

RADIO RETAILING

INCLUDING
SERVICE
AND
INSTALLATION
SECTION

HOME ENTERTAINMENT MERCHANDISING

Just Published



You'll Want a Copy of this Authoritative Book

The new Yaxley Replacement Volume Control Manual is the most complete and authoritatively accurate volume of its kind ever published. Every page is the result of extensive laboratory and engineering research. No one interested in volume controls can afford to be without it . . . and it's free!

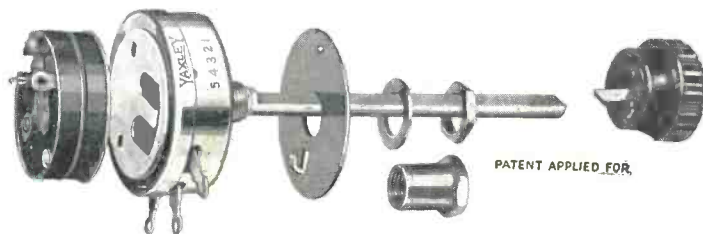
* * *

A complete manual of volume controls has been attempted often but never before accomplished. This new illustrated book of more than 100 pages is more definitely helpful than any authority. With other invaluable information it lists the 30 new Yaxley Replacement Volume Controls that will service 98% of the 3200 set models now in existence. It shows, for example, how 4 Yaxley controls will cover 1398 models . . . how a single control will service 618 different models.

YAXLEY MANUFACTURING CO., Incorporated

Division of P. R. Mallory & Company, Incorporated
INDIANAPOLIS, INDIANA

Cable Address: Pelmallo



You want to know about this new Yaxley Replacement Volume Control. It's the greatest advance ever made . . . the biggest boon to service men ever developed.

Detailed information is included in the complete
Yaxley Replacement Volume Control Manual.

Your Copy Awaits
Your Request



CAR RADIO'S GREAT NEW SALES SENSATION THE AMAZING ARVIN "JOY-RIDE"

A POWERFUL 6-TUBE SET WITH AIRPLANE
TYPE REMOTE CONTROL DIAL FOR STEERING
COLUMN OR INSTRUMENT PANEL...
SIMPLIFIED INSTALLATION AND OTHER
REAL FEATURES... PRICED TO SELL FOR

\$39⁹⁵



ARVIN "JOY-RIDE" MODEL No. 16



Right—Shows control with chromium plated instrument panel plate. Above—Control as it goes on steering column.

YOU'VE GOT the price problem whipped to a standstill when you take on the new Model 16 Arvin *Joy-Ride*—a high-powered, long distance radio with de luxe set features—a radio at a figure that makes people open up and buy. The Arvin *Joy-Ride* is building volume almost over-night for dealers everywhere. It's a real sensation.

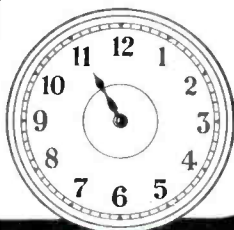
Six tubes—the modern Airplane Type remote control dial for installation in the instrument panel or on the steering column—glorious tone and volume—quality and features never before offered in a low-priced set. And you'll like the way the *Joy-Ride* goes in a car—installation is so simple.

Don't waste any time about getting the Arvin *Joy-Ride* in stock. It's the livest number of the year and it's going to put money in your pockets. Call an Arvin jobber right away—or write us.

NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Ind.

Also Makers of Arvin Hot Water Car Heaters and the Complete Arvin Car Radio Line

ZENITH ADDS THE "MINUTE HAND"...IN Split-Second Tuning!



