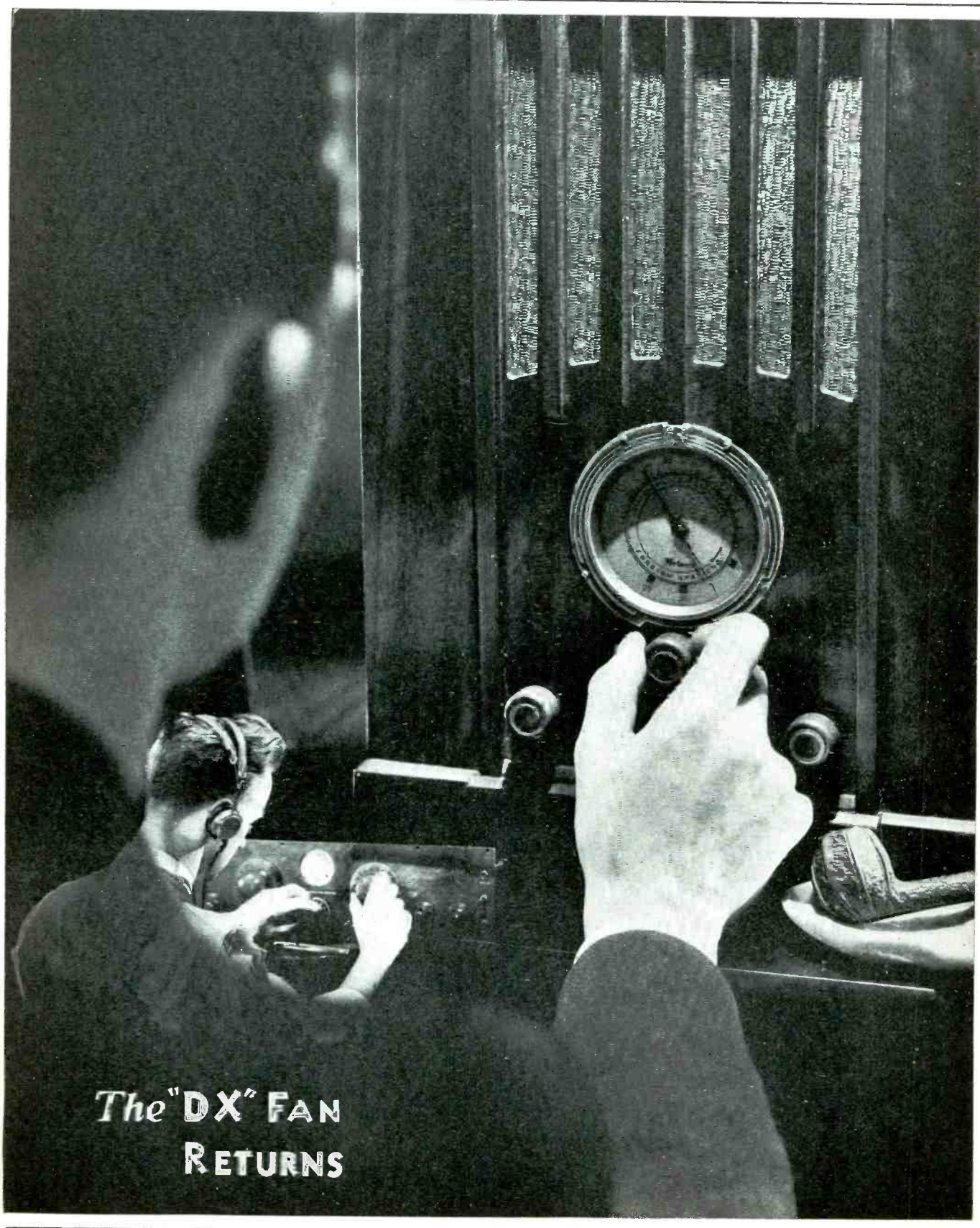
reduce the list, that vast army of small dealers and servicemen who must—and do—sell tubes at their catalogued prices suffer. On the other hand, the larger outlets in metropolitan centers have taken advantage of past schedules to use tubes for "bait" advertising, to the detriment of everyone in the industry.

Now we are no Pollyannas. Manufacturers must live. And the tube makers will doubtless continue to do their maneuverings. But these facts still stand: Tube prices have been periodically cut for a long, long time. Such cuts have never materially increased volume nor retail profit. Neither have they eliminated competition. They *have*, on the contrary, injured tubes in the eyes of the retailer so that he now expends less effort to promote their sale than in the past.

Furthermore, despite these lower lists and handsome discounts—or because of them—the fact remains that every tube manufacturer, whose business statement is available, is shown to now be operating in the red. Clearly the path to profit no longer lies in the direction being followed.

As we go to press, new schedules, approximately 24 per cent lower than heretofore, are in effect. For the present the tube industry must carry on as best it can under this latest set-up. But, in the preponderant opinion of those independent retailers who service sets and sell at least 60 per cent of all tubes for replacement, a HALT must be called to any further price reductions. The manufacturers should realize that there are special expenses connected with the merchandising of tubes—and that these costs must be paid in dollars . . . which must be gleaned from a semi-restricted, low unit, market.

# IF IT'S NOT ALLWAVE



The "DX" FAN  
RETURNS



# IT'S OBSOLETE

IF IT'S NOT ALLWAVE IT'S OBSOLETE . . . Let this be our theme song for the next six months. It rings true—because it is true.

For the first time in many moons a definite, demonstrable improvement has been universally adopted by the radio industry. Use it to move merchandise. Allwave offers a genuine opportunity to obsolete most of the sets now in operation. And the fact that most dealers are stocking heavily only those models which provide foreign reception is a compliment to their business acumen.

This does not mean that all sets must bring in every station in the world, operating on the shortest wavelength up through the domestic broadcast band. But it does indicate that some numbers in the line should dial in on the 25 and 49 meter channels, over which the bulk of the daylight and evening foreign programs are transmitted. This, in our opinion, is more important than the ability to get police calls, airplane signals or amateur broadcasts.

The "DX" fan has returned—thanks, in large part, to the ability of the set designer and to a volume of national advertising which has produced real results. We must not overestimate, however, the sustained enthusiasm of the dial twister. We know that the bulk of today's customers are interested in foreign reception. We know, also, that most of his listening hours are spent with his favorite American stations.

Therefore, we say, use allwave as your most effective sales argument. And, need we add, sell that special antenna installation that necessarily goes with it.

## TESTERS BRING BUSINESS

There is a very clear relationship between excellence of testing equipment—service and tube sales, it seems. South Bend (Ind.) dealers and independent repairmen with adequate checkers sell 80 per cent of the town's replacement tubes, a recent *Radio Retailing* survey shows. And 51 per cent of the service billings are obtained by outlets equipped with analyzers and oscillators capable of handling modern circuits.

Tool-starvation is apparently false economy.

## COMBINATION COMEBACK

Combination radio-phonographs are apparently slated for a comeback. Strangled for several years by the depression, the industry's unwillingness to buck a price-minded public, they are again meeting with trade favor. One factory with a gift for clairvoyance is gambling

five disc and dial models in the new market, entering a leader priced under a "century" and de luxe automatic at triple this list. Other makers, while not so liberal, have nevertheless reinstated at least one combination "just in case."

Their reasoning is obvious. People who bought quality receivers five years ago are again coming in for replacements. And dealers have at last learned that selling-up is now absolutely essential if they are to remain in business. This last point is by far the most important. For what the trade *wants* to sell it can sell.

## PROFIT OR PRICE-CUTTING

At least one manufacturer's new line is rumored to be in the immediate offing with higher lists and longer discounts. The affirmed purpose of this move is the sweetening of merchandise, especially for the all-important replacement market. Dealers are to be given more margin for trades promotion.

Just how far this pricing trend will spread is not known. A word of warning is in order, however. Higher lists can undoubtedly be a fine thing for the industry. And the trade has been crying for more operating margin for some time. But there is always danger that none-too-bright dealers will use broad discounts not to improve their own financial position but simply to chisel.

They do it on even the present discounts.

## STENCILED GOODS TABOOED

The Radio Merchants Association of Greater New York held an indignation meeting the other day at the Park Central Hotel. When radio men rise up and protest it's a darned good sign—there's life in the old bird yet.

For one thing these New York dealers resolved to fight tooth and nail this habit of granting fancy "cash" discounts to Tom, Dick and Harry. In this laudatory step they received the wholehearted backing of the set jobbers. "A living scale of prices can and must be maintained," was the keynote theme. To which the wholesalers agreed—but with this proviso: "If we do what we can to help you fellows get your legitimate price we shall expect you to push only nationally known lines and to leave the orphan brands of the loft assemblers alone."

LOUD APPLAUSE FROM THE DEALERS!

*George Baker whets a customer's appetite for records and combinations by enthusing about his collection of autographed dance-band photos*



# He knows the Combination

“ONE of the most important duties of a record department manager is the proper selection of stock,” says George Baker, who fills this job for Donnelly’s, South Norwalk, Conn., department store. “The ‘big three’ recorders permit returns equivalent to about 10 per cent of net purchases. Hence ‘duds’ must be avoided. At the same time stock must be adequate and new numbers must be on hand if the store is to establish itself as record headquarters.

“At the present time we have \$280 tied up in discs purchased over the last two years. These are slow movers but of a character which insures eventual turnover. In addition we have \$60 worth of current numbers from which the bulk of our sales are made. We feel that this inventory strikes a proper balance.

“Stock buying is anything but a haphazard procedure with us. We try to ‘feel the pulse’ of the public before sinking our money in discs. There are several ways in which this may be done with surprising accuracy.

## *Buying Records*

“Eighty-five per cent of our sales are popular numbers, most of these being orchestrations. Norman Donnelly and I listen to 20 dance-bands and star vocalists a day over the radio in the store and at home. If a number is played by 4 out of 20 bands we stock a sample or two. If it is played by 12 we order a fair

*Records and radio-phonographs are interdependent, says George Baker, who describes his sales technique and a practical method of controlling disc stock*

By W. W. MacDonald

number of discs. If 18 of the 20 bands play it during the course of a week we classify it as a sure hit and ‘splurge,’ for it has been our experience that record sales closely follow broadcasts. Our ‘percentage of times played’ system reflects the public’s taste rather than our own.

“It is also important to attend the movies whenever a musical show comes to town. Sales follow the pictures as well as radio broadcasts and by listening to the tunes people whistle as they leave the theatre we get a good



# DONNELLY'S

South Norwalk, Conn.

## SELLS

*\$300 worth of records a month, will hit  
\$10,000 in combinations alone this year*

## REASON

According to Joe Donnelly

*"George and my son Norman have made popular  
music their hobby."*

idea of what they will probably buy. I missed Dick Powell's musical hit a few months ago, didn't go to see it. There was a big demand for 'I'll String Along With You' that week and we had no stock. Since then I haven't missed a picture featuring stars like Powell, Bing Crosby and Ruth Etting.

"WICC, a small station in Bridgeport, broadcasts records requested by listeners. I listen to the programs every day and can tell from the number of requests just which way the wind blows. Where all three recording companies put out the tunes we decide to stock order sample discs from each, then stock up on the one which seems best to us.

"Whenever a well-known orchestra plays within driving distance of South Norwalk we go to hear it. Orchestra leaders quickly sense what their listeners want and play numbers which seem most desirable. By watching their arrangements it is possible to get a good idea of tune popularity even before we receive the manufacturers' weekly release notice cards. If we haven't heard a number several times we rarely order it.

### *Selling Records*

"There are four classes of popular record buyers and the technique of selling is different in each case.

"Class 1 embraces customers who buy 'bands' rather than 'tunes.' This group represents 60 per cent of our sales, consists largely of college and prep school students. These customers usually have a favorite orchestra and a second choice. They are regular visitors and we see most of them about once a week. Band buyers are the easiest class to sell. We use a merchandising rack segregated by orchestras and introduce them to up and coming bands with styles similar to that of their favorites. Eventually we have two or three popular bands to sell them rather than just the one in which they were originally interested and sales jump accordingly.

"We frequently give them autographed photos of their favorites when we have duplicate prints.

"Class 2 consists of 'tune' buyers' people who care little about who plays a number just so it is the selection they want. This group is responsible for 30 per cent of our sales. Tune buyers are difficult to develop and do not come in as often as band buyers. We try to convert them into band buyers by enthusing about our autographed dance-band photos and discussing the intricacies



*Norman Donnelly demonstrates a washer while autographed pictures of popular radio stars act as silent salesmen for discs and sets*

of orchestrations. A merchandising rack entitled 'Latest Record Hits' is extremely helpful. Personal attention to this type of customer is especially important. It is better to guide their tastes than to let them pick for themselves.

"A good trick is to wrap up their order and then play a 'trump card' popular number while making out the bill. Frequently the trump card attracts their attention while they are waiting and they will buy it too.

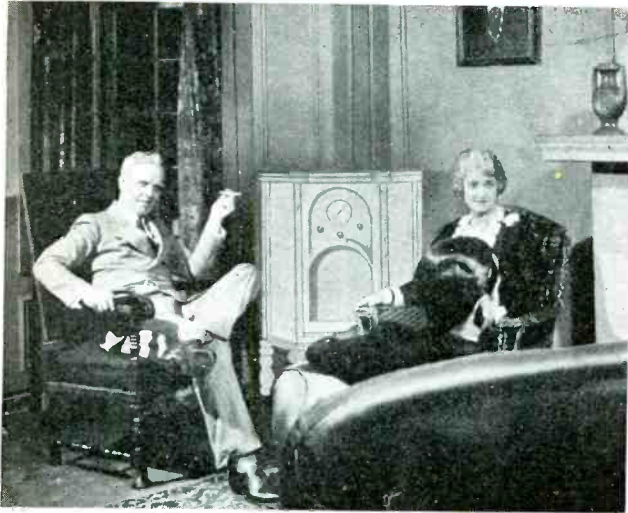
"Class 3 is the general buyer. This group consists largely of fairly old and very young people who want music for incidental use. Parties are the usual reason for buying. Only 7½ per cent of our volume is obtained from such customers but they are worth cultivating as many can be converted into record fans. We use every sales inducement at our command to sell them, talk about bands, tunes, the radio and the movies, endeavoring to discover just what their taste is. Some lean toward waltzes, or fox-trots, or rumbas, or tangos. Some prefer vocal selections, others orchestrations.

"Get them to commit themselves on a certain song, or

*(Please turn to page 38)*



# The People's



## *Factors which Influence Consumers in Their Selection of New Receivers*

**N**AME VALUE, Price, Appearance, Tone! These four factors ran a close race for first position in *Radio Retailing's* just concluded survey asking dealers to rate the ten things that the *customer* most wants when out on a set buying expedition.

The first four desirables, duly weighed, average up in the order here given. But dealers—and set makers—should study carefully the accompanying table. Note that no one of the *first six* factors can claim overwhelming supremacy. The lesson clearly is that all six, Name, Price, Appearance, Tone, Salesmanship and Influence of Friends, should be utilized in a big way.

Analysis of the table will show that Selectivity, the second technical feature, rates well behind tonal value and less than half the value of external appearance.

The number of tubes draws eighth position. It doesn't

take the public long to learn that technical perfection cannot be measured by this arbitrary yardstick alone.

The vote for Distance, ninth place, needs interpreting. This does not mean that the allwave feature is of this unimportance. It refers mainly to distant dialing for domestic stations. Allwave is a necessary feature—and a prime talking point. The public wants it because it has been well advertised. Nevertheless, the fact remains, in the opinion of radio dealers at least, that distance is not a primary reason why they buy.

While the reputation and responsibility of the firm behind the product gets first mention, observe that, when the first four choices are added up, there is but a slight margin between them. In other words, the live merchant with a well-designed set has more than a fighting chance of putting it over. This is the more evident when the importance placed upon individual sales initiative (factors five and six) is taken into consideration. Thank God, dealers still recognize the need and the value of old-fashion salesmanship.





# Choice

## HOW THEY VOTED

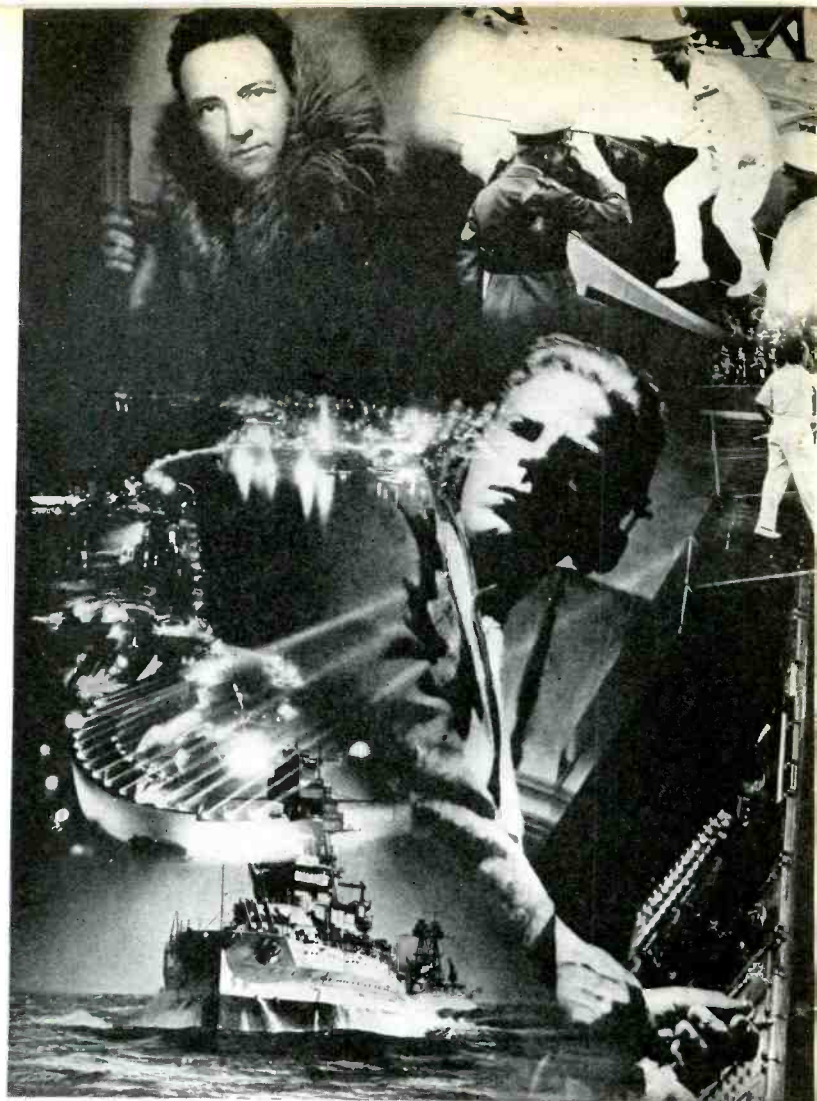
Based on 100 Typical Replies

	First	Second	1 + 2	Third	1 + 2 + 3	Fourth	1 to 4	Fifth	1 to 5	Sixth	Seventh
Name . . . . .	36	20	56	14	70	10	80	12	92	4	0
Price . . . . .	30	20	50	20	70	18	88	4	92	4	2
Appearance . . . . .	8	24	32	25	57	19	76	14	80	2	3
Tone . . . . .	5	14	19	18	37	21	58	12	70	26	4
Salesmanship . . . . .	14	3	17	10	27	8	35	16	51	14	11
Friends . . . . .	3	7	10	11	21	12	23	14	37	23	7
Selectivity . . . . .	8	2	10	3	13	2	15	13	28	14	25
No. of Tubes . . . . .	Elected to eighth position by 26 per cent										
Distance . . . . .	Considered ninth in importance										
Circuit . . . . .	68 out of every 100 dealers placed "circuit" last										





# You Can Sell TODAY'S



## PROGRAMS

by Ray V. Sutcliffe

**"D**EAR MR. SUTCLIFFE: I though you might be interested in the enclosed booklet which reviews the broadcasts of the Columbia Network during 1933." The booklet was titled, "16 Hours a Day." . . . "This is an account of how Columbia spent its time in 1933," reads the introduction. "Nearly three-fourths of its 16 daily hours of broadcasting are devoted to non-commercial programs." *Less than 3 per cent of total listening time being taken up by advertising announcements.* This last calculation is the writer's.

By the time I hit page 7 I began to realize that here, indeed, was a different kind of a book—a gripping, human interest, dramatic presentation of just what kind of a lavish program banquet constantly is available for anyone who cares to step up and help himself. And long before I had finished, the thought struck me: what a superb sales tool for radio dealers! If I were out there in the field, how I could use that book! I'd flash it on every lukewarm prospect. Why? Because, in my enthusiasm, I didn't see how any normal person could possibly turn down the idea of not being able to "cut in" on air entertainment and air education after reading this book and realizing what he was missing.

And this booklet—with its 12 full-page illustrations, its specific listing of 1,566 highlight program events staged last year over CBS alone—certainly creates a strong urge for radio . . . and for the best receiver that one can afford to buy.

"There's nothing interesting on the air these days." "Every

time I tune in I get jazz." "Too much publicity." (The answer to this one is, less than three per cent.)

"Well, what in Heaven's name do you want, Mr. Skeptic? A message from Mars? Outside of that it's all there—the entire range of human emotions—if you will correct your listening habits and schedule your time," I'd reply. "For instance, last year—here, take a look at this book—one chain alone ran over 1,500 absolutely worthwhile programs. This year is going even better."

Then I would call attention to the large number of special events run last year—on one chain only. For example: Adult education, 391; student education, 100; civic welfare, 91; religion, 96; international broadcasts, 86; news events, 59; serious music, 533; broadcasts by President, 17; dramatic guild, 30; national affairs, 70; sporting events, 79.

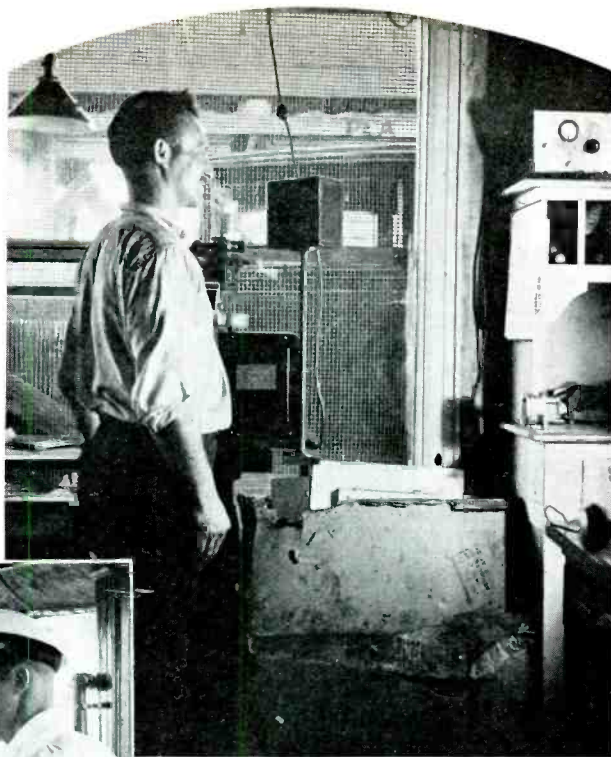
I cite this Columbia booklet and suggest its use as a selling help because it happens to lend itself so admirably to the doing of that one important job that most dealers neglect, i.e., first selling the *desirability* of owning a good radio set—and that's two-thirds of the sales battle.

The National Broadcasting Company, New York City, has printed matter available for the same purpose. Its booklet is entitled: "The President's Report and Résumé of Programs."

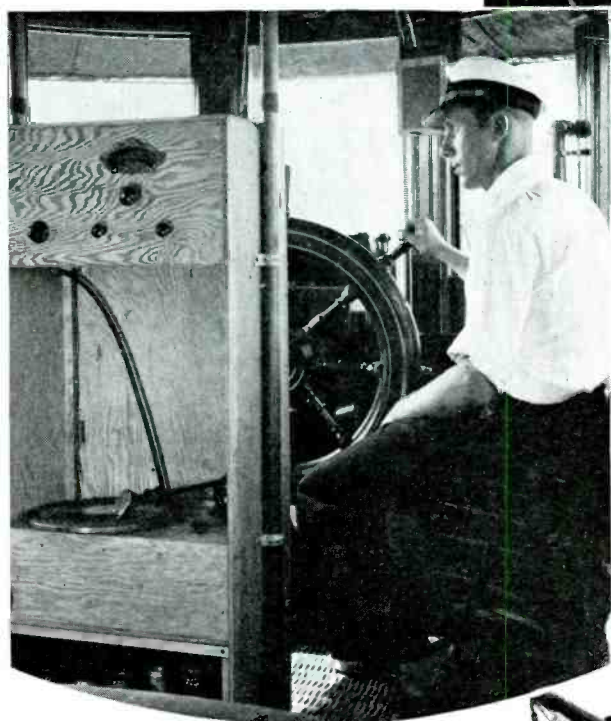
The booklet, "16 Hours a Day," is available, without charge, by writing the Promotion Department, Columbia Broadcasting System, 485 Madison Avenue, New York City.



# PROSPECTS for Public Address



*The Empire State Coal Corporation's yard in Greenpoint, N. Y., finds an amplifier of distinct value in weighing delivery trucks in and out*



*Captain "Chubb" Martin of the "Glory," passenger fishing boat operating out of Sheepshead Bay, N. Y., feeds sportsmen music direct from the wheelhouse while under way*



*The "Au Revoir," a typical prospect for public address*

**B**ILL GERRISH of the Delta Radio Company, New York, calls to our attention two types of prospect usually overlooked by public address men.

Owners of "passenger fishing" boats, who make a business of taking out parties of sportsmen, have a definite need for the service. A combination radio-phonograph instrument installed in the wheelhouse, feeding speakers on deck and in the cabins, amuses passengers while en route to the "banks" and supplies music for moonlight sails, often conducted after fishing excursions to swell revenue. Bill has sold 12 installations of this kind at an average price of \$200, says there are at least 50 prospects at Sheepshead Bay, about 5 miles from his shop, and literally hundreds of others at shore points within 50 miles of Brooklyn.

It is good business for passenger fishing boat captains to have music aboard, hence they are more easily sold than people to whom a straight luxury appeal must be

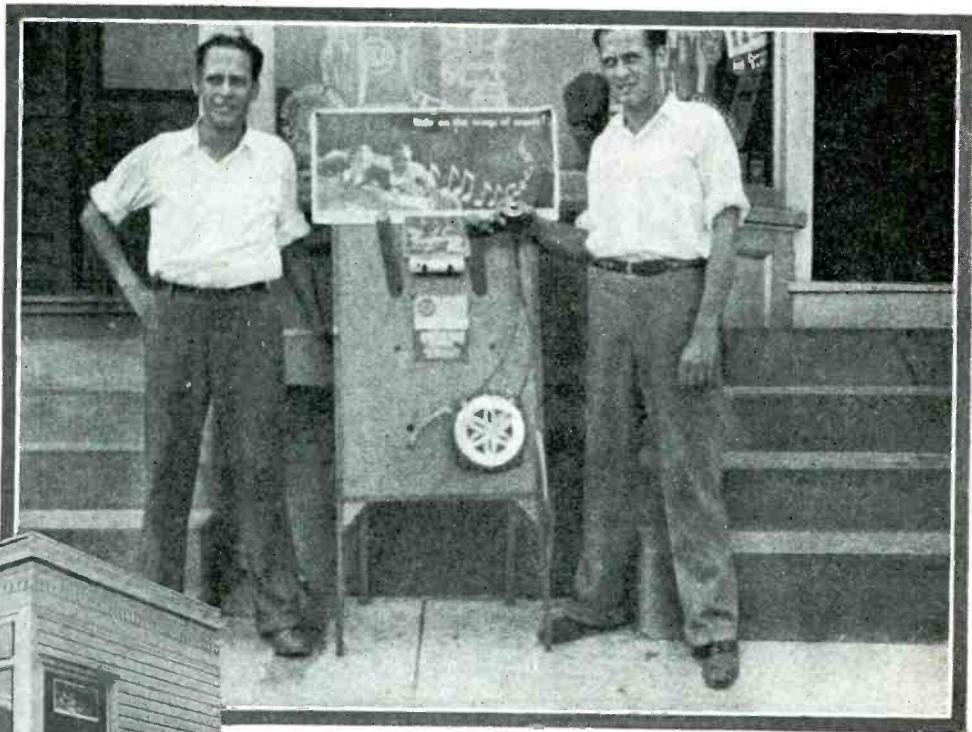
made. They are contacted "cold turkey" at about 4:30 in the afternoon, just after returning from their trips. Incidentally, even the best apparatus deteriorates rapidly when used on the water, so repair work and replacement orders are frequent.

Large coal yards weigh in trucks returning from deliveries, weigh them out again when loaded. The old-fashioned way of advising the driver how much coal he is carrying and where to drive is to shout

from the scale through a window to the weighing platform. Many operators have rigged up bells and use code to signal through noise. A microphone may be installed within the shack so that an amplifier can drive a speaker mounted outside, over the loading platform. This greatly speeds up loading, makes for accuracy, and Gerrish is selling \$50 installations expressly for this purpose. This type of installation has tremendous volume possibilities, for coal yards needing some sort of announcing system are numerous.

# Meet the SMITH BROTHERS

*The Smith twins, Landien and Samuel, sell many car sets in lean territory because they work fringe markets*



## *They* Sell Car Sets *for* BUSES

**M**EET the Smith Brothers. They haven't any beards but when it comes to sales ingenuity these twins, Landien and Samuel, can give TRADE and MARK all the face cards and win hands down.

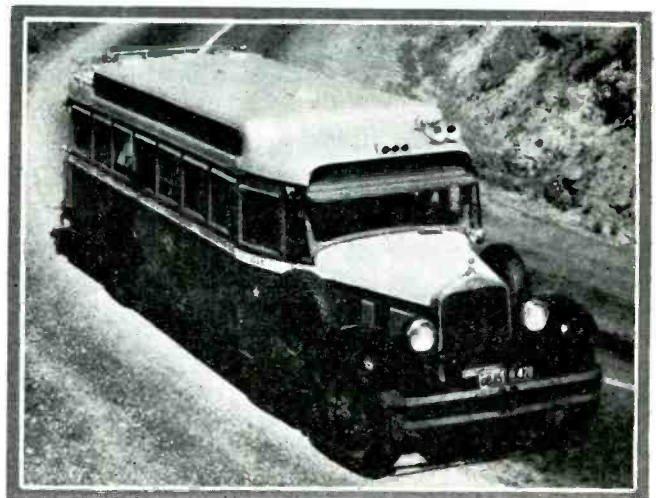
Entering this modest little store at Cliffside, New Jersey, we stumbled over an array of lumber on the floor. "We're going to build a sidewalk work bench," volunteered Samuel. "You see we're radio men, haven't a garage and that's just as well because installing car sets at the curbside has caused more than one prospect to stop, look and then ask us about auto-radio."

The installation table will be equipped with rubber wheels, a test panel, electric drill, full complement of tools—and a good sized sign.

"How are auto-radio sales holding up?" we asked.

"Fine. It's our main source of income this summer." Landien pointed across the street to an automobile transport truck. "That makes our ninth installation on those rigs," he said. "We sell them to the drivers as their personal property. They receive permission to take them off if they lose their job."

Just a word about that angle of why Smith Brothers Radio Laboratory has sold over 85 car sets (mostly Arvin) this year and last. The antenna, a plate, was mounted on the top side of the roof. Long-haul truck



drivers, it appears, are red hot prospects for radio. Idea No. 2: Get after these fellows. Point out that they can own the set, even though the truck may belong to the boss.

A big bus whizzed by. "There goes one of our jobs, too," Samuel exclaimed—or was it Landien? City to city buses are even better prospects than trucks, we were informed. This one was on "special charter"—



"sure fire pickings," said Samuel. It, also, had a plate aerial on top of the roof.

Cliffside overlooks the Hudson River. Below were many pleasure boats bobbing about. "Another good market for which the auto type of set is ideally suited," said one of these Smith Boys.

The next question was an old standby: "How do you promote business, bring strangers to your doors?"

Contrary to accepted opinion the High School Year Book and monthly school newspaper have both been found resultful. The reason for this is that it's Young America that wants music as he, or she, rides. And how these kids do work on the old man!

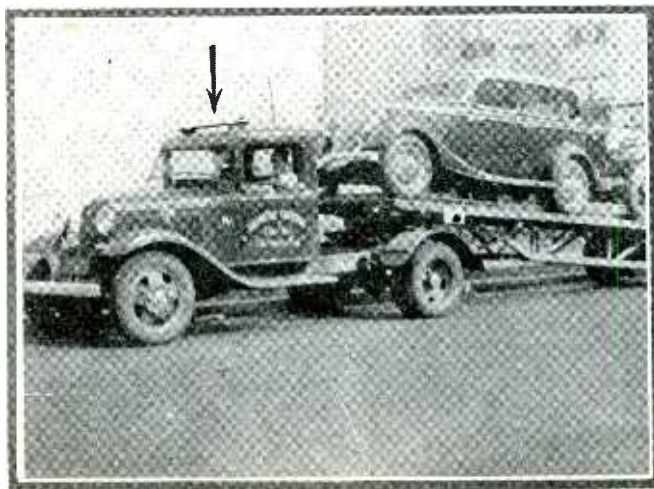
Then these modernized Smith Bros. do a lot of mailing. Send circulars to club membership lists or dicker with club secretaries on a 10 per cent commission basis for all leads closed.

Here's a concluding thought I picked up over in Cliffside, which confirmed other recent tales of similar import: The "replacement market" for a-r has arrived. In other words 1934 quality sets can be sold to those already operating car-radio equipment. The replacement set, of course, must be markedly superior to the one already in use. But such is the case with a number of our latest receivers.

Due to narrow margins, allowances cannot exceed \$20. But the old a-r finds a ready customer—generally in the person of these high school youths.



## BOATS and TRUCKS



Radio Retailing, August, 1934

## Service man Andy

### Dresses Up



ONCE a week, in Fort Dodge, Iowa, C. R. (Andy) Anderson puts on a new necktie, tests the razor edge of his freshly pressed pants and forgets to report at the shop. Instead he goes up and down the main street, calls on the eight automobile dealers for whom he installs car radios, and casually tags all of the chitchat with an inquiry as to how the radio sets are working. Once a week he toots a flute in an orchestra. He rubs elbows with politicians and theater owners and gets orders for his public address system. Such are showman Andy Anderson's methods for building up radio service business in this northern Iowa town of 13,739 souls.

"A sailor can't see much of the world from a port-hole, neither can a service man meet much new business in a pair of dirty overalls," he says. "Life is not all gloom and by being a good fellow in Fort Dodge one comes in contact with most of the business that exists."

Installing over 350 automobile radios last year for eight Fort Dodge automobile dealers, Mr. Anderson believes this type of business will keep booming until fully 50 per cent of the county's 9,500 cars are equipped. At present he figures that about 15 per cent have radio. Three out of every ten cars that roll in to the Anderson radio service floor are old ones.

Advertising that an automobile radio can be installed in 30 minutes is a mistake in Mr. Anderson's opinion. It takes around three hours or more to do a good job and even then there can be troubles. The firm averages around \$6 for installation, and gets \$15 on an aerial job.

"Resistors are a long way from being perfected," says Mr. Anderson, speaking of installation troubles that puzzled him. "They'll cut a Plymouth's speed from 75 to 60 miles per hour. With the Ford V-8 it is important to set the distributor coil resistor. The thing to do is to wind the choke coils (30 ply of 16 enamel wire on  $\frac{3}{4}$  in. form) and run it in series with the primary. The Buick antenna are perfect from an installation standpoint."



# How They Do It

## BARGAINS THAT ARE LEGITIMATE

All overstock dumping is not unethical. At the close of each season since W. R. MacLaughlin of Troy, N. Y., entered the business, he has quietly proceeded to buy up stocks embarrassing local jobbers, re-selling these at lower than normal prices (and at better margins) with a minimum of market disturbance.

He is careful in his selection of overstocks. Models chosen must have demonstrated their quality and ability to perform satisfactorily during the preceding season. Superseding models of the same make must be available, and dealers' stocks must be clear of the overstocked type. And, of course, the quantity price must be right.

MacLaughlin avoids advertising the purchased models unless they have been definitely superseded. Rather, he sells them to people who come to the store for cheap sets of recent vintage, using them as a sell-up lever where it is fairly obvious that the prospect cannot be stepped all the way to an up-to-the-minute console. His reputation enables him to sell, with complete truthfulness, these overstocked models. They are invariably superior to the cheap sets which the prospect originally asks for and are excellent buys. The consumer gets a better set for his money. MacLaughlin works on a broader margin.

What's one man's meat might be another's poison. To work this stunt successfully the dealer must obviously have the confidence of his customers, so that they will not suspect him of palming off obsolete equipment on them just to clear the floor.

## LABELS WEAK TUBES

Most good dealers affix a date-sticker to every tube sold. Scandia Radio of New York goes them one better, puts a *half* sticker on tested tubes that are weak, writes



the word "weak" on the sticker in heavy pencil. "Sometimes it's best not to high-pressure people into replacing weak tubes," says Scandia. "The half labels help me get this business later on as the customer brings in tubes so marked when the set begins to cut up."

## OLD CAR, NEW RADIO

*Schuster Electric of Cincinnati boosts auto-radio business for its dealers by driving this ancient "fiver," equipped with the latest receiver, around the streets, periodically parking in front of retail stores*



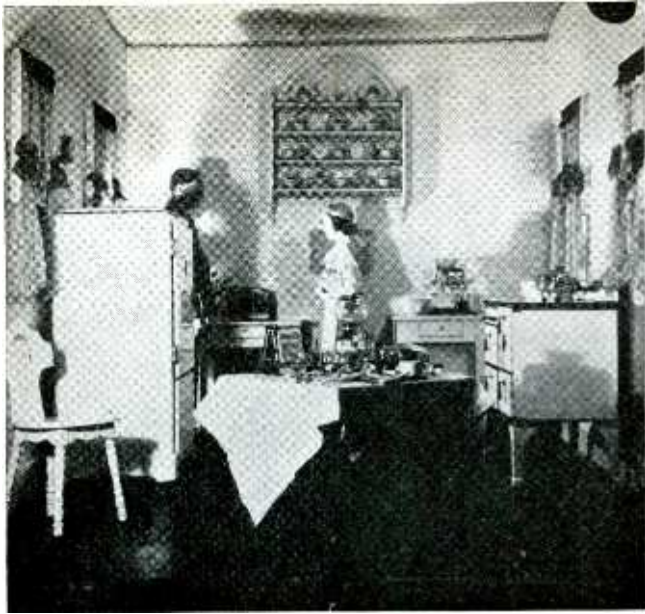
## "MR. RADIO OWNER"

Postcard advertising messages are more effective than elaborate circulars, according to the Thomsen Radio Service of Silver Springs, Md. They are brief enough to be read, small enough to be carried around in a pocket or pocketbook. And the expense is small.

Thomsen systematically circularizes the entire town with cards, sending out a definite number every day except Sunday. He addresses them to the proper street and number to give good coverage, but does not put the prospect's name on them, simply writing "Mr. Radio Owner." This insures delivery irrespective of whether or not new tenants have rented the house and makes it unnecessary to have names and addresses correspond.

The cards read: HOW IS YOUR RADIO? Does it need: More volume? An antenna? A ground? Tubes? Tone control? Lightning arrestor? More sensitivity? Batteries? Transformer? Power-pack? Then the shop's phone number and address are given.





## RADIO MAN'S MODEL KITCHEN

Electra Radio Service, Brooklyn, segregates electrical appliances from its main radio display in an interesting manner. Refrigerator, range, food-mixer and table utensils are displayed in a 9 by 14 ft. room arranged to resemble an actual kitchen. Visible from the store through an open archway the display cost \$150, which included wood partitions, linoleum, wallpaper, imitation windows. Women never fail to be drawn by it.

## FOLLOWS THE COOKING SCHOOLS

The H. M. Ash Company of Paterson, N. J., keeps a close check on all the cooking schools conducted in its territory and sends a representative to each one with a number of radio models for demonstration. Women attending such meetings are in a receptive mood for sets, the company finds.