**TRY TO SET A CLOCK ACCURATELY WITH-
OUT A MINUTE HAND TO GUIDE YOU!**

HAIRLINE ACCURACY NOW POSSIBLE IN LOGGING AND RELOCATING ALL FOREIGN SHORT WAVE STATIONS

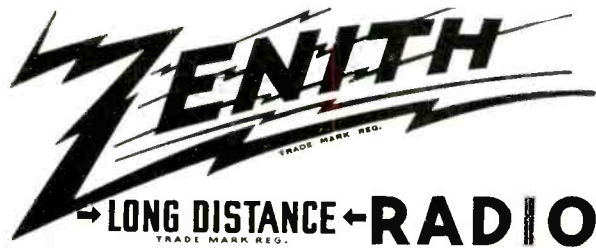
Everyone has been *fishing* for foreign short wave stations. Now they can log them . . . return to them . . . just as accurately as you can set a clock to the minute! Zenith has added the "minute hand" to radio with *Split-Second Tuning!*

An extra hand now travels over the 360° face of the dial so that *any* station in the "sensitive areas" clearly indicated on the Zenith airplane dial can be tuned in without a minute's delay . . . time after time! London . . . Paris . . . Madrid . . . you can't miss them!

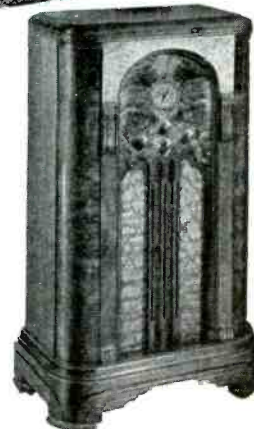
Here's a *new* radio feature to sell to thousands of short wave fans who are now *fishing for foreign short wave stations!* No other radio can offer it . . . it will sell Zenith short wave sets without even turning on the receiver! Just demonstrate it! It's fascinating—it's a genuine *sales* feature! Inquire about the Zenith franchise at the same time you get the details of these Split-Second Tuning sets!

The complete Zenith line ranges from \$29.95 to \$750 for the De Luxe model. Prices slightly higher west of Rockies—subject to change without notice.

See these and other models on exhibit at the Zenith Booth, National Electrical Exposition, Madison Square Garden, New York, Sept. 19th to 29th



ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Illinois



**ZENITH MODEL #80
TRIPLE FILTERING**
A ten tube set, all wave model. Includes Shadowgraph with Split-Second Tuning. Powerful auditorium-type dynamic speaker. Tunes from 535 to 48,000 kilocycles. Handsome modern cabinet . . . **\$120.00**



**ZENITH MODEL #35
TRIPLE FILTERING**
Same chassis as Model #80, includes Shadowgraph with Split-Second Tuning. Handsome table model with chrome grille and lustrous hardwood cabinet. One of the most selective and powerful table models ever **\$89.95**



The ALL-WAVE RADIO everyone is talking about!

Covers 540 to 25,000 KC (555 to 12 meters)

Reaches out with extreme sensitivity—yet is amazingly quiet.

Operates with equal efficiency at all points on the dial—no dead spots.

"Hangs on" unbelievably well to stations that fade.

No. 68 All-Wave Radio (Illustrated). Push-pull Class A Triode Amplification. 15 watts output. Visual Tuning Meter. Automatic Volume Control. Low Tone Compensation. Selectorlite Dial. Price \$175 (East of Rockies).

A radio with the splendid Stromberg-Carlson Natural Tone, not only on American standard but on foreign short wave programs as well.

The tuning of short wave stations with its unique Selectorlite Dial fascinates every prospect who comes into your store—no matter what radio they originally came in to see.

I. H. Kattell, of Binghamton, New York, official Short Wave Observer for a technical publication in New York, says: "This is the first receiver I have ever had in my 18 years' experience in radio that I was not disappointed with in some way or other".

Stromberg-Carlsons range in price from \$69.50 to \$889.50 (East of Rockies).

Desirable dealer territories and outlying distributor territories available.

"There is nothing finer than a Stromberg-Carlson"

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



1894

Stromberg-Carlson



1934

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN FORTY YEARS

RADIO RETAILING. September, 1934. Vol. 20, No. 3. 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.