Newspapers frequently conduct schools and food distributors as well as range and appliance manufacturers run quite a few with the cooperation of retail outlets. A survey by the Bureau of Advertising indicates that over 600 papers conducted cooking schools last year, more than 3,000,000 women attending. Milwaukee and Buffalo papers attracted well over 10,000 women in three or four sessions.

Dealers frequently split the expense of a school with an appliance manufacturer who is glad to have someone else contribute entertainment to the show.

## P. A. ADVERTISING HELPS SET AND SERVICE SALES

Whenever there's a job for public-address in the vicinity of Poughkeepsie, N. Y., the chances are that R. C. Overacker, "Radio Ralph" to the public, gets the job. He handles the Democratic party's work in Dutchess County, furnishes community music in College Park, rents systems to local stores and does the honors for

neighborhood lawn parties and other similar shindigs.

"Public address is by no means my major line," says Ralph, "but I have been selling it for the past six years and attribute a substantial part of my radio business to the advertising so obtained. During 1933 I set up the equipment on 19 paid jobs, taking in roughly \$500. Eighteen free installations were made.

"I rent small outfits to stores, for advertising purposes, charging \$5 per day plus a \$3 installation fee in the average case. It varies somewhat with the requirements, of course. In addition, I rent my public address equipped truck for \$5 an hour for street advertising work, including my own services or that of my serviceman. Street advertising is permitted here in town, so this is a local advantage. Nearby cities, such as Kingston, have local ordinances prohibiting the service.

"My truck is permanently equipped with speakers, 'fanned' out on top. But the amplifiers, turntables, mikes, etc., are removable. Thus the truck may be used for set deliveries and transportation while making the service rounds and is not out of service except where a P.A. job is in progress. I sincerely recommend this practice to the smaller dealers."

## DOG CONTEST AND PARADE

Capitalizing on the undying fame of Nipper, the RCA Victor trademark dog, a radio dealer in Warrensburg, Missouri, staged an unusual promotion stunt which attracted wide attention, much comment and a large amount of newspaper publicity.

The Burchfield Music Company announced a contest in which prizes were offered for the dogs which most resembled "Nipper." The judging was done by a leading local citizen and the local theatre cooperated by offering additional prizes in the form of admission tickets. More than seventy dogs were entered in the competition ably seconded by over 250 small boys and an overflow crowd of their parents and other spectators. When the various prizes had been awarded, a parade of the contestants was formed, headed by a sound truck of the Burchfield Music Company.

## BRINGS IN \$125 WEEKLY



*This man does nothing but distribute advertising circulars for Testerman Radio, Queen's Village, Long Island, N. Y., at \$2.50 per day. He covers 35,000 homes with a new message every 60 days and his efforts, the company's only form of advertising at present, bring in \$125 worth of service weekly. The net profit from this work covers the store's overhead*

# WHAT THE TRADE

## "FIVE POINT" PLAN IN PRINTED FORM BEING DISTRIBUTED BY RMA

THE Radio Manufacturers Association has begun the distribution of the preliminary draft of the radio industry's "Five Point" plan for the national promotion of a greater interest in radio and in the newer models of radio receivers. Powel Crosley, Jr., chairman of the RMA Campaign Committee, working with the Radio Wholesalers Association, has had printed copies outlining the details of this nationwide endeavor sent to the more representative membership of the RMA. The intention being to secure an initial and, it is hoped, a favorable reaction of the companies maintaining distributing organizations. The Plan provides that the fees for the maintenance and operation of a long-term all-industry sales effort must be collected, in the final analysis, by the set makers.

Chairman Crosley and his committee, which includes James M. Skinner, of Philadelphia, and W. S. Symington, New York, perfected the draft of this plan at the New York meeting, reported in last month's issue. Present at this initial gathering were three members representing the wholesaling interests. This group, headed by David M. Trilling, president of the Radio Wholesalers Association, will distribute these printed copies to leading radio distributors with the same end in view. It is realized that the wholehearted support of practically every substantial radio manufacturer and jobber must be voluntarily obtained if this ambitious project is to succeed.

Legal contracts and other procedure necessary to carry through this promotional plan also are in the process of preparation. As we go to press every indication is that the RMA and RWA will unite this late summer, backed by a large majority of leading manufacturers and jobbers, and launch the Industry's first real publicity campaign.

## American Bosch Announces Clever Broadcast Campaign

Another radio manufacturer will be on the air early this fall and throughout the winter. The big news was announced last month at American Bosch's jobber convention held at the Waldorf-Astoria, New York City. Advertising Manager Roy Davey explained that Bosch will broadcast every Sunday evening beginning August 19. Thirty-eight stations of the National Broadcasting Company will bring to the youth of America thrilling tales of adventure from the lips of well-known explorers, who will recite their personal experiences while traveling the four corners of the earth.

These broadcasts will be tied in with the American Museum of Natural History, under whose direction these personal interviews will be arranged. In addition there will be an opportunity for junior listeners to join the "Radio Explorers Club," which will be sponsored by the Bosch organization.

President Arthur T. Murray presided and announced the sets, sharing honors with Advertising Manager Davey, whose



### All By Myself

*This is not Bobby Jones. No, sir, it's E. Lloyd Sutton, Pacific Coast manager for RCA Radiotron, looking real professional, but he didn't fool us*

announcement of extensive plans for advertising Bosch sets nationally received a big hand.

Bosch distributors were also introduced to the new 1935 models, many of which feature "Right Angle Tuning" and full-vision dial shift.

## NRA Assessments to Conduct Jobbers' Code Announced

The Divisional Code Authority for the radio wholesaling trade has made application to the National Recovery Administration for approval of its budget and of the basis of contribution to the same by the members of the industry. The amount of the budget for the period from May 1, 1934, to April 30, 1935, is \$79,994. This does not include \$3,000 as set forth for the expenses of the Fair Trade Practice Complaint Committee.

The minimum assessment, for sales up to \$30,000 for the year 1933, will be \$30. For sales up to \$60,000 there will be an additional charge of \$10 per \$10,000. For sales in excess of \$60,000 the additional rate is graded downward, the maximum for sales of \$200,000 being \$175 and \$400,000 being \$275.

Assessments also have been fixed by the Government for the local administration of the radio wholesalers' code. These range from a minimum of \$25 to \$487.50 for businesses grossing \$1,000,000 for the year 1933. These fees may be paid quarterly.

In addition the same code authority has submitted an application for the termination of the exemption whereby members of its trade, whose principal line of business is embraced in a trade or industry subject to a code other than the code for the radio wholesaling trade were exempted from obligation to contribute to the expense of the code administration for the trade.

## Attention-Compelling Treatment of Large Window



*An excellent example of the correct handling of large display space with small size units. Note the harmonious effect achieved through the orderly placement of grouped banks of tubes. The Federal Radio Parts Distributors, Milwaukee, Wis., devised and executed this impressive window trim.*



# IS TALKING ABOUT

## RADIO SHOWS

NEW YORK SEPT. 19-29

### National Electrical and Radio Exposition, Madison Square Garden

*This is the second annual "twin" affair of this nature and will be the Radio Industry's one big national show for both the public and the radio dealers. Practically the entire available exhibition space already has been sold, according to general manager Joseph Bernhart. Again sponsored by the Electrical Association of New York.*

PHILADELPHIA OCT. 8-13

### Philadelphia Electrical Exhibit

*Sponsored by the Electrical Association of Philadelphia. This "seventh annual" already has sold more than 75 per cent of its 200 exhibit spaces.*

## Zenith 3-Day Convention Full of Thrills

Shunted hither and yon, by bus and yacht, a full quota of distributors found every minute of their time packed full of thrills at Zenith's three-day convention. It started at the Edgewater Beach Hotel, Chicago, Monday, July 16, with the introduction of 18 new models, topped off by a

25 tuber, high fidelity set boasting three speakers. Vice-President E. A. Tracey did the honors assisted by C. T. McKelvy. "Every item 'clicks' and is properly priced," it was agreed.

The first bus ride took the 130 guests to the French Casino for dinner. Tuesday they were transported to the World Broadcasting Studios—Zenith will go on the air this winter with a series of "spot" broadcasts.

Wednesday was the gala day, a yachting trip to Benton Harbor. Returning, Commodore E. F. McDonald's good ship "Mizpah" docked at the World's Fair for a farewell dinner at the Café de Paris.

## Wurlitzer Stores to Adopt Uniform Sales Procedure

Uniform sales procedure throughout the branch stores organization of the Wurlitzer Company was a major objective of last month's conference of the Wurlitzer store managers. To this end the Wurlitzer organization has been strengthened by the appointment of R. C. Roling as vice-president and general manager. Mr. Roling, in turn, introduced Herman Fleer, who will function as general retail sales executive. Mr. Fleer formerly was general sales manager for Lyon & Healy in Chicago and more recently was secretary of the National Music Merchants Association.

Earl L. Hadley, advertising manager, was another newcomer to make his bow to this organization. As director of the Cable Piano Company chain store advertising in Chicago for nine years, his adherence to high advertising standards is well known. His later radio and refrigeration national advertising experience with Majestic also should serve him well in his new work. Mr. Roling stated.

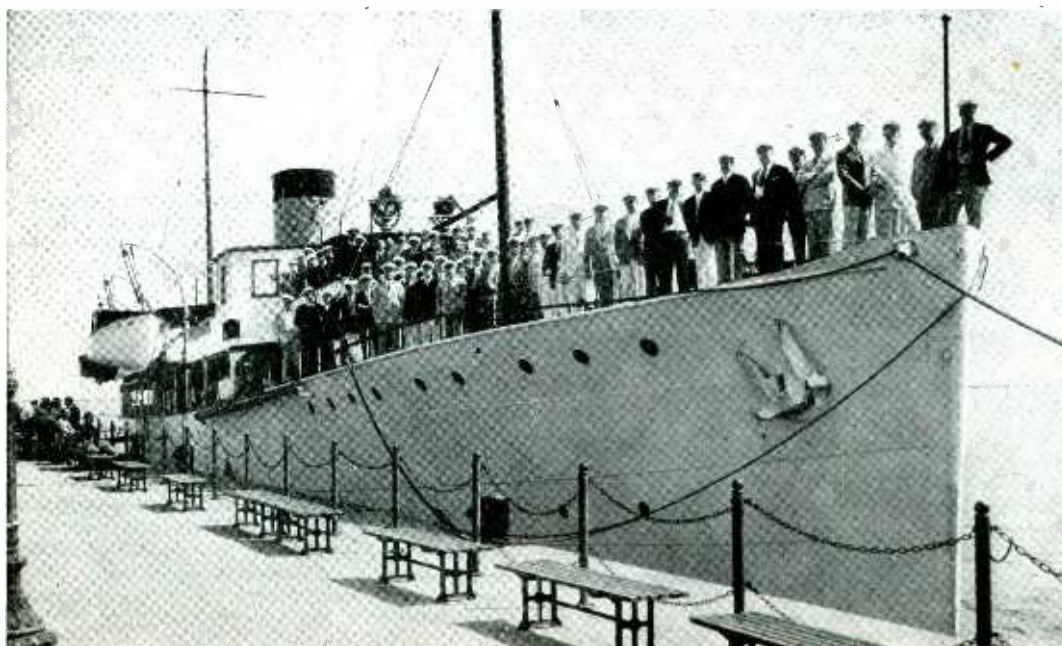
## EASTERN DEALERS VOTE TO FIGHT PRICE BARGAINS

### 300 Tradesmen Rally in New York—Adopt Code of Business Standards

Rallying at the call of the Radio Merchants Association of Brooklyn and Queens, over 300 of the leading radio retailers of the Greater New York area gathered at the Hotel Park Central, July 20, and protested vigorously the prevailing practice of granting excessive "cash" or "trade in" allowances to the consumer. "So universal has this become," declared Jules Brecher, secretary of the organization, "that it is impossible to break even in radio today, to say nothing of making a living wage."

The meeting was outstanding because of the number of representative radio jobbers present as well as large furniture, chain and department store executives. All voiced the same opinion: that excessive "allowances" must be stopped and that this issue will be fought to a finish using every legitimate means within the power of an organization or of individuals to convince the offenders of the error of their ways. To this end the jobbers, speaking as individuals, promised their support.

The assembly, under the title of the Radio Merchants Association of Greater New York, voted to recommend holding cash discounts to not over ten per cent from list, to restrict trade-in allowances to 20 per cent, to limit weekly installment payments to not less than one dollar and to clean up misleading advertising practices.



## Sailors All

*"Yo ho, my lads—and a deck load o' Captains!" Commodore E. F. McDonald's good ship "Mizpah" about to put out for a cruise on Lake Michigan—bearing a precious cargo of Zenith distributors.*

*They left clean shaven but tied up at the Century of Progress wharf that same evening sporting full beards. Combined effect of the lake air plus a visit to the House of David, Benton Harbor, Mich.*

## Gen. T.S. Hammond Appointed to Administer Jobbers' Code



Gen. Hammond

The executive offices of the Divisional Code Authority for the radio wholesaling trade has been formally notified that the Federal Administration Member to the Code Authority has been appointed by the National Recovery Administration.

General Thomas Stevens Hammond, president of the Whiting Corporation, Chicago, is the newly appointed Administrator, effective July 23. The members of the Code Authority feel highly elated that an administrator of such outstanding character and ability has been appointed. The need for prompt and decisive action is absolutely necessary and, with General Hammond as the Administrator Member, there can be no doubt but what the rulings made by the Code Authority will be eminently fair and that prompt action will be taken on all Code problems, it is felt.

General Hammond has taken an active part in trade and business associations for the past fifteen years. He is a past president of six national associations.

General Hammond was one of the first to be called to Washington to place the President's re-employment plan into effect and to assist in formulating the National Recovery Administration. He was Chief of the Trade Association Section of the NRA, and is now a member of the Chicago Regional Labor Board and Industrial Rehabilitation Committee.

His military career has been auspicious. General Hammond is now Brigadier General of the 66th Infantry Brigade of the Illinois National Guard. He saw service on the Mexican border in 1916, and 18 months service in France with the 149th Field Artillery, Rainbow Division, with service in the seven major engagements.

It is sincerely felt by the members of the Code Authority that this appointment will mean much to the entire Radio Industry, and will certainly help prompt and effective administration of the Radio Wholesaling Code.

## Stewart-Warner Holds "Three-Group" Convention at Chicago

Over 200 distributors or their representatives were entertained royally by the Stewart-Warner Corporation, Chicago, from July 23 to 31. In order that every guest might receive the personal attention of the factory officials, Warner's convention, this year, was conducted as three separate affairs. Approximately 25 jobbing houses constituting a group.

Hundreds of cabinet designs by Hans Berg and Milton Rosenow were made and reviewed before Stewart-Warner's new line of five consoles and eleven table models

were selected, stated Oden F. Jester, sales manager, who presided.

A specially constructed air-conditioned auditorium and the introduction of the new models in a unique, playlet, manner were but two of the many unusual features of this affair.

Frank A. Hiter, general sales manager,

brought forth many an enthusiastic hand clap when he announced the ambitious plans of S-W to "go places" this fall with extensive national publicity and "the best looking line the company has ever produced." Other talks were by Fred R. Cross, advertising manager; Allen B. Dicus and Dr. C. M. Blackburn.



FRANK HITER—General Sales Manager—demonstrates a new device for keeping the attention of salesmen on their own job

## Stewart-Warner High Jinks



Professional players staged important sales points in S-W's own air-conditioned theatre at last month's convention

## TUBE NEWS

### RCA Again Reduces Tube Lists

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

The average reduction on the faster moving types is estimated at about 20 per cent off former lists.

These lowered tube costs are expected to further increase the volume of radio-tube sales because of the stimulus it provides for the estimated 18,000,000 radio set owners to replace old, worn tubes.

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

### Philco Lowers Lists, Maintains Discounts, Issues Rebates

Philco's new tube prices will be in line with those other companies announcing lower lists as of August 1.

Will continue billing dealers at the old (present) scale of discounts. Rebate credit memos will be issued on all tubes purchased since July 11, 1934, for difference between old and new prices.

### Arcturus Announces New Prices

The Arcturus Radio Tube Company, Newark, N. J., announces a reduction in list prices of some of its radio tubes, effective August 1. Fifty-three numbers are affected. The new schedule follows closely that of the other concerns revising their prices at this time.

### "New List Prices" Sylvania

Hygrade Sylvania meets competitive changes—"but no change in profit margin," according to a special edition of *Sylvania News* dated July 28. By which it is deduced that discount schedules will remain as heretofore.

### Price Protection Plan Announced by National Union

Complete dealer protection against price decline has been announced as a new basic policy by National Union Radio Corporation of New York.

The new complete protection plan has no time limitation whatsoever and affords to National Union service-dealers complete insurance against loss on all shelf stock inventory at the time of any decline in radio tube list prices.

National Union's prices will be reduced but, in keeping with the policy of



this concern, will be 10 cents per tube higher than the new prevailing schedules. "This," according to Sales Manager Hutchins, "to allow dealers a higher 'dollar' margin per sale."

### Raytheon Meets New Prices

The Raytheon Production Corp. is meeting the new tube prices, but counters with an adjustment and replacement guarantee which protects against defects for six months on Group R-1 tubes; nine months on Group R-2 and a year on Group R-3 (63 types).

Also is out with an extensive new publicity campaign whose spearhead is a series of striking store and window displays.

### 26 and 27 Types Lead

Although engineers and set manufacturers have all but forgotten the original a.c. tubes, the 26 and 27 types, it is interesting to note that such tubes now lead in replacement sales, according to Hygrade-Sylvania. A survey indicates that types 24A, 26, 27 and 80 account for approximately 50% of total replacement sales.

### Climax Radio & Television Co. Organized

A new corporation organized to manufacture a line of sets ranging from four- to nine-tube models, will carry on at 1325 South Michigan Avenue, Chicago, Ill. To be known as the Climax Radio & Television Company, this concern is the result of the merger, July 12, of the Climax Radio Corporation, General Television, Inc., and M. N. Hutton Television Radio Corporation. The officers are: President, J. L. Gaber; vice-president, M. N. Hutton; secretary and treasurer, J. Wolf.

### Echophone Moves to Chicago

The Echophone Radio Mfg. Company, Ltd., formerly of Waukegan, Ill., has moved to Chicago. The name of the organization has been changed to the Echophone Radio Corp., now located at 2611 Indiana Avenue, Chicago. Frank P. O'Hara, active in radio circles in Chicago, for a number of years, is president and general manager.

### Just To Make Sure



Bob Moe, chief radio operator for Captain Bob Bartlett's Arctic Expedition into the northern region of the North American continent, checks the tubes in his transmitting set before starting



### Via Voting Machine

What do advertising men think about radio. The National Broadcasting Company tried out its new questionnaire voting machine recently, placing it in a convenient spot where those attending the Advertising Federation of America could pull the levers. The following questions and replies will interest radio dealers:

Do you have a radio in your car? *Yes, 23.6%; no, 76.4%.*

Do you have a radio in your summer home or camp? *Yes, 77.7%; no, 22.3%.*

Do you believe in having radios in business offices? *Yes, 48.3%; no, 51.7%.*

Do you believe the New Deal program has aided business recovery? *Yes, 76.7%; no, 23.3%.*

How many radios have you in your home? *None, 1.1%; one, 56%; two, 31%; three, 9.2%; four or more, 2.7%.*

### How Radio Promotion Money Was Spent In July

Like Mark Twain's weather, there was a great deal of talk about automobile radio in July in the middle west, but when actual advertising was boiled down to figures, console promotion was away ahead. Hard headed sales managers in seven cities used 950 inches of space pushing consoles, 143 inches on midgets and 464 on auto radio. Chicago and St. Louis were the two hot spots of the month. Here's the summary:

ST. LOUIS — Fifty packs of your favorite brand of cigarettes were offered by the Transit Radio Co. with every Majestic auto radio at \$19.95 installed. Ideal Radio Co. was putting in auto radio for \$1 a week, and advertised one hour installations. Their price was \$39.95. Philco, RCA 34, Auburn and Arvin were the brands. Stix, Baer & Fuller gave space to Kolster Hi-Boy at \$39.95, New Zenith at \$31.95 and auto radios at \$19.95. Famous-Barr Co. featured Philco at \$59.95. Naturally all-wave was the talk of every console, from Famous-Barr Co. to the tiny ads.

MINNEAPOLIS—The Roycraft Co., Philco distributors, advertised sets from \$20 to \$600 . . . The New England Department Store thought a portable G.E. auto radio would go best . . . Gamble Stores talked about a 6 tube superhet auto radio at \$29.95 . . . the only midget advertised carried a \$39.95 price.

MILWAUKEE — Boston Store offered a 5 day trial offer on a 1934

Stewart-Warner auto radio at \$49.50. . . . Bloch-Danemans pointed out that a \$39.95 Philco would operate while the car was parked . . . Wurlitzer held a clearance sale with models running from \$5 to \$29.50. The Goodyear Service Station plugged the Motorola dual six at \$49.50, and the twin 8 at \$64.50. Schusters sold 25 Freshman 1934 consoles at \$27.95.

OMAHA—Hageman of Union Outfitting offered to "install for a song" a RCA Victor auto radio for \$53.25. Price included installation, and payoff was to be at the rate of \$1 weekly. Hayden's publicized a \$25 allowance on your old radio for a new Atwater Kent . . . Paramount Radio Shop was installing Philco, RCA Victor and Majestic auto radios at \$22 up to \$54.50. Brandeis Department Store held a clearance of Clarion midgets, Brunswick, Atwater Kent and Crosley.

KANSAS CITY—Motorola carried an advertising campaign in Kansas City in July . . . Jenkins Music Co. pushed the Stromberg Converter at \$69.50 . . . Mehornay Furniture held a sale on midgets, GE. midgets from \$21.95 to \$37.50 . . . Jenkins Music Co. ran copy on Fairbanks-Morse auto radio, featuring the no suppressors, no loss of power idea.

DES MOINES—Dry weather discouraged dealers in this city. Montgomery Ward thought a \$38.88 console about the right one to advertise . . . Ginsbergs had a novelty in a five piece radio group consisting of pull-up chair, end table, floor lamp and smoker, together with your choice of Crosley, Philco, Majestic, or RCA Victor console at \$49.50. The Western Auto Supply Co. gave a 10 day trial with a Truetone auto radio at \$31.95 cash.

CHICAGO—Lyon & Healy pulled a "Dear folks at home" letter supposedly written by fair visitors about Stromberg-Carlson . . . Philco ran 92 dealers' names with their distributor publicity . . . Sears set a price of \$43.95 on the Silvertone de luxe auto radio . . . L. Fish Furniture Co. gave space to a \$30 console, and General Furniture Co.'s Coyne thought that a 10c. a day offer was best. Levinson Stores offered Philco, Bosch or Majestic auto radios at \$18.95.

### Duluth Meets Grand Rapids



Roy Barnes, of Kelly-How-Thompson Company, with Mr. Christiancy, of Republic Distributing Company, at ease at the Lake Shore Athletic Club

# D-I-A-L-I-N-G-S

YOUNG, LORISH & RICHARDSON announces its appointment as distributor in the Chicago area of the Fairbanks-Morse line of refrigerators, radios and washing machines.

*"For more than 27 days a blistering sun has kept our thermometer bouncing around 110 to as high as 117 degrees. The wheat crop is gone, the corn crop is practically gone. In spite of the drouth condition that does exist in the state of Nebraska and Western Iowa the W. M. Dutton & Sons Co., distributors of Atwater Kent radio at Omaha and Hastings, Neb., are adding three men to their sales staff and looking forward to an increase in their "special" sales during the coming months.*

*"We may go down, but when we go out it's out to sell something."*

W. M. Dutton & Sons Co.

Richard W. Carlisle, member of the Institute of Radio Engineers and formerly with the engineering division of the RCA-Victor Company, has joined the staff of the Bruno Laboratories, 20 West 22nd Street, New York City, in the capacity of chief engineer in the sound and electronics division.

*"I will hazard the opinion that not over 2,000 'distress' sets are in the hands of manufacturers at the present moment. That's how clean radio has become within the past year."—Arthur T. Murray, president, United American Bosch Corp., Springfield, Mass.*

The Ware Radio Supply Company, Brockton, Mass., parts distributor, has opened a branch store in New Bedford. One of the features of the opening day celebration was a demonstration by expert engineers of the new Tobe Condenser Analyzer.

*A chapter of the Institute of Radio Service Men has been organized at Elmira, N. Y. Twenty-five members already are reported, from Corning, Painted Post and Ithaca as well as Elmira. Weekly broadcasts, through station WESG, are planned. These live-wire servicers also will conduct a column in the Sunday newspaper.*

The Brunswick Record Corporation, whose policy has been to feature star artists, has, by its recent acquisition of control of the Columbia Phonograph Company, greatly strengthened the possibility for the enlargement of this policy, we are advised. Brunswick records will be produced under the "New Process" patents (laminated construction) heretofore the exclusive property of Columbia.

*KDKA, Pittsburgh, the world's oldest broadcasting station, is to have the most modern type of studio equipment installed in a new studio plant, according to an announcement of Richard C. Patterson, Jr.,*

*executive vice president of the National Broadcasting Company.*

Girard-Hopkins, makers of condensers and carbon resistors, Oakland, Calif., has appointed the following agents: C. Earl Smith, San Antonio, Texas, and Ralph J. Gregory, Nashville, Tennessee. The latter will cover Kentucky, Tennessee, Mississippi and Alabama.

Dear Ray:

*Yes, believe it or not, we're going dealer this year with five hundred thousand bucks (count 'em) national advertising beginning Labor Day!*

McMurdo Silver, Inc.  
Chicago, Ill.

As a barometer of radio business, the U. S. excise taxes for the fiscal year ending June 30, 1934, were \$3,156,777. This compares with \$2,206,763 for the fiscal year ending June 30, 1933 or an increase of 43.5 per cent.

*J. P. Rogers, better known as "Jack" and formerly general manager and treasurer of the U. S. Radio & Television Co., has become associated with the Crosley Radio Corporation, at Cincinnati.*

A new window display service, patterned after the RCA Nickel-A-Day series but selling at half the cost, has been inaugurated by the RCA Victor Company. Will consist of eight separate displays in full color.

*An increase of Crosley refrigerator sales of 115 per cent for June, as compared with June, 1933, is announced by Powel Crosley, Jr.—25,250 units as compared with 11,750 units for last June. Total for the last 15 months, 134,490.*

The Clinton Mfg. Company, RCA licensed manufacturers specializing in the manufacture of midget sets, is now located at its new address, 1217 West Washington Blvd., Chicago.

CHARLES SCHULTZ has been appointed sales promotion manager for Colen-Gruhn Company, Inc., New York distributor for Grunow. Mr. Schultz was formerly connected with the North American Radio Corp.

RAYMOND G. ZENDER, sales manager, Lenz Electric Mfg. Company, Chicago, has been appointed chairman of the RMA committee on audio power coils and wire.

OHMITE Mfg. Company, 636 North Albany Avenue, Chicago, announces its new rheostat and resistor catalogue, No. 10. Has eight pages of helpful information concerning the use of these items in radio work. Also lists many new types of resistors, power rheostats and replacement units.

## Sparton Visomatic Highlight of Distributor Convention

The 34th annual convention of Sparks-Withington jobbers was held at the Hotel Hayes, Jackson, Mich., July 16-18. Sales Manager Hutchinson's presentation of the new Sparton "Visomatic" was enthusiastically greeted by the 64 wholesalers in attendance. Eleven new models were introduced with a price range of from \$24.95 to \$200. These were announced by Arthur Haugh, who also assumed the responsibility for expounding the new distributors agreements now in effect.

Dinner was served at the Cascades Club House, where Captain Sparks presided in his customary genial manner.

The company's refrigeration plans were covered by Fred J. Davey.



Arthur Haugh

*Advances to the position of General Sales Manager for the Sparks-Withington Company, Jackson, Michigan*

## First Quarter Set Sales 57% Ahead of 1933

Licensed set manufacturers' reports for the first quarter, 1934, top similar statistics for January to March, inclusive, 1933, by 57 per cent. Approximately 985,000 radio receivers were manufactured during the first three months of this year as against 627,000 for the same period of last year. These figures do not include unlicensed production.

At factory billing prices, these 985,000 sets are valued at \$18,760,000 while, for 1933, the factory invoice value was reported as \$9,360,000. In other words, the average price per set has increased approximately 27 per cent. The preceding figures do not include the invoice value of tubes or cabinets.

## "Jack" Spangler Heads Sales Dept. of National Carbon Company

John M. Spangler has been made general sales manager of the National Carbon Co. "Jack," as he is known to hundreds in the railroad, electrical, hardware, radio and automotive fields, went with National in 1915. His rise has been rapid. In 1923

he was made manager of the Western Division. Returning to the east in 1930 he was made assistant general sales manager a year ago.



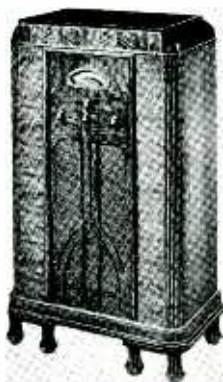


# More New Lines Announced

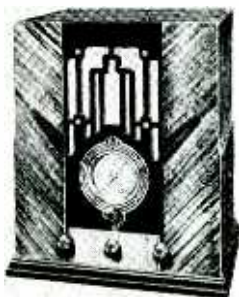
Stewart-Warner, Sparton, Crosley, RCA Get Away to Early Start



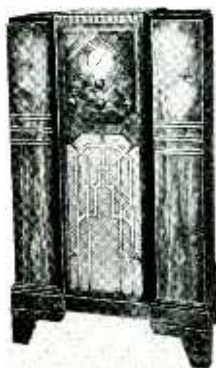
Stewart-Warner 5-tube, dual-wave, \$39.50



Stewart-Warner 7-tube, "Magic-Dial," \$89.50



Crosley 6H2 table model a.c. job



Crosley 6H2 console receiver

SEVERAL more nationally-known manufacturers release 1935 lines this month, further confirming our recent prediction that makers were avoiding last year's mistake, bringing out their wares early to avoid fall congestion.

Stewart-Warner has a complete line of "Magic-Dial" receivers at popular prices. There are five 7-tube models, all utilizing the same chassis, which tunes from 530 kc. to 23 mc., equipped with a.v.c. tone-control, dual-ratio tuning dial. Three of these are 12-inch speaker consoles at \$89.50, \$94.50 and \$99.50. The remaining two are table sets using 8-inch speakers and list at \$69.50, differing in style.

Then there are three 5-tube models covering the same wave-band as the "sevens" and equipped, like them, with a.v.c. and tone-control. One is a console at \$64.50. The others are table sets at \$49.50 each. In addition there are two dual-wave 5-tube models at \$39.50, tuning from 530 to 1,720 kc. and from 5.5 to 17.8 mc. plus three table models at \$24.50 and \$27.50 providing reception from 530 to 1,720 kc.

The allwave jobs are equipped with doublet antenna input systems.

Crosley has 30 new models, including battery models at \$19.99, \$29.95, \$49.95 and \$69.95, "universal" jobs from \$19.99 to \$33 and 32-volt d.c. chassis in both table and console cabinets at \$49.75, \$64.50 and \$84.50. There are three a.c. models tuning from 540 to 1,720 kc., which cover some of the police-calls seven "dual-range" types tuning from 540 to 1,720 and from 1,650 to 4,500 kc., ranging in price from \$35 in a 5-tube job to \$79.50 in a 10-tuber. Then there are four American and foreign-band models from \$49.95 to \$79.50, tuning from 540 to 1,750 and from 5,700 to 15,500 kc. And to round out the line the manufacturer supplies two American and foreign allwave types covering 530 to 24,000 kc. without a break at \$79.50 for a table model, \$99.50 for a lowboy, both being 8-tubers.

Crosley also has a new duplex an-

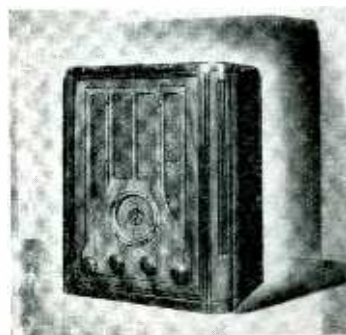
tenna system for sale as an accessory.

Sparton presents 11 new sets in its bid for fall business. These are: The 53, a 5-tube compact at \$24.95. Fifty-seven, a similar compact at \$29.95 tuning in airplane, amateur and ship signals as well as some police-calls. Sixty-five is a "universal" six covering 550 to 1,600 kc. and from 19 to 55 meters at \$39.95. Sixty-seven, priced at \$57.50, is a large table model, dual-range. Sixty-six is an a.c.-d.c. console at \$59.95. Sixty-eight, priced at \$71.50, is an American and foreign band console with six tubes. The 691, at \$84.50, is similar but has a superior cabinet. Eighty is an allwave job covering 540 kc. to 20 mc., for \$99.50. The 83, at \$124.50, is similar, in a better cabinet. The 104, priced at \$159.50, is a 10-tube super, allwave, in a large console cabinet. And 134 is the Triolian console at \$200, a 13-tube de luxe allwave receiver designed in the Chippendale manner.

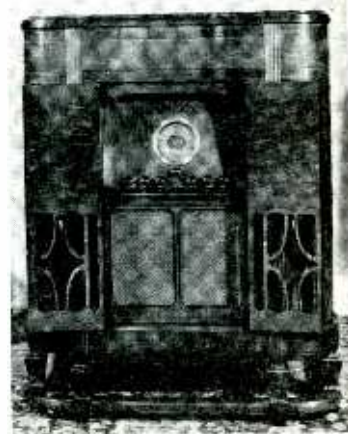
RCA-Victor has a dozen brand-new sets. Five of these (126B, 135B, 118, 128 and 143) are table types. The first two are "Air-Cell" receivers, one an extended broadcast-band 6 and the other an American and foreign-band 7. Then there are 5, 6 and 8 tube a.c. jobs, respectively, 2, 3 and 4 band tuners.

Seven of the sets are consoles (235B, 211, 224, 341, 262, 281 and 381). The first is a shortwave and domestic-band "Air-Cell" type, using 7 tubes. The second is a 5 tube, two-band, a.c. receiver, the third a 6 tube, three band job covering from 540 to 18,000 kc. and the fourth an 8 tube, four-band radio combined with automatic phonograph. The fifth is a 10-tube allwave super, the sixth a 12-tube deluxe allwave receiver and the seventh a deluxe, 12-tube, five-band allwave set with automatic phonograph.

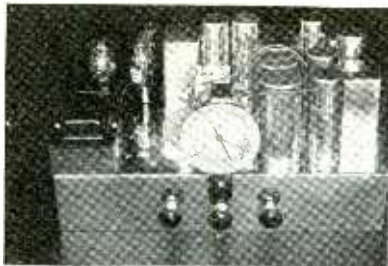
RCA, also, has a special noise-reducing allwave antenna system for sale as an accessory and recommends it highly for use with all types of receiver.



RCA-Victor 118 "Globe-Trotter"



RCA-Victor 341 "Globe-Trotter Duo"



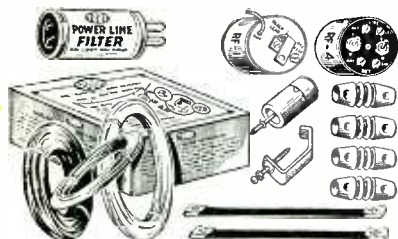
### McMurdo Silver Chasses

Two strictly custom-built all-wave receiver chassis in a variety of cabinets are offered by McMurdo Silver, Inc., 3354 N. Paulina St., Chicago.

The Masterpiece III is a 12-tube, 13 to 570 meter receiver, which is the 1935 improved model of the Byrd Antarctic Expedition. Among the features may be mentioned sensitivity of less than one-third microvolt absolute, 18-watt class A prime undistorted power output, air tuned three-stage i.f. amplifier, beat oscillator for easy station finding and band spread and main tuning on a single dial which makes foreign short wave tuning simple. The three units, tuner, power amplifier and giant theatre or studio speaker, are finished in polished chromium and have a suggested resale price of \$159.78.

The World Wide Nine is a simplified model of the above but of one unit chassis construction. Suggested resale price \$89.07 with 12 in. speaker and tubes.

Cabinets are available for both sets, ranging in suggested resale price from \$9.90 for the Devon table model for the World Wide Nine through the Croydon listed at \$36, for either set, up to an unusually attractive modern automatic phonograph cabinet with Packard two-speed, 10- and 12-in. record changer at \$109.—*Radio Retailing*, August, 1934.



### Tobe All-Wave Aerial Filterizer

An all-wave aerial filterizer is the latest development of the Tobe Deutschmann Corp., Canton, Mass., in noise eliminating aerial and lead-in systems. This filterizer is designed to keep man-made static out of the receiver at all frequencies from 500 kilocycles to 15 megacycles or from 600 to 20 meters and is said to provide greatly improved reception from any short-wave or all-wave receiver when substituted for the usual aerial and lead-in.

Model 34, complete with power line filter and all aerial and ground equipment, is \$6.95.

Model 35, without line filter and aerial and ground equipment, is \$4.95.—*Radio Retailing*, August, 1934.

### Short-Wave and All-Wave Switches

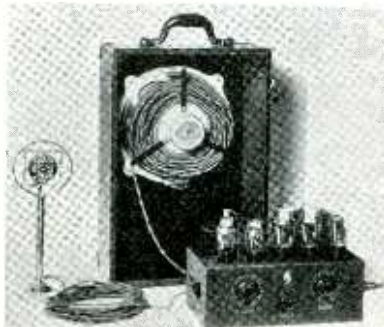
C. R. C., Inc., Beloit, Wis., announces a compact all-wave switch. The diameter is 1 1/2 in. single 3/8 in. hole mounting; the indexing mechanism prevents stopping between positions. Noiseless action and low capacity are among the advantages claimed. This switch can be built up to as many sections as desired, each section being an independent unit allowing any switching combination from eleven position single pole to two position six pole.

This company also makes an inexpensive short-wave switch, small in size. Any circuit combination from single pole twelve position to four pole three position can be furnished.—*Radio Retailing*, August, 1934.

### Tester Modernization Service

The Precision Apparatus Corporation of Brooklyn, N. Y. offers a new tube tester modernization service, specializing in the re-vamping of the Sylvania 538 and 678 and the Arcturus 27. Re-vamped jobs will test all standard receiving tubes, have a new dial-scale. They will test both plates of an 80, both sections of twin triodes, pentode-diodes, triode-diodes and pentode-triodes. Short check is provided for all tubes. The completed job is simple to operate, has a pilot light indicator, new panel, new moulded, replaceable sockets, new wiring throughout and is guaranteed for six months.

Service can be obtained in 48 hours.—*Radio Retailing*, August, 1934.



### Webster Portable PA System

The Model PA-17 portable public address system of the Webster Co., 3825 W. Lake St., Chicago, Ill., is compact, incorporating some unusual features that make it desirable equipment for its type of service.

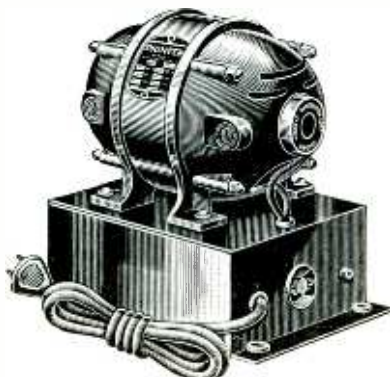
The amplifier is a 3-stage, 15-watt unit utilizing the 2B6 tubes. Provision for using microphone and phonograph is made and a mixing system is provided. A two-button stretched diaphragm type of microphone is used with 25 ft. cable and a desk type of stand. A 12-in. electro-dynamic speaker with speaker cable and polarized plugs also constitutes part of the equipment. Electrical and mechanical provision is made for an additional dynamic speaker which can be carried in the companion half of the case easily fastened to the present case.—*Radio Retailing*, August, 1934.

### Pioneer Converters

A complete line of converters for changing 32 volt and 110 volt d.c. to 10 volt a.c. has just been added by the Pioneer Gen-E-Motor Corp., 1160 Chatham Court, Chicago, Ill.

Two series are available: the "standard" has a 110 volt-amp. rating which supplies ample power for operating all usual size a.c. sets and most light electrical appliances and the "heavy duty" has an output of 150 volt-amp. and will operate the largest receiver and many electrical appliances. They are provided with complete filter systems.