RIDE ALONG

ON THIS HIGH WAVE OF SUCCESS

FROM the Arctics to the Tropics — East to West — in forty countries — on airplanes, naval craft, automobiles, and police cars — in long-distance amateur sets and rich-toned home radios — in the initial equipment of 60% of the country's licensed set manufacturers . . . you'll find millions of Raytheon 4-pillar Tubes.

Raytheons are so widely chosen because of sheer quality.* Twenty thousand dealers and eight hundred distributors handle them, not only for the complete customer satisfaction they assure, but also because there's a sensible profit in them. Raytheons are marketed under a policy of full list prices. The guarantee that goes with them assures the user his full money's worth. The sales promotion behind them is more vigorous than ever. For good profit, good-will building and a growing tube business, take on — and push — Raytheon 4-pillar Radio Tubes.

More than 95 minute pieces of wire, metal and chemicals are processed with microscopic accuracy into the assemblage of Raytheon 4-pillar Tubes — giving to them an unrivaled sensitiveness and a fixed, accurate balance. 4-pillar element support gives it a matchless sturdiness that defies jolts and vibration and makes Raytheon an outstanding favorite, particularly where rough usage is likely and where dependability and long life are vital factors. The only radio tube with a distinctive and exclusive sales feature — 4-pillar construction!



New window and counter displays are part of the effective selling aids offered free to Raytheon dealers.

RAYTHEON PRODUCTION CORPORATION

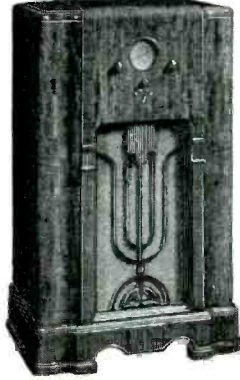
30 E. 42nd St. 55 Chapel St. 445 Lake Shore Drive 555 Howard St.
New York City Newton, Mass. Chicago San Francisco

RAYTHEON
TRADE-MARK
4-PILLAR RADIO TUBES

COMPLETE *AS CAN BE*



MODEL 1152—11 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 10 inch Synchro-dynamic speaker.



MODEL 1151—11 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 12 inch Synchro-dynamic speaker.



MODEL 753—7 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 10 inch Synchro-dynamic speaker.



MODEL 752—7 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 10 inch Synchro-dynamic speaker.



MODEL 751—7 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 10 inch Synchro-dynamic speaker.



MODEL 671—6 tubes. Four band, truly all-wave set. 550 kilocycles to 21.7 megacycles. 8 inch Synchro-dynamic speaker.



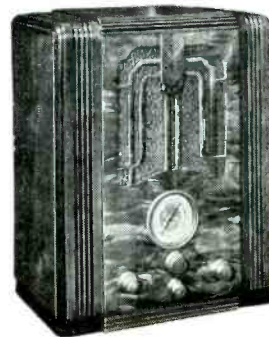
MODEL 662—6 tubes. American, short-wave, and foreign reception. 540 to 1740 kilocycles and 5.5 to 16 megacycles. 8 inch Synchro-dynamic speaker.



MODEL 661—6 tubes. American, short-wave, and foreign reception. 540 to 1740 kilocycles and 5.5 to 16 megacycles. 8 inch Synchro-dynamic speaker.



MODEL 651—6 tubes. Dual range—550 to 4000 kilocycles. Regular, police, and amateur reception. 8 inch Synchro-dynamic speaker.



MODEL 660—6-tube table model with the same range as model 661; from 5.5 to 16 megacycles. 8 inch speaker.

FROM "A" TO "Z"!

—And
Sensationally Priced
from \$19.95 Up . . .

A COMPACT table model that dealers, in a blind test, guessed was priced four to six times higher! . . . A skip-band model that actually got more foreign stations than sets costing three times as much! . . . A magnificent, powerful 11-tube receiver eclipsing the field in world tuning! . . . thirteen other sensational sets! What a line!