Additional models are available without the built-in filter unit where it is desired to use the converter for operation of electrical appliances alone.—*Radio Retailing*, August, 1934.



### Crosley Chest Shelvador

The new trend toward the chest type electric refrigerator, finds the Crosley Radio Corp., Cincinnati, Ohio, right up front with a model with the exclusive "Shelvador" included. Contrasting with the ordinary electric refrigerator, the new Crosley opens at the top, with the door of the Shelvador type with storage space for eggs, fruit, butter, etc. The standard Crosley compressor with 3/4 hp. motor is used. The two ice trays have a minimum capacity of two pounds of ice. Capacity 2 cu.ft. net; shelf space 4.2 sq.ft. The retail price is \$72.50 east, \$75 west. Exterior dimensions, 36 in. high by 23 1/2 in. wide by 20 1/2 in. deep.—*Radio Retailing*, August, 1934.



### Muter Voltage Safety Regulator

The new voltage safety regulator just announced by the Muter Co., 1255 S. Michigan Ave., Chicago, greatly increases the life of tubes and batteries on any radio set using "30 series" tubes and a 3 volt battery. This regulator prevents over-voltage on the tubes, keeping the voltage at approximately 1.9 to 2 volts.

It is variable so that it will take care of all types of sets using "30 series" tubes, and is equipped with a special voltmeter to accurately check tube voltage at all times.—*Radio Retailing*, August, 1934.

### G-E Full Range Oscillator

A tuned-grid, plate-modulated circuit is used in the full range test oscillator of the General Electric Co., Bridgeport, Conn. Two 30 type tubes are incorporated—one as an r.f. oscillator and the other as an a.f. modulator. The batteries required are a 22 1/2 volt B-battery and a 4 1/2 volt C-battery. The frequency range is 90 to 25,000 kc. by eight bands. The variable vernier dial is adjustable from 6:1 to 20:1 speed reduction. The list price is \$29.50, with tubes, but less batteries.—*Radio Retailing*, August, 1934.

### Arcturus Majestic Type Tube

To the line of tubes, made by the Arcturus Radio Co., Newark, N. J., has been added the special Majestic spray-shield types. They are equipped with a glove-fitting metal shield, soldered in place with proper ground connection and are identical in characteristics and interchangeable with the spray-shield tubes.—*Radio Retailing*, August, 1934.



## Daco Neon Type Tube Tester

Just announced by the Dayton Acme Mfg. Co., Inc., Fifth & Perry Sts., Dayton, Ohio, is a neon type tube tester operating directly from the a.c. line. Has necessary provision for line voltage adjustment.

It is equipped with a super-sensitive neon glow discharge tube which has a two-color scale, indicating at a glance the condition of the tube. Only four sockets, a 4, a 5, a 6, and a 7-7, are employed to simplify the handling of tubes. There are two spares for future tubes and it is also designed to prevent obsolescence.

The circuit measures grid to plate transconductance and also features a cathode short test, gas test and second plate test on duo tubes. Complete with chart, and in a solid oak carrying case, the dealer's price is \$21.95.—*Radio Retailing*, August, 1934.



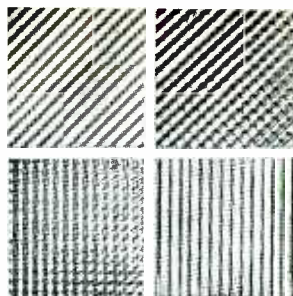
## Alden Tube Short and Leakage Tester

A sensitive tube short and leakage tester accommodating all 4, 5, 6 and large and small 7 prong tubes in two especially constructed composite sockets, can be obtained from the Alden Products Co., 715 Center St., Brockton, Mass. A special neon tube indicates leakages up to 1,000,000 ohms as well as dead shorts. This tester is particularly useful in detecting cathode to



heater shorts. A special feature is the pair of jacks which permit general continuity testing when used with a pair of test leads. \$3.30.

Alden also offers a tube replacement adapter to replace the Kellogg type 403 tubes with the 2A5; a new rubber handle plug available in the 4, 5, 6 and large and small 7 prong types; and a female cable connector.—*Radio Retailing*, August, 1934.



## Chromflex Window Display Material

For brighter window and store displays, the Apollo Metal Works, LaSalle, Ill., offers its "Chromflex" in flat sheets, fluted, crimped, striped, also flat sheets on plywood as well as angles and moldings. It is particularly effective as a background in a window display or exhibition booth. Light and pliable and easily bent by hand.

It is generally used in .018 gauge in sheets, 36x84 in., which cost \$5.50 per sheet; satin finished, \$6.75; fluted, \$7; crimped, \$6.95. "Chromflex" is highly resistant to tarnish and needs no polishing.

It is particularly effective if placed around edges of counters in the store.—*Radio Retailing*, August, 1934.

## Autocrat Auto Radio

A new 5 tube superheterodyne auto-radio, Model 5, has been placed on the market by the Autocrat Radio Co., 3855 No. Hamilton Ave., Chicago, Ill. The tubes used are 6A7, 6D6, 6B7, 41 and 84. It is a one unit model measuring 9x7½x8 in. Price is \$29.95.—*Radio Retailing*, August, 1934.

## Technical Test Records

The Audio-Tone Oscillator Co., 1382 Page Blvd., Springfield, Mass., recently announced a series of technical test records, to be added to their line of audio frequency test equipment.

The test record of most interest to the radio and home entertainment industry is for the standard turntable speeds. It is an audio frequency recording, covering the entire range of frequency from 50 cycles to 7,000 cycles and differing from the usual frequency record in that the recording is continuous throughout the range of the record, thus making it possible to check the audio frequency characteristic of phonograph reproducers, amplifiers, loud speakers or entire public address systems continuously over their frequency range and to note any variations which would not be observed with the usual point to point frequency check. An underlay voice recording announces each important frequency. These records are double face, 12 in. and list at \$3.—*Radio Retailing*, August, 1934.

## "Futura" Desk Lamp

As a supplementary line for radio, dealers, the Marks Manufacturing Co., Chicago, Ill., offers its "Futura" model desk lamp for home or office. As its name implies it is modernistic in design—finished in black enamel with chromium trim. The base is designed to hold pens, clips, erasers, etc. Priced to sell at \$1.79.—*Radio Retailing*, August, 1934.

## Sylvania 12A7 Tube

The Sylvania 12A7 type tube—a combination power pentode and rectifier—designed especially for use in small a.c.-d.c. sets where space is at a premium, is announced by the Hygrade Sylvania Corp., Emporium, Pa.—*Radio Retailing*, August, 1934.

## Ace All-Wave Sets

An inexpensive long and short wave receiver is being distributed by the Ace Radio Laboratories, 1619 Broadway, New York City. The construction utilizes a metal chassis and sloping panel affording compactness and maximum shielding.

Two models are available. A one tube regenerative receiver for headphone reception and a two tube set incorporating a stage of a.f. Both models are designed to use the new tubes which may be operated on one dry cell with excellent results, it is claimed. The tuning range covers from 15 to 600 meters. These sets may be obtained wired and tested ready to operate or in complete construction kits with all components mounted on a crystal finished chassis and panel ready to be wired.—*Radio Retailing*, August, 1934.



## Racon High Frequency Speaker

A new electrodynamic high-frequency speaker has been announced by the Racon Electric Co., Inc., 52 E. 19th St., New York City, designed to cover the frequency band from 3,000 to 10,000 cycles. Special units are available for reproduction up to 18,000 cycles.

As supplied standard, a special cast horn is provided as an integral part of the speaker and the complete assembly can be quickly mounted by means of a bracket. The list price is \$27.50.—*Radio Retailing*, August, 1934.



## Utah Products

Among the many products offered by the Utah Radio Products Co., 812 Orleans St., Chicago, are an auto battery charger, \$9.85, to renew the energy drained from the automobile battery by the many electrical attachments which are part of the equipment of the present day car. This charger automatically tapers the charge to suit the needs of the battery.

A complete line of dynamic speakers is also offered as well as Orthovox speakers, a new development in this line with permanent magnetic field. Ideal for battery-operated radios and P.A. service.

In addition there is a replacement unit for the model 66 Majestic auto radio. \$9.

A full automatic A-battery eliminator especially designed for demonstrating auto radios on 110 volt, 60 cycle power lines is \$13.75. Equipped with a Utah dry disc long life rectifier, will operate a set drawing up to 8 amp.—*Radio Retailing*, August, 1934.

## Carter Products

Replacement controls for practically every set in use today may be obtained from the Carter Radio Co., 820 Orleans St., Chicago, Ill., as well as variable and fixed resistances (many types), jacks and jack switches, five replacement power transformers and a universal output transformer to cover all regular requirements.—*Radio Retailing*, August, 1934.

## He Knows the Combination

(Continued from page 21)

a certain band. Then mail them periodic release lists, accompanied by personal notes calling particular attention to items which suit their taste.

"Class 4 is made up of local musicians and while this group buys only 2½ per cent of our discs they influence many other people and are excellent advertisers. They require cultivation at the beginning. Norman and I usually meet them when they are playing at some affair and talk orchestrations. Popular music is our hobby so this comes easy. The musicians are quite willing to talk about music and we invite them in to the store to hear selections with tricky 'breaks.' Once they come in they become steady visitors and we can sell them musical supplies of all descriptions as well as records.

"Our personally collected autographed band photos open the way for many conversations about records. People ask who the men pictured are and this leads right into record selling. It also helps classify their tastes. We keep records playing all the time in the department and frequently play them over the outside speaker system. Many people come in to ask what station we are tuned in on and when we say we are playing records they are very much surprised.

"I believe that at least 70 per cent of the public has never heard a modern phonograph with modern records.

### Selling Combinations

"The record business not only helps store traffic but leads right into the sale of phono-radio combinations. Record buyers are our best combination prospects but combinations must be sold even to them as less than 10 per cent of all people who are prospects for a new radio ask about a combination of their own volition.

"We use several methods of unearthing prospects. The extra sales effort required is considered well worth while in view of the relatively higher lists and margin.

"We frequently place an automatic combination in the window, hook it up and play it over the outside speaker, for example. A mirror is affixed to the inner surface of the lid so that the passerby can see the operation of the record-changing mechanism. A surprising number of people become potential combination buyers once they are shown that frequent annual record changing is unnecessary. Forty per cent of our sales are automatics.

"Clubs are frequently loaned combinations for use during luncheons. One of our men goes along and describes it briefly sometime during the meeting. One sale pays for the expense of cartage and our time and nets a profit. The renting of portable combinations to private homes running parties is a fertile source of business. We advertise rentals periodically just to get the entrée. It is also possible to tie up with local schools and theaters, loaning a machine to the former for celebration music and to the latter to tie in with the musical number of a feature picture. We have moved a number of combinations as a direct result of lobby demonstrations, selling records as well to people heading for the exits with a hit tune running through their head.

"People who have movie cameras (we sell them in the store) are excellent prospects for combinations, especially if they have children. We tell them that they can easily make both a sight and sound record of the children's early years by using the camera and the recording feature of the combination. Many people from

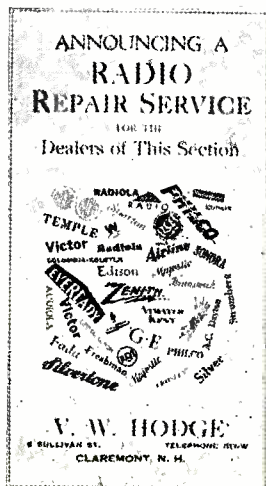
South Norwalk go to New York occasionally to attend the opera. The local paper prints this news and we contact them immediately in behalf of combinations, using operatic recordings as the bait. Musicians playing with local orchestra have a definite need for combination instruments, especially if they write their own orchestrations as it is possible only through the medium of records to study the work of star dance bands. Records permit 'breaks' to be played slowly and repeated at will.

"There is a definite sales technique for selling combinations, just as there is one for selling records. First I endeavor to discover just what the prospects' musical preference is. Once I have found it I concentrate on it, pointing out that they can have such music all the time and any time if they own a combination. This weans them away from a straight radio purchase. I play something which suits their taste on a combination, if they are in the store. They invariably remember the demonstrations, even if they do not buy immediately.

"If it is difficult to pin them down to certain types of music I ask if they have young children. If they have I talk about educational records which will aid their kids to learn spelling, pronunciation, rhymes, etc. 'Alice in Wonderland,' a picture record, is useful for this purpose. Picture records should be hung up on the wall if they are to help sell themselves, incidentally. That's what the pictures engraved on the discs are for.

"Another possible approach is to ask if the prospect entertains often. If so it is easy to prove that they need a combination for dance music. The relatively short programs and rapid program changes on the radio make it difficult to get continuous dance music when you want it. If such prospects have an old phonograph, a demonstration of a new one is a revelation, especially if it is an automatic. Most old machine users have grown tired of changing records manually. have been spoiled by the continuity of radio entertainment and the automatic opens up this market again.

"The foreign classes represent good combination business. Most foreign residents of this town are true music lovers. Fully 80 per cent have old-type phonographs. Demonstrations sell them new machines without much pressuring. It is 'cagey' to play a 'national' record for such prospects. I keep a small stock of Hungarian, Italian, Polish, German and French records for this express purpose. The amazing tone quality of the new machines usually bowls over the sale. And once a foreigner is sold he sells many of his friends for us."

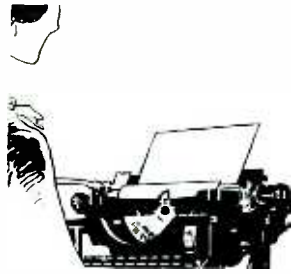


### Gets Service Business From Dealers

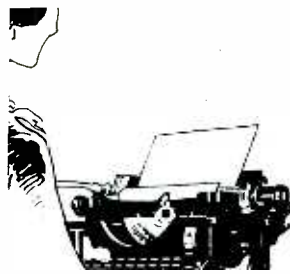
Service specialist V. W. Hodge finds that it pays to use a printed circular when soliciting business from radio dealers. This one plays up the completeness of shop equipment. The inside spread carries four illustrations of testing equipment used.



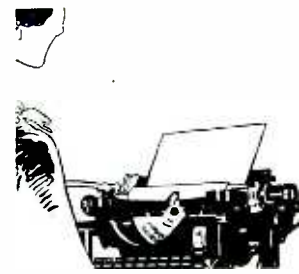




"Your EXACT-DUPLICATE Replacement Transformers have our unqualified endorsement"



"...recommend highly to the service engineer who wants a good looking as well as a good acting job."



"Since taking on your line we have enjoyed a consistent increase in volume."

# Miss Smith "takes a letter"

These excerpts from letters dictated to the "Miss Smiths" everywhere are only a few of the many that reach our desk every day. They are the expressions of service men and distributors who are using STANCOR EXACT-DUPLICATE, Universal and general replacement transformers to satisfactorily service their customers' receiving sets . . . to build substantial business and profits for themselves.

We have told you these things many times, in many different ways. This time we wanted you to see what the other fellow thinks. We thought it would be interesting to you to get the opinion of others.

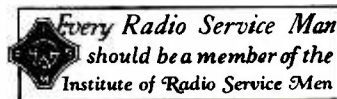
If you are now using STANCOR EXACT-

DUPLICATE Replacement Transformers, you will agree with one or more, perhaps all, of these expressions dictated to "Miss Smith."

If you have not yet become acquainted with these units and what they can do for you,



your business, your customers, this is the time to find out . . . to join up with the hundreds and thousands who



rely on the original EXACT-DUPLICATE Replacement Transformers—STANCOR.

The STANCOR 1934 Catalog . . . "A COMPLETE REPLACEMENT TRANSFORMER SERVICE" should be in your reference library, if you haven't already had a copy from your distributor or from us. It is a complete guide to replacement transformer servicing as well as listing a fine group of transformers for Amateur Transmitting and Sound Amplification.

And all units listed in this book are as handy to you as your telephone . . . through authorized STANCOR Distributors all over the United States, Canada and our Island possessions.

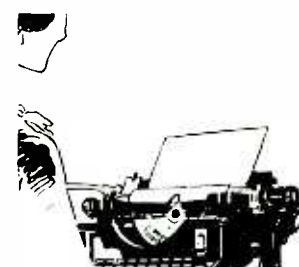
STANDARD TRANSFORMER CORPORATION . . . 852 Blackhawk St., Chicago, Ill.



"...the price of the transformer was very reasonable."



"The STANCOR line is all you claim for it and more."



"...allowed me to make a very fair bid for the work"



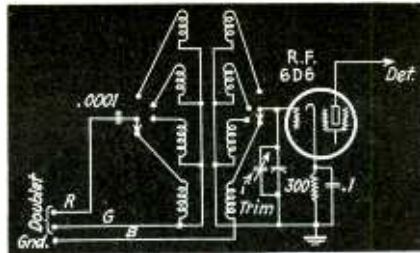
sing a six-gang condenser. Mechanically, the principle is simple yet effective. On one side of the usual, large three-gang condenser unit, and integral with it, is another three-gang condenser of very low capacity. (Look closely for two sets of rotor plates in the lower photo.) Each small unit is in shunt with a large capacity section. The "trimmer" gang is linked by an automatic takeup belt to the second hand, which floats freely on the main condenser shaft. The main condenser gang is in turn connected to the minute hand.

Below the dial is located the tuning knob shaft, carrying two idling pulleys, each belt-linked to a condenser shaft. On the tuning shaft and the idling pulleys are two reversed cone clutches. Push the knob and it engages the main tuning gang, pull it and it engages the band-spread condenser gang. The cone clutch idea is similar to that used on precision lathes, if any of you are machinists.

### Doublet Input Circuit

We predicted several months ago (RR30 March) that manufacturers would shortly bring out inexpensive but efficient short-wave receivers to accommodate the man who is sufficiently interested in high-frequency dx to buy such a job, but not sufficiently intrigued to scrap a satisfactory console for one of the new allwave models. Hallicrafter's "Skyrider" is a forerunner of this type.

Here's the first r.f. stage of the job. Note



that separate primaries and secondaries are used for each of the various shortwave bands and that the primaries are ungrounded, (except for the lowest frequency coil) for use with a doublet collector. A similar set of primaries and secondaries is used between the output of the r.f. stage and the regenerative detector. In addition, separate ticklers are switched into the detector plate circuit to provide the proper amount of feedback in each band.

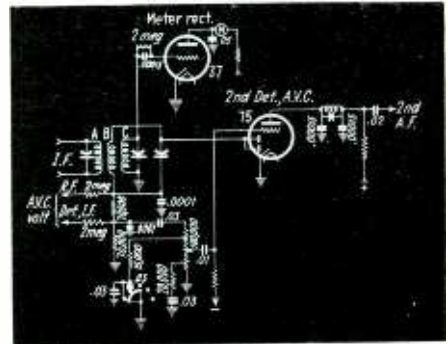
The main tuning condenser shown is ganged with the detector input tuning condenser, which has, however, no trimmer. The detector, a 6D6, is resistance coupled to a 6C6 first a.f. stage, which is in turn resistance coupled to a 42 final pentode feeding a small dynamic. A 100 megohm potentiometer between detector plate and first a.f. grid controls volume while a 25,000 ohm potentiometer in the detector screen circuit controls regeneration.

A phone jack is connected directly in series with the speaker voice coil. This is not very efficient but the set, obviously, has volume to spare and can afford some waste here. Due to the high impedance of the phones in series with the voice coil the speaker naturally does not function when the phones are used.

### Meter-Rectifier, High-Frequency Filter

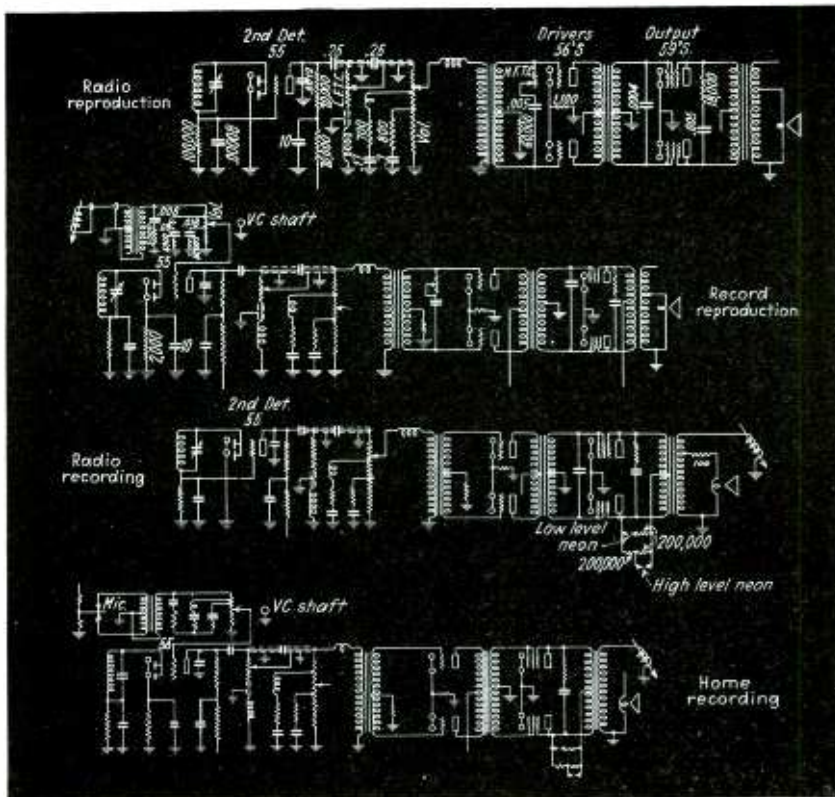
Philco's high-fidelity 200X, the principal circuit features of which were described recently (RR19 June), has a separate tuning meter rectifier system. Coil "C," closely coupled to the two i.f. transformer windings, carries a signal to the 37, which is connected as a grid-leak and condenser detector. D.c. developed in the plate circuit of the tube actuates the meter.

Another interesting innovation is the



filter in the plate circuit of the 75, tuned to resonate near 8,000 cycles. This, we understand, cuts off high frequencies sharply above the stated frequency, is necessary in order to avoid troublesome "monkey-chatter" which might otherwise occur between two adjacent channel carriers due to the receiver's extremely wide audio response characteristics. Some such filter will undoubtedly be necessary in all high-fidelity sets of the future, at least until stations are more widely separated.

The seemingly complicated resistor network at the bottom is simply the volume control and volume-compensated tone-control system. Audio and a.v.c. voltage is developed in the circuit of coil "B," the first being applied to the control-grid of the 75 through a .01 blocking condenser in series with the variable arm and the second carried to r.f. and i.f. grids via the 2 megohm filter resistors shown. The volume-compensated tone-control system surrounding the "fan" switch is similar to that described in connection with this manufacturer's models 14 and 91. (RR Dec'33)



Here is an extremely handy breakdown of the audio system employed in the RCA 380-HR and GE M-128-R combinations, showing circuit conditions when using these instruments for radio reception, record reproduction, radio recording and microphone recording

### Charge Rate Adjustment

By Irving Seideman

Certain of the 1934 car models, notably Chevrolet and Oldsmobile, include a 1-ohm resistor in the generator field to limit charging rate when lights are not in use. When the lights are turned on this resistor is cut out and the charging rate automatically raised.

When installing auto-radio in such models change the resistor to a 1/2 ohm size. Use your own stock, or obtain a special resistor from the car service station. It may still be necessary to advance the rate by moving the third generator brush but servicemen will notice that in new cars little increase in the rate generally results.

THE NEW  
WESTON MODEL 698  
SELECTIVE SET SERVICER  
\$ **34.50** NET *complete*  
IN THE U. S. A.  
Including socket selector set,  
leads, carrying case, etc.

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THE NEW  
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With either counter or  
portable case.



**2**

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Checker for \$29.25! That's news... good news, for  
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Every dealer and serviceman should get the facts  
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or send for descriptive bulletins. Weston Electrical In-  
strument Corp., 581 Frelinghuysen Ave., Newark, N. J.

**WESTON**   
*Radio Instruments*

WESTON ELECTRICAL INSTRUMENT CORPORATION  
581 Frelinghuysen Avenue, Newark, N. J.

Send Bulletin on Weston Radio Instruments.

Name.....

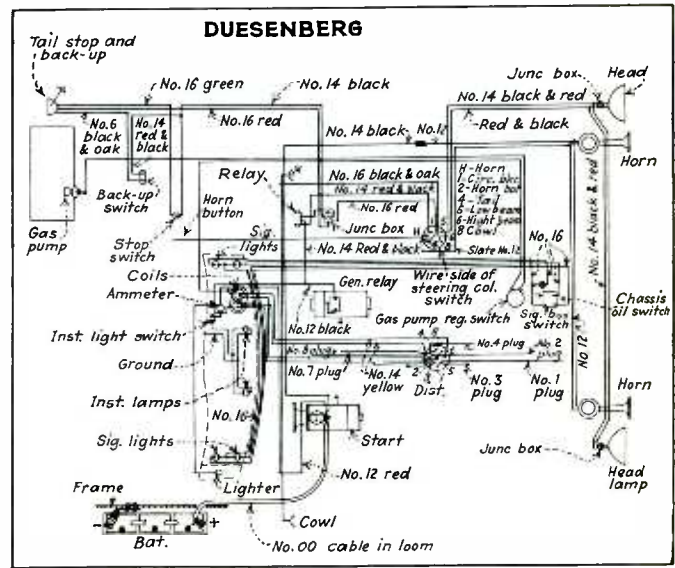
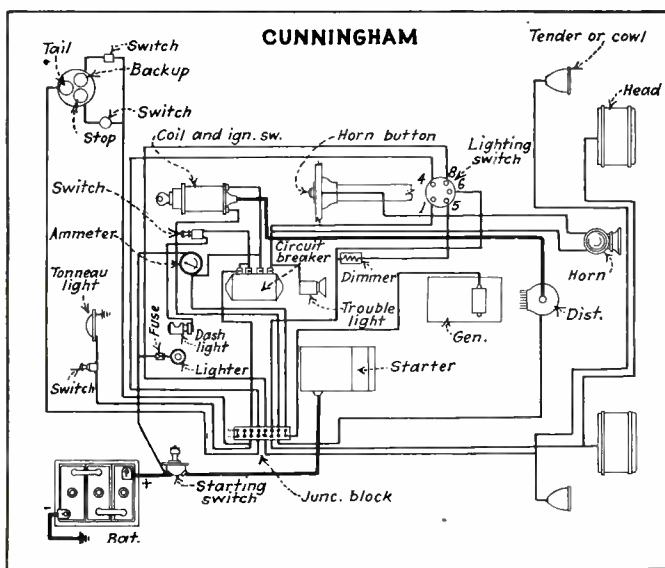
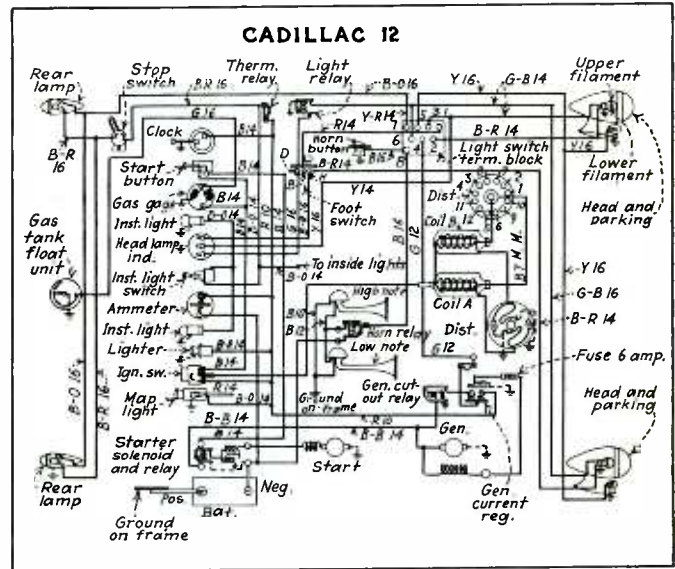
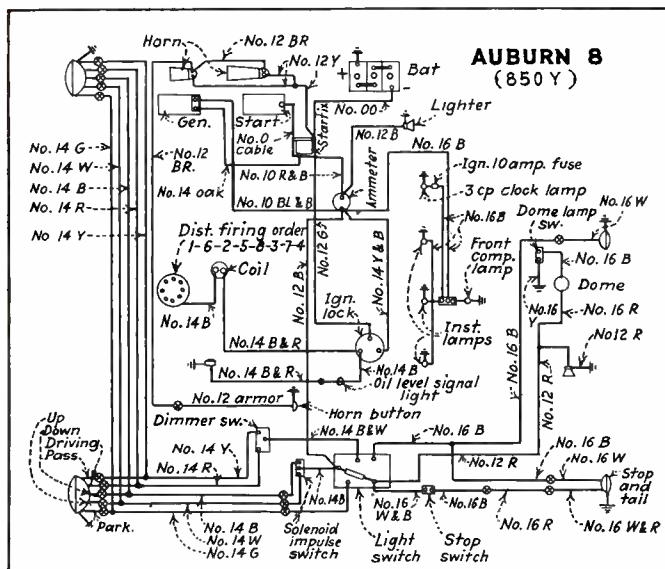
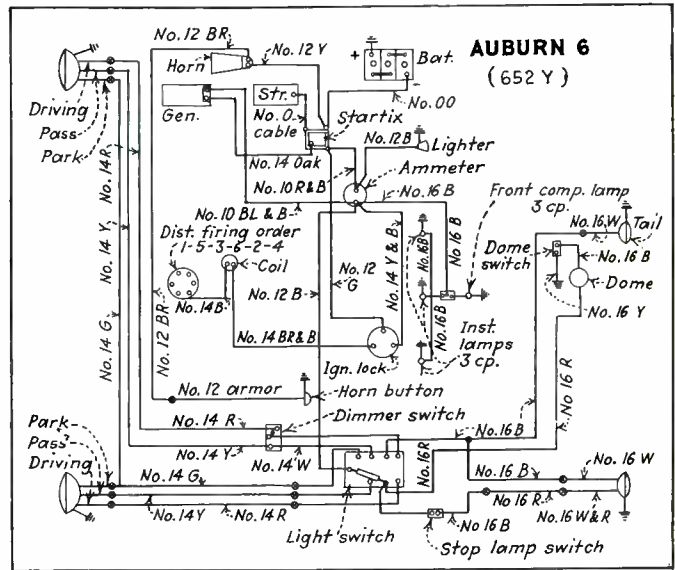
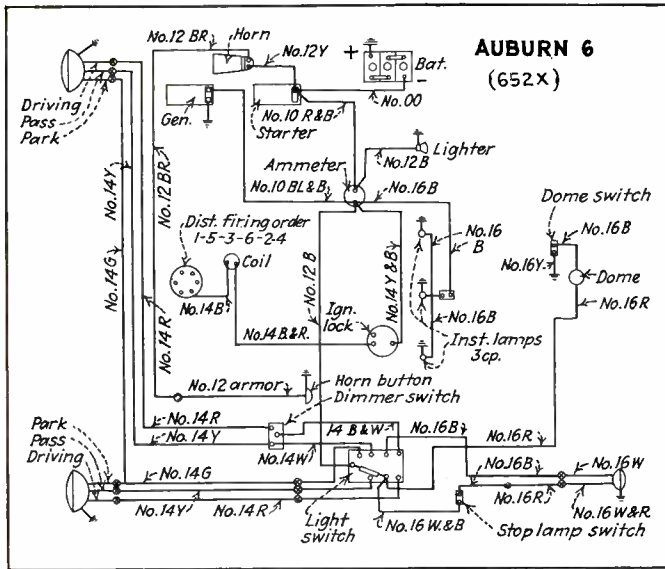
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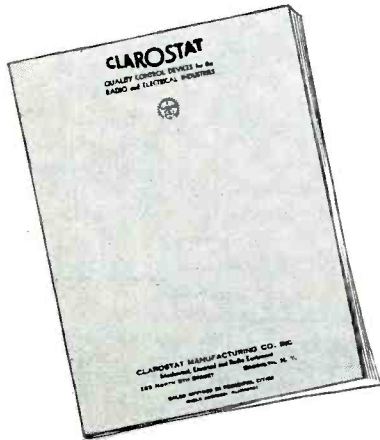


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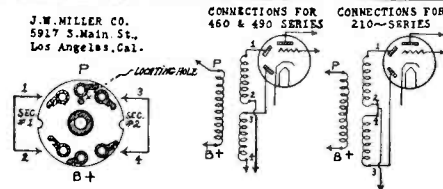
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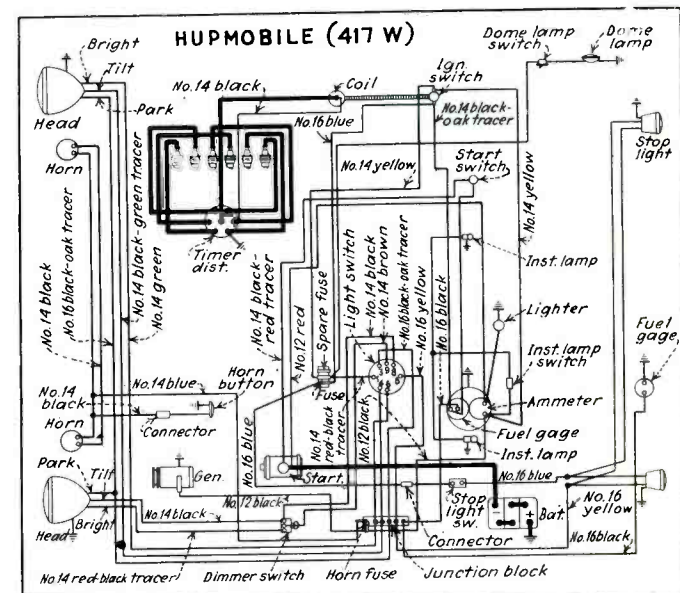
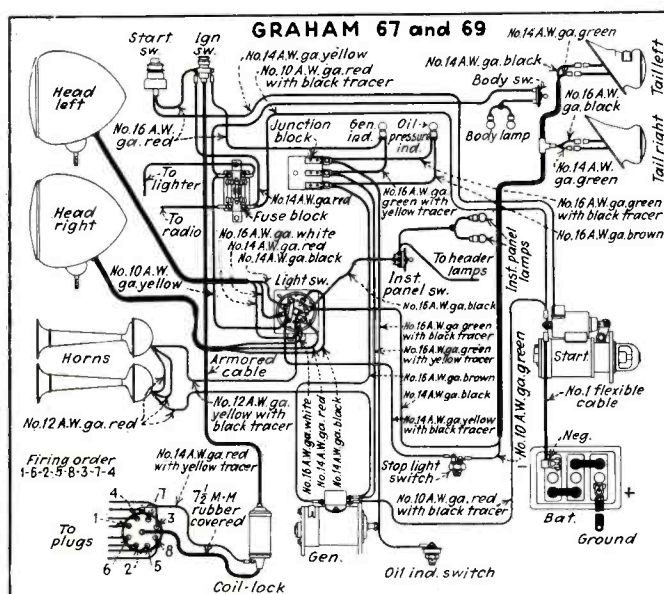
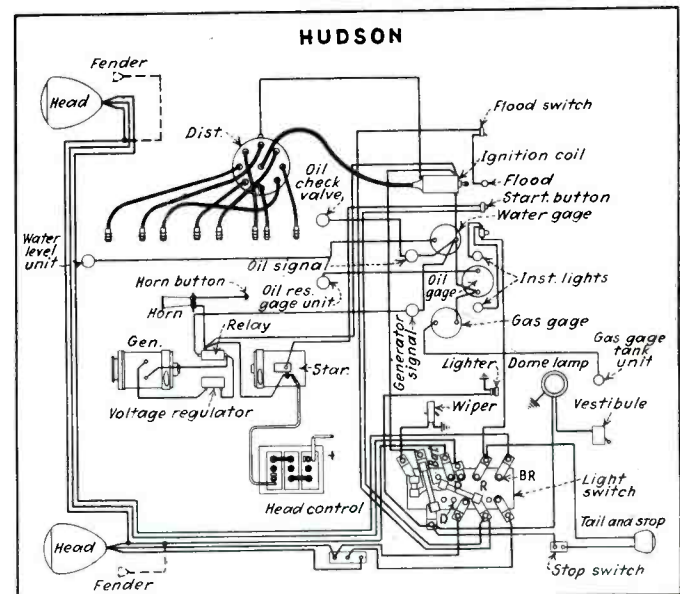
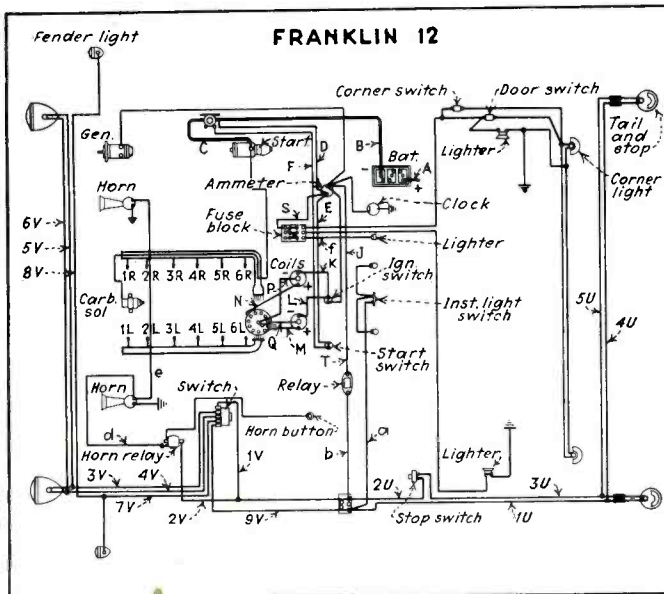
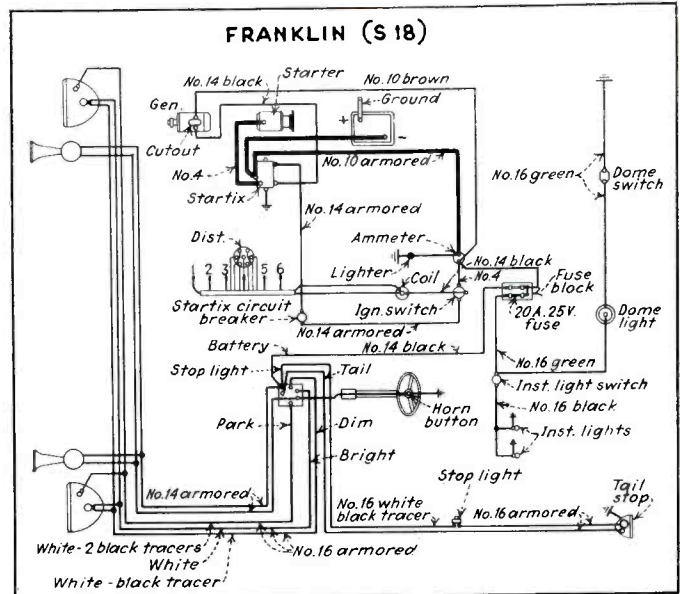
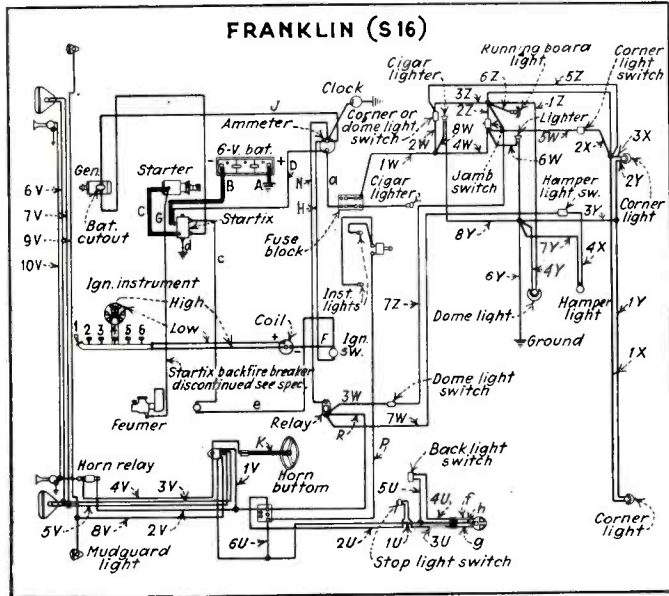
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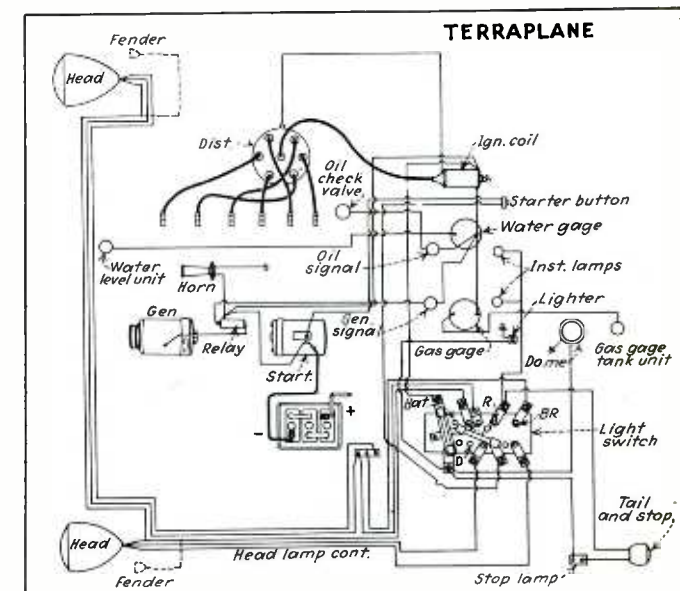
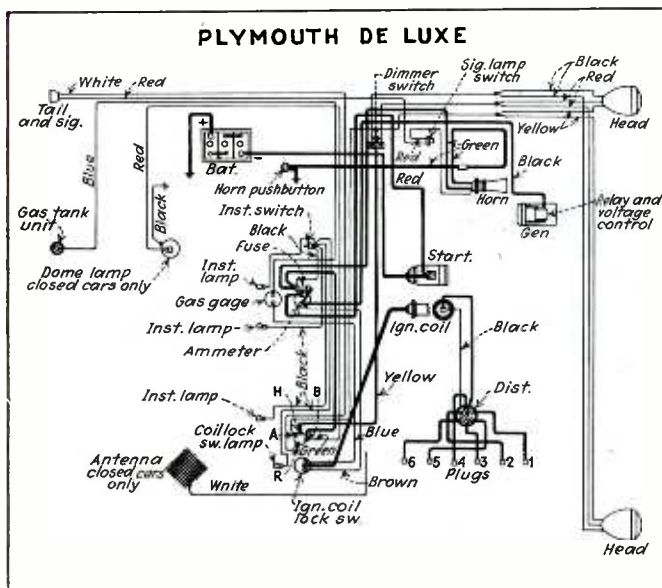
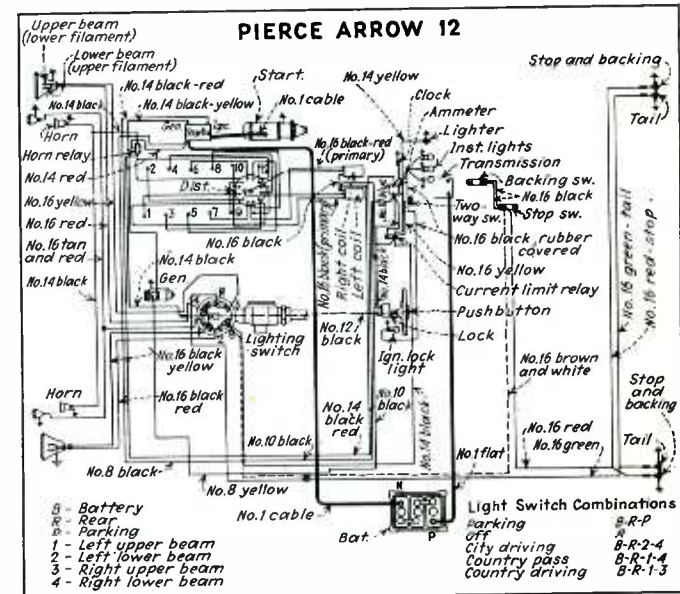
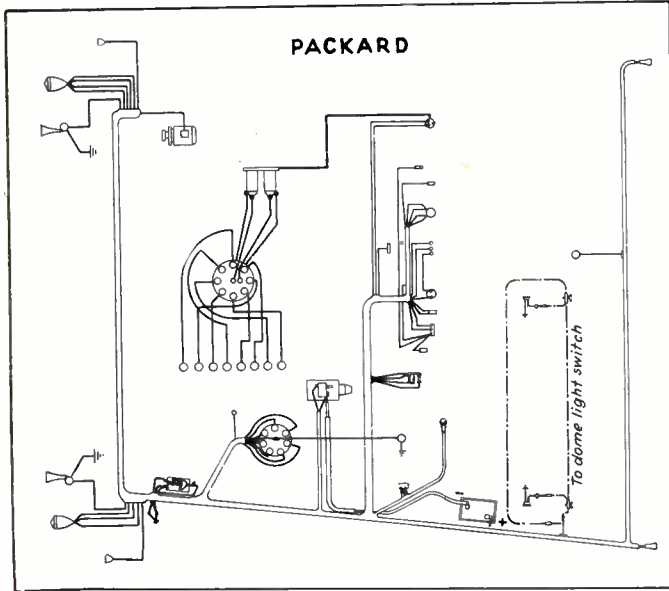
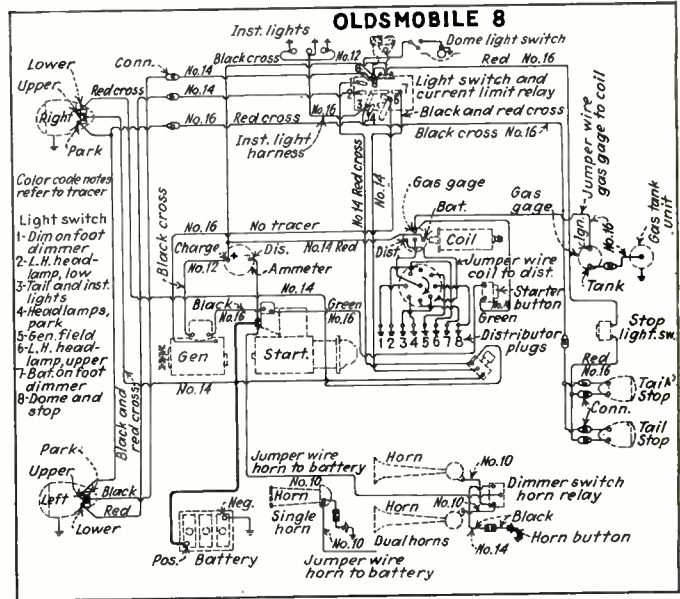
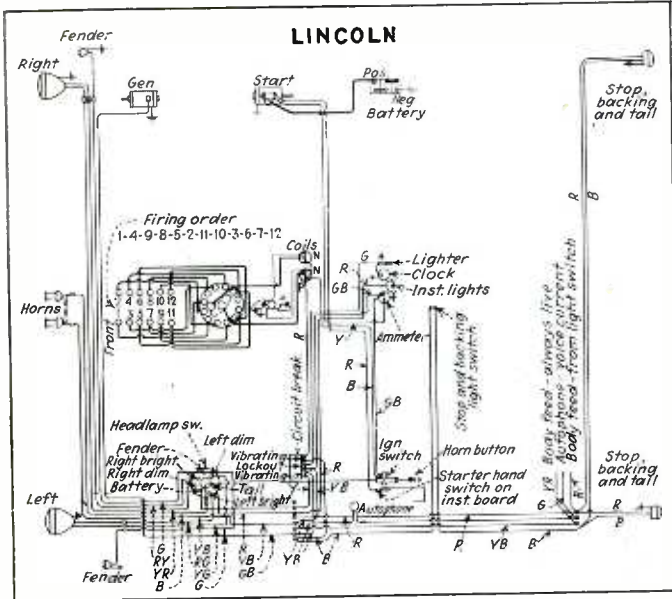
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Every intermediate, broadcast, and short-wave frequency is covered. There are no skips between the top and bottom limits—your protection against future obsolescence. All frequencies are on fundamental notes eliminating the confusion caused by use of harmonics.

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Electron-coupled r.f. oscillator, separate audio modulator stage and rectifier. Operates from any 110 volt power line.

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Separate a.f. stage output is available for audio and speaker tests. R.f. output available unmodulated when desired. Jack on panel allows phonograph pick-up or calibrated audio oscillator to be used for modulation when desired.

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- Take the guesswork out of condenser trouble-shooting • It's so simple to know definitely if condensers are LEAKY, of LOW D.C. RESISTANCE or HIGH LEAKAGE CURRENT, if they are operating intermittently, or if they are "OPEN" or "SHORTED" • Let hundreds of testimonials like this one convince you that you need this instrument!

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ENGINEERING CO.

Mankato, Minnesota,

U. S. A.



WET AND DRY ELECTROLYTIC  
PAPER AND MICA CONDENSERS

RECOGNIZED FOR  
SUPERIOR QUALITY  
IN ALL CLIMATES  
THE WORLD OVER

SOLD BY LEADING  
JOBBER EVERYWHERE

SOLAR MFG. CORP.

599 BROADWAY  
NEW YORK

**BEST BY TEST!**

ASK FOR  
CATALOG  
OF EXTREMELY  
COMPACT TYPES  
HANDY FOR SERVICE



## TRICKS of the TRADE

**AK 37, 40.** Oscillation, after replacement of r.f. and detector tubes . . . Bend a piece of brass about 1½ in. square in the form of an "L." Drill a hole through it and bolt it in place between the first and second stage tuning condensers.

**AK 665.** Oscillation . . . See that screen grid stage control lead spring, which serves as a shield, is kept away from the 2A5.

**BOSCH 140.** Failure of plug-in type vibrator, indicated by continuity between two or more of the five prongs at base (except between those corresponding to grid and cathode of a 27) . . . Due to shorted .01 mfd. condenser inside unit. Open by removing three screws at base and slipping off sponge rubber casing. Replace with small tubular type.

**BOSCH 140.** Audio-feedback . . . See if grid lead for 75 brought up from below between this tube and the 41 is too close to the latter. Make it hug the 75 by twisting the grid clip, or shield and ground it under one of the feet of an adjacent i.f. can.

**BOSCH 350.** Hum modulation of signal . . . Generally caused by faulty grounding rivet in common return of filament supply and various grid returns. Located approximately in the middle of the chassis shelf, fastening one of the tube sockets in place.

**BRUNSWICK.** Where sets having limited output transformer space burn these units out try a G.E. output unit. Melt it out of its can and insert it in the original container.

**CHEVROLET.** No signals in this auto-radio, all voltages and circuits ok . . . Replace small, blue Sprague .002 condenser across the lower end of the voltage divider.

**CHEVROLET 60049.** Severe chassis pickup of noise . . . See if the ground lead is connected to the lighting switch. If so move it to one of the door jamb bolts, or bond the dash to the door jamb bolts and to the fire wall with heavy conductor. The dash is generally a poor ground without this bonding.

**CLARION 52, 53.** Squeals . . . Clean wipers on condensers, or put them in if they are not already there to facilitate balancing.

**CLARION 240.** Insufficient volume on shortwaves . . . Shunt the 200 ohm fixed i.f. bias resistor with a 75 ohm unit. At police band position on selector switch one contact is not used. Run a wire from this terminal to the terminal of the detector coil next to the antenna. This shorts out the antenna choke.

**CLARION 360.** Excessive bass response . . . Remove permanent tone

control condenser and resistor from across output circuit, use variable tone control alone.

**CRANE 5.** Distortion, intermittent reception . . . Check 500,000 ohm, ½ watt resistor in first a.f. and output stage. Replace with same value but in 2 watt size.

**CROSLEY.** Slipping of dial on lower-priced models using friction drive . . . Remove dial and note if tension spring is held by washer headed onto shaft. Knock off washer and remove spring and back piece of brass. Note whether or not a shoulder has been worn in the brass. If so, file or grind this off, replace and rehead the washer onto the shaft. If impossible to rehead push washer down tight on spring, hold and solder. If it seems impossible to remove spring and brass piece take the friction part and fit a piece of stove pipe wire into the slot into which the dial edge fits. Be sure it is cut in such a length as will fit snugly and force it in tightly.

**CROSLEY 30S.** Failure of replacement volume control to permit reduction of level to minimum required . . . Short 3,500 ohm resistor, in series with the control, completely out of the circuit.

**EVEREADY 52.** Intermittent or continuous a.c. hum . . . Poor contact between common ground return of filter condenser block and its can. Wire is found just inside end of can where cover is soldered to tin box.

**LYRIC U55.** Oscillator refuses to work consistently . . . Shunt the 4,000 ohm resistor, in the center of the chassis underside, with 7,500 ohms, raising the oscillator plate voltage.

**MAJESTIC 90.** Intermittent reception . . . If complete set of new tubes does not cure this replace 2.5 mfd. condenser located on inside of chassis wall. These open intermittently.

**MAJESTIC 100B.** Ok on phonograph side of switch but n.d. on radio . . . Bare, twisted wire which connects inside the switch to chassis, for ground, breaks. Caused by continuous use of switch. Solder lead from terminal 1 to ground. Switch is numbered from 1 to 12.

**MAJESTIC 440, 460.** Oscillation . . . Almost invariably due to defective 6F7, which is critical in this set. Motor-boating . . . Open 1 meg. resistor located in grid return of 6F7 triode section and shown on diagram as R9. High-plate voltage on all tubes, no signal . . . Look for open 41 cathode resistor, which should be 500 ohms. Failure of oscillator to work . . . Generally caused by poor soldered joint at third grid return 150,000 ohm resistor associated with 6A7.

**MISSION BELL 17A.** Failure of KR1 rectifier to light up . . . Often caused by shorting of elements by mercury. Place the tube in a tester and apply 6 volts d.c. to its filament.

**PHILCO TRANSITONE.** When installing set in 1934 Chevrolet do not mount on right side near coil if this is avoidable as it is practically impossible to remove motor noise due to chassis pickup. The battery lead on the model 10, cut to fasten to the ammeter or starter, is the guilty wire. Shielding don't help. Lengthen the lead, shield it and then run it directly to the battery, connecting the lead to the negative and the shield to the positive post.

**PHILCO 10.** Audio howl over entire dial . . . Generally caused by loose shield over i.f. tube 39 or 44.

**PHILCO 46 D.C.** Replacing type 14 and 17 tubes with others more easily obtainable . . . Include 75 ohm, 10 watt resistor in series with speaker field and use 39's in the r.f. stages, 36 in the detector, 37 in the audio.

**PHILCO 57C.** Intermittent or no reception . . . See if white lead on coil is shorted to chassis. It passes over metal bracket holding coil in place. Re-run it under the coil bracket if frayed.

**PHILCO 91.** Gradual widening out of the shadow tuning indicator after ten or fifteen minutes of operation . . . Replace two 44 a.f. and i.f. tubes. They may test ok but due to gas gradually draw higher and higher plate current, eventually burning out the indicator through which this current flows.

**RCA (GE).** Slipping dial on rubber friction type dial models . . . Slip ¼ in. bushing from an old knob over shaft. Solder it to shaft where rubber gasket originally appeared. Now slip AK 55 dial drive rubber over bushing.

**RCA 78 (GE 125).** Defective detector reactor choke in square can fastened to chassis side . . . Replace with 5,000 ohm audio transformer, wiring primary and secondary in series aiding. Or use the secondary alone.

**SENTINEL AC-DC 560.** No signal . . . Check for open 8 mike section in 8-8-4 block connected as follows: Black, common negative. 8 mike positive to one side of filter choke. 8 mike positive to other side of choke. 4 mike positive to cathodes of 25Z5. All negative connections are, incidentally, independent of chassis.

**S-M Mdl. Q.** Don't mistake the i.f. frequency for 175 kc. It is 465 kc. and the set will not work properly with any other adjustment.

**STEWART-WARNER 1171.** To reduce brilliancy of pilot light . . . Replace 15 ohm pilot light resistor with 35 ohms.

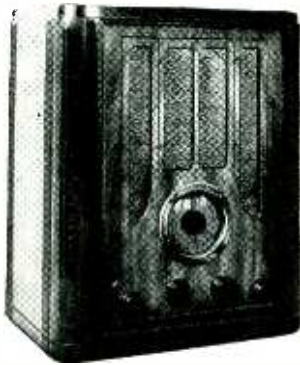
**WELLS-GARDNER 20 (GULBRANSEN 23).** Failure of 40,000 ohm yellow resistor mounted on voltage divider . . . Due to overload, substitute 2 watt unit. The resistor goes from first a.f. plate transformer B plus to B plus of power pack or to low voltage end of field used as choke and is a filter unit.

# Announcing

## TEN NEW RCA VICTOR GLOBE TROTTERS!

New features . . . world-wide range . . . superb tone . . . cabinets of rare beauty — all combine to make this RCA Victor's greatest fall season!

**118** 5-tube, 2-band AC table model, latest design. Foreign and United States bands with extra features.



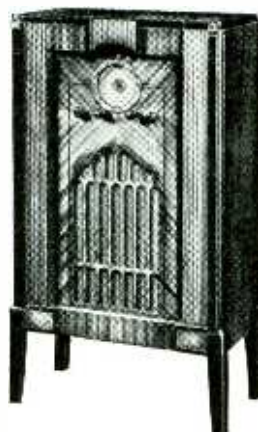
**121** 6-tube, 2-band AC table model, cathedral with keystone. Foreign and United States bands.



**211** 5-tube, 2-band AC console, open face. Blended, hand-rubbed walnut finish. Foreign and United States bands.



**221** 6-tube, 2-band AC console, open face. Hand-rubbed finish. Foreign and United States bands.



**224** 6-tube, 3-band AC console, open face. Foreign and United States bands.



# RCA VICTOR

A RADIO CORPORATION OF AMERICA SUBSIDIARY



# for 1934-35

## AT PRICES FROM \$39.95 TO \$225

(F. O. B. Camden)

Backed by a powerful advertising campaign . . . that will feature the three big advantages RCA Victor Globe Trotters have this fall. 1—Perfected Foreign reception. 2—New life-like tone. 3—

Beautiful cabinets (by one of America's foremost designers). RCA Victor is headed for a big fall season. Join in the money-making parade. Write, wire or 'phone your RCA Victor distributor.

**128** 6-tube, 3-band AC table model, modified cathedral. Foreign and United States bands.



**143** 8-tube, 4-band AC table model. Foreign and United States bands, also new long wave weather reports. Aristocrat of the table sets.



**242** 8-tube, 4-band AC console, open face. Foreign and United States bands, also new long wave weather reports.



**262** A 10-tube, 5-band AC console, open face. All Foreign and United States bands up to 36,000 k. c. Also new long wave weather reports.



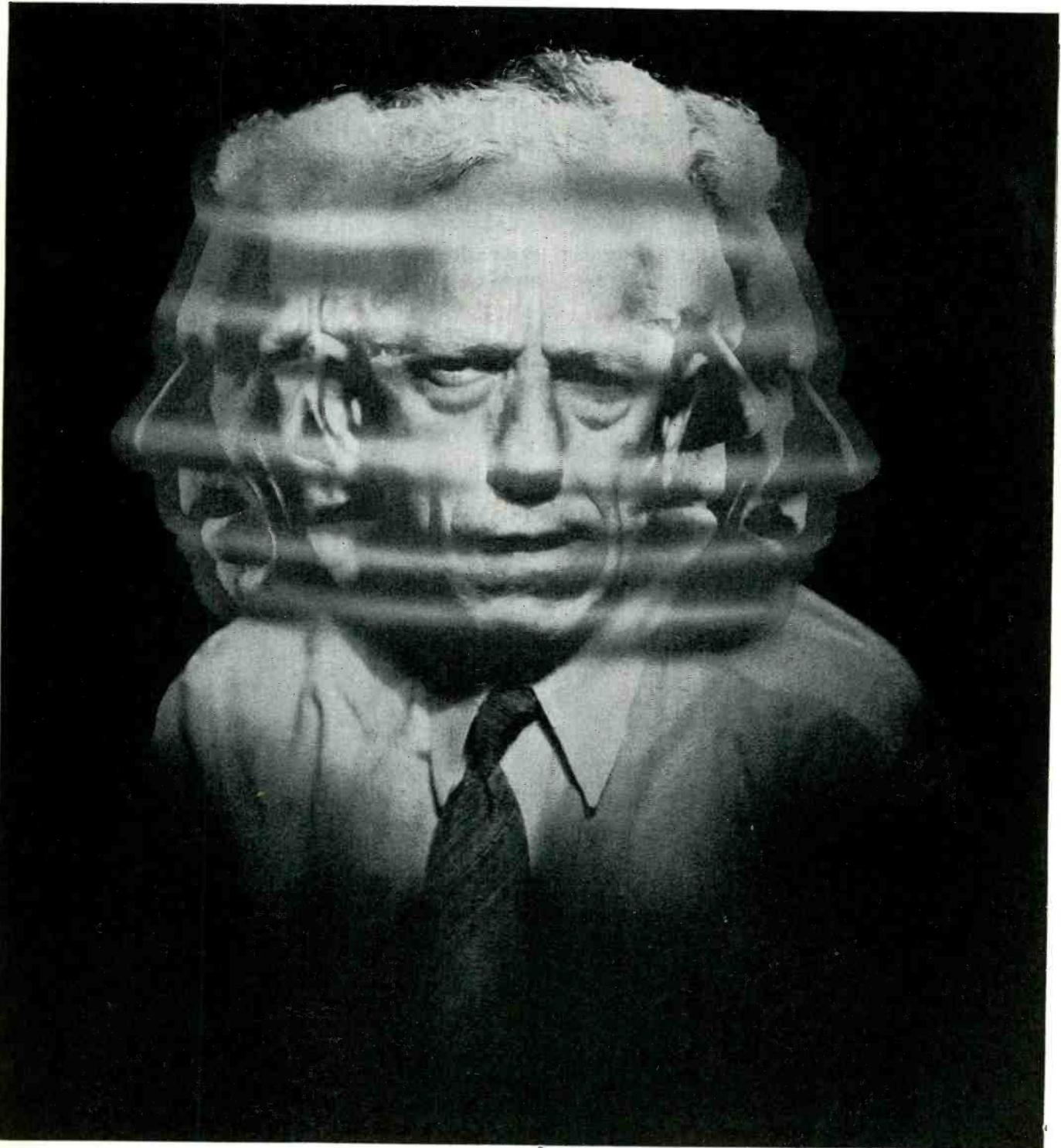
**281** A de luxe 12-tube, 5-band AC console, with doors. All Foreign and United States bands up to 36,000 k. c. Also new long wave weather reports.



# Globe Trotter **RADIOS**

RCA VICTOR COMPANY, Inc.,  
"Radio Headquarters,"  
Camden, N. J.

*This dealer's head will spin*



**RADIO R**

*Specifications and Fall Buying*



# around another 30 days

## and then . . . . . *What a chance* **TO SELL HIM!**

■ It's a sad case this, but it has a happy ending. This dealer (and a lot of others like him) has been bombarded for the past three months by manufacturers and distributors telling him about their new models for the fall and winter selling season.

■ And his desk! If he started now to read all the accumulated catalogs—to say nothing about digesting them—he wouldn't be out of the pile by Christmas.

■ That's why we're going to take a big load off the dealer's mind in September and stop his reeling brain—to give him a chance to decide with a clear head what manufacturer's sets he's going to stock, sell and service.

■ RADIO RETAILING'S September "Specifications and Fall Buying Number" will stop confusion and start concentration.

. . . . Our editors have boiled down all the data and specifications on all new radio merchandise and classified it—yours, Mr. Manufacturer, along with all the others.

. . . . 20,000 readers will find the "Specifications and Fall Buying Number" of RADIO RETAILING

a complete, condensed reference guide to all that's new in broadcast, all-wave, automobile, phonograph combination and portable radio merchandise.

. . . . A review of new tubes, parts and accessories will be another important feature to help dealers, distributors and service men in their buying.

. . . . 20,000 key distributors, dealers and service men will keep the September "Specifications and Fall Buying Number" in a handy place to read and re-read long after they've taken it out of its mailing wrapper.

■ **WHAT** a place, Mr. Manufacturer, to tell **YOUR SELLING STORY**. Your plans, your promotion campaigns and all those other things which make dealers select one brand in preference to another! There may be other ways and other media to tell your story but **SEPTEMBER RADIO RETAILING** is the only place where you can tie up to the editorial job our editors will do for you.

■ Advertising forms for the September "Specifications and Fall Buying Number" of **RADIO RETAILING** close on August 31. Reserve *your* space now.

**RADIO RETAILING**

*a McGraw-Hill Publication*

MEMBER ABC and ABP

330 West 42nd Street, New York

# ETA I L I N G

*Number . . . . . September . . . 1934*

**110 Volts A.C. Anywhere**  
*In CARS... on FARMS...  
 in D.C. DISTRICTS with...*



**ATR**  
 DC-AC  
 INVERTERS

*For Operating*

Standard 110 volt A.C. radios, fans, vacuum cleaners, mixers, hair dryers, curling irons, medical appliances, etc.

**PROVEN—DEPENDABLE  
 GUARANTEED . . .**

ATR DC-AC Inverters are simple, easy to use, inexpensive devices for producing standard 110 volt alternating current from 6 volt storage batteries, 32 volt farm plants, and 110 volt D.C. systems. No need to purchase special appliances! The ATR DC-AC Inverter will supply 110 volt A.C. power for operating standard A.C. devices.

Type	D.C. Input	A.C. Output	Maximum Cap.	List Price
6	6 volts	110 V. 50-60 cycles	50 watts	\$18.50
32	32 volts	110 V. 50-60 cycles	100 watts	18.50
110	110 volts	110 V. 50-60 cycles	200 watts	18.50

*Write or Wire for Additional Information*

Sold by Leading Jobbers everywhere.

*Manufactured by*

**AMERICAN TELEVISION & RADIO CO.**

ST. PAUL, MINNESOTA, U. S. A.

*Cable Address: AMTELRAD, St. Paul*

List Price  
**\$18<sup>50</sup>**

*Specify type desired.*  
 Standard discounts apply.

**ARKAY Radio**

Manufacturers of  
 MIDGETS, AUTOMOBILE, CONSOLE  
 AND SPECIAL RADIOS

R. C. A. LICENSED

**R. K. RADIO LABORATORIES, INC.**

6312 Northwest Highway  
 Tel. Newcastle 4040

Chicago, Ill., U. S. A.  
 Cable Address: Arkay Chicago

**The Fit Still Survive**

Did you ever compare the classified section of the 'phone book with the directory of the year before? It's an interesting if somewhat disheartening pastime. You find every year that some merchants have fallen by the wayside. The causes are usually bad management and poor merchandise.

Fortunately each trade has antidotes for business disaster and failure. Not the least of these antidotes are the business magazines of each trade. The editorial pages tell a merchant how to manage his business profitably—the advertising pages help a man buy good merchandise.

Try *Radio Retailing* as a prescription. Use its pages as a cure for failure, as a stimulant to business survival.

*Radio Retailing*

**Why Ken-Rad?**

OUR established reputation, well-directed sales policy, forceful advertising, merchandising and public acceptance are means of profit for Ken-Rad dealers. These and other profit points are explained in our free, illustrated brochure "Facts About Ken-Rad." Send for it.



**Ken-Rad**  
**Radio Tubes**  
 DEPENDABLE LONG LIFE

THE KEN-RAD CORPORATION, Inc., Owensboro, Ky.  
 Division of The Ken-Rad Tube and Lamp Corporation  
 Also Mfrs. of Ken-Rad Incandescent Electric Lamps

**ENGINEERING BRAINS  
 DON'T MAKE SUCCESS**

Success in the radio products business calls for more than production ability. Success means sales. And securing sales, as anyone knows, is a question first of reaching your prospects. Who are your buyers? Are they retailers—radio dealers, department stores, furniture stores? Or do they sell auto-radio? Or do you sell chiefly through the radio serviceman?

No matter which of these groups sells your product, remember that the men in it read RADIO RETAILING. This magazine has helped bring success to manufacturers you know. It can give you the same help. Write to

**RADIO RETAILING**

330 West 42nd Street  
 New York, N. Y.



# SEARCHLIGHT SECTION

EMPLOYMENT and BUSINESS OPPORTUNITIES—SURPLUS STOCKS—DISCONTINUED MODELS

**UNDISPLAYED—RATE PER WORD:**  
*Positions Wanted* (full or part-time salaried employment only), 10 cents a word, minimum \$2.00 an insertion, payable in advance. (See ¶ on Box Numbers.)  
*Positions Vacant* and all other classifications, 15 cents a word, minimum charge \$3.00.  
*Proposals*, 40 cents a line an insertion.

**INFORMATION:**  
*Box numbers* in care of our New York, Chicago and San Francisco offices count 10 words additional in undisplayed ads. Replies forwarded without extra charge. *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

**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.*

## ACTUAL TROUBLES IN COMMERCIAL RADIO RECEIVERS

By Bertram M. Freed

If you are a serviceman this book can be as valuable to you as your set analyzer. It points out those faults that the analyzer cannot detect. *Over 500 model sets treated*, includes 46 diagrams. A compilation from thousands of actual records on which the author with the cooperation of several service organizations throughout the country, spent many months of work.



### Free Trial

Sold on money-back 10 day trial. Send \$1.00. This includes free supplement.

SERVICEMEN'S PUB. CO.  
 136D LIBERTY ST., NEW YORK CITY

Over 20,000 other men in the Radio Industry will see this page—

Then isn't this the logical place to advertise any business wants you may have of interest to men in the Radio Industry? Employment—Business Opportunities — Surplus Stocks, etc.

## Agents Wanted

MOTION PICTURE SOUND

Most fascinating field awaits live Radio service men—quick, sure profits.

Ask For Free Catalogs

S.O.S. CORPORATION  
 1600 Broadway New York, N. Y.  
 Cable address "SOSOUND" New York

## SERVICEMEN-DEALERS

"Send for our Handbook and Catalog"  
 Complete Stock of NEW Radio Replacement Parts  
 Hard to Get Parts in Stock  
 Power Packs and Speakers Repaired  
**GRANT RADIO LABORATORIES**  
 6521-R South Halsted St., Chicago, Ill.

## NOT FOR LOVE

Those radio service men who are truly business men, are not working for love! They are out to sell their professional services at professional prices. Now then: Four months ago no one ever heard of a radio Chuckler. Three months ago every really good radio man was talking about it. To-day, every progressive service man uses a Chuckler to eliminate guess-work in "What is Wrong, and What to Charge." The repair-pricer feature, of this compiled cross-indexed radio trouble chart, is based upon a \$1.50 hourly labor rate plus list-priced replacement parts. Show the set owner the professional fee Chuckler publishes for his radio repair job. You'll be astonished how easily you get that job—at an excellent price, Yours sent postpaid, for \$1 pinned to your letter. Send a dollar-bill Now!

FREED'S RADIO CO. (Dept. E)  
 5053 Baltimore Ave., Philadelphia, Pa.

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To Call on Dealers  
 We manufacture approved and guaranteed **RANGE BURNERS, \$7.50**  
 Complete to Dealers, write at once for protected territory  
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 23-30 Portland Street, Boston, Mass.



The "Oshkosh" Automatic STOKER

**DISTRIBUTORS WANTED**  
 for improved type automatic coal STOKER for residential use. Two years' successful operation. Simplest design on market; priced considerably under present price level, including a liberal profit for distributor and dealer. Mfd. by old, well-established concern. Exclusive territories open. Write for particulars.  
**LEACH CO., Oshkosh, Wis.**

## AGENTS SELLING TO REPLACE-MENT PARTS JOBBERS

A few territories open on our high-grade line of Condensers (paper and electrolytic) and Resistors (carbonized and wire-wound).

Write for proposition.  
**MORRILL & MORRILL**  
 30 Church St., New York, N. Y.

- Listing Over 6000 Parts, Testing Instruments, Tools, Amplifiers, Sets and Tubes.
- Over 200 Diagrams! A Complete Volume Control Guide. A New Modern Tube Index With Bias Resistor Values. Transformer Replacement Data.
- Many New Devices! Exclusive Radolek Inventions in Kit and Complete Form.
- Power Amplifiers! Assembled or in Kit Form with all accessories.
- Lowest Prices! High Quality at the Lowest Prices You Have Ever Seen for First-Class Merchandise.
- If You've Changed Your Address Since Receiving Our 1933 Catalog, or if you have not received a catalog from Radolek recently—send us your business card or letterhead immediately! Our Catalog is Strictly Wholesale for Members of the Trade Only.

**The RADOLEK Co.**  
 Dept. 508 601 West Randolph St.  
 Chicago, Illinois.

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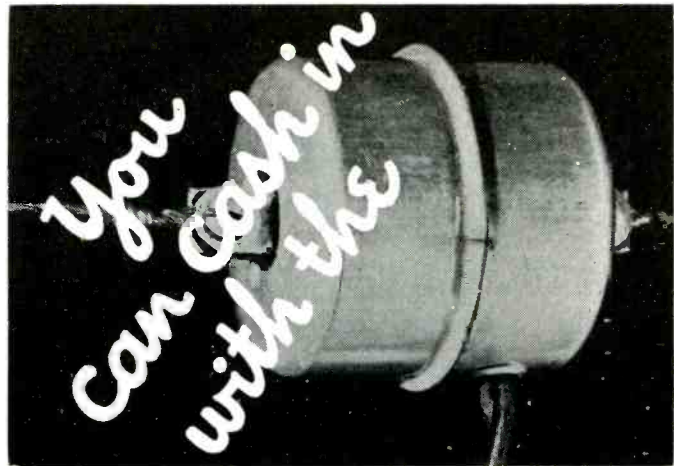
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Printed by The Schweitzer Press, N. Y.



## H-F ALL-WAVE RADIO ANTENNA SYSTEM

(High-Fidelity)

HERE'S the means of making good on those all-wave set promises! Makes possible the enjoyment of short-wave programs . . . particularly those foreign programs . . . with ample volume . . . without distortion . . . and with minimum background noises. One antenna for both broadcast and short-wave reception.

Demonstrate this antenna system. Install it with each all-wave set. You'll sell more sets . . . have more satisfied customers . . . keep them sold . . . and make extra dollars of profit.

- The most efficient antenna for broadcast reception.
- The most efficient antenna for short-wave reception.
- An antenna system with minimum man-made static or inductive interference.
- Provides automatic choice of broadcast or short-wave antenna for all-wave set.
- Impedance selector switch on Receiver Unit provides best coupling between any set and download.
- Provides in single antenna the efficiency heretofore obtained only with separate broadcast and short-wave aerials.
- Costs less than two separate aerials.

CAT. NO. 50.  
\$6.75  
LIST

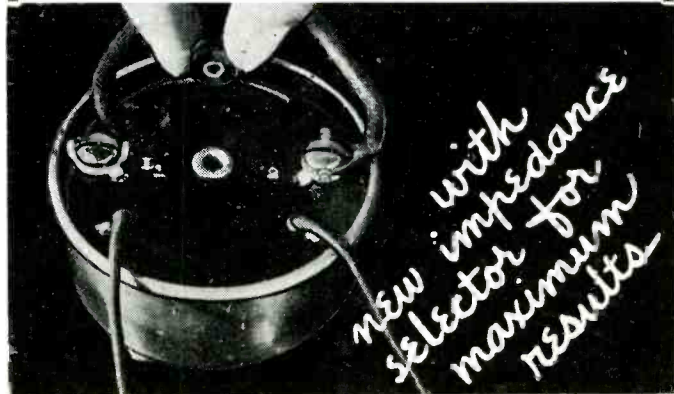


H-F (High-Fidelity) Antenna Kit. Attractively packaged. Antenna and Receiver Units, Aerial Wire, Download Cable, and Insulators, Complete.

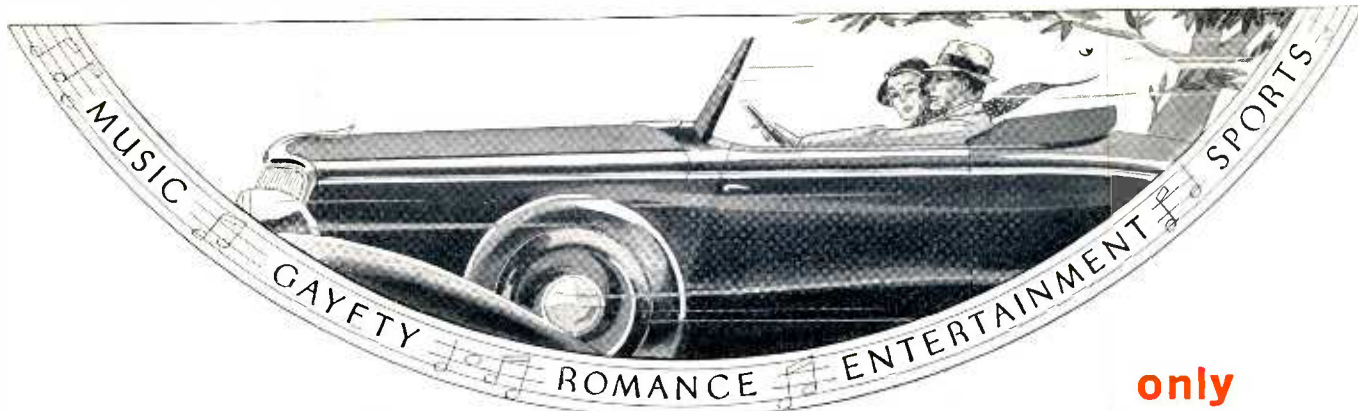
Write for Details!

Don't lose time in stocking this line. A kit should be sold with every radio set this season. Every set owner a live prospect. Let's send you the sales picture.

TECHNICAL APPLIANCE CORPORATION  
27-26 Jackson Ave. : : Long Island City, N. Y.







Self-contained as it is, the Crosley Roamio "4A1" can be easily installed in any car with the controls convenient to the driver, either to the right or left of steering wheel. The airplane type dial appears just below instrument panel.

only  
**\$ 28.98**  
 complete

Unheard of value  
 opens great new  
 market for ~~CROSLEY~~  
**ROAMIO "4A1"**

**I**T is safe to say that the announcement of the new Crosley Roamio "4A1" has doubled the size of the automobile radio market. Certain few can and will buy a fine automobile radio at \$100 or even more. Many more can afford an automobile radio when one is made available at \$50. But virtually everyone who owns a car can pay \$28.98.

To this tremendous market—the market that can afford to pay from \$28.98 and up—Crosley presents a high-grade, sensitive, beautifully toned, genuine Crosley Roamio. Think what this means to you as a dealer! Never in the whole history of automotive radio has such a value been possible. Never has such a market been opened to a dealer. Never has the sales and profit opportunity been as great.

The remarkable Crosley Roamio "4A1" is completely self-contained. It incorporates the famous Crosley Syncrotube power unit which reduces battery drain, saves a rectifier tube, requires no

"B" battery, operates from your storage battery. Every tube is a working tube. There are no drones. When it is considered that two of the tubes are double-purpose, you have here seven-tube effectiveness with the economy of a much smaller set.

Go after this market. Your profit-season is here now—and it will last right through the Fall months. But the time when you profit most is the time when sales are made with least effort—and that is *now!* Look about you. Virtually every local car owner and many transients are prospects.

There is also the Crosley Roamio "5A1" at \$11.50, completely installed to car antenna of any make of automobile. Antenna installation, where necessary, is extra. Your Crosley distributor will explain the Crosley Installation Certificate. Installation and service of any Crosley automobile radio is available at United Motors Service Stations and other authorized stations everywhere.

*Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.  
 All prices subject to change without notice.*

**THE CROSLEY RADIO CORPORATION**

Home of "the Nation's Station"—WLW—500,000 watts—most powerful in the world—70 on your dial

POWEL CROSLEY, Jr., President

CINCINNATI





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



A baritone in London... Diana Wynyard in California



More than 6,000...

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

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

And General Electric is ready for it!

Ready with a complete new line of All-wave sets—priced for every purse.

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

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

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

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

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

For full particulars, see your General Electric Distributor. Or write the General Electric Co., Merchandise Dept. Section R-368, Bridgeport, Conn.

Subject to change without notice.



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

GENERAL ELECTRIC RADIO