Every set is Grunow quality; every one is precision-built. Value, appearance, performance — only Grunow could have built rings around the industry so convincingly. The exclusive Signal Beacon brings in elusive far-off stations for a

blind man. A pre-amplifier, operating on *all* wave bands, gives more power, hushes noise. Provision is made for the Doublet Antenna, the scientifically perfect lure for foreign reception. A Dual Drive Tuner makes dial adjustment 5 times

easier — 5 times more accurate.

This new Grunow line closes sales, whatever the preference. In sales meeting after sales meeting, hard-boiled dealers have gone wild about it! Get in touch with your Grunow distributor quickly if you don't want to miss 1934's biggest radio profit-producer.

1934's most complete and outstanding line—the sensation of every price range. Signal Beacon the biggest feature of world tuning.



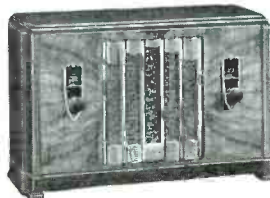
MODEL 750—A 7-tube table model with the same 4 band, All-wave chassis as model 753. 8 inch Synchro-dynamics speaker.



MODEL 670—6-tube table model with the same 4 band, All-wave chassis as model 671.



MODEL 650—6-tube table model with the same dual range chassis as model 651.



MODEL 550—A compact AC-DC 5-tube table model. 550 to 1720 kilocycles. 5 inch speaker.



MODEL 46C—1-tube compact table model. 540 to 1740 kilocycles. 8 inch Synchro-dynamic speaker.

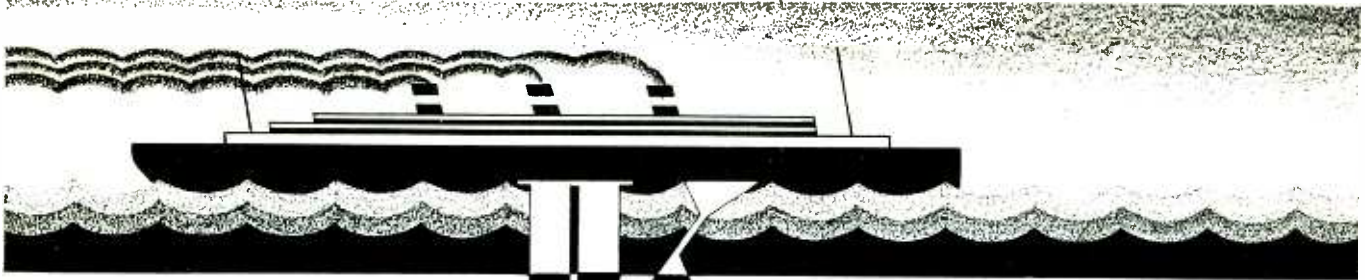


MODEL 450—4-tube table model. Covers regular broadcast and both police bands and amateur stations up to 4000 kilocycles. 8 inch Synchro-dynamic speaker.

Grunow

ALL-WAVE RADIO

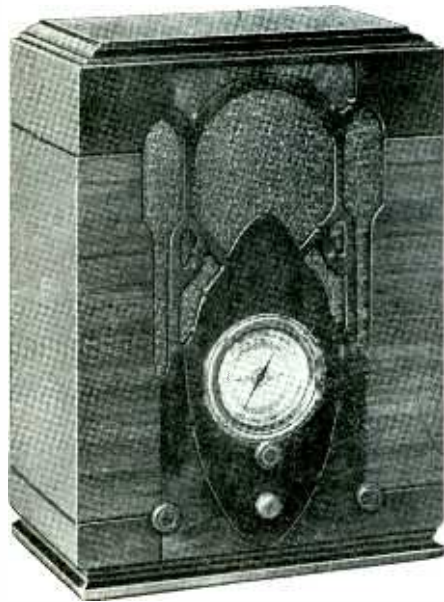
Product of
GENERAL HOUSEHOLD UTILITIES CO.
2650 North Crawford Avenue
CHICAGO, ILL.



The Fast Line

KINGSTON

Standard and Short Wave RECEIVERS



Model 700A — (above) a superb AC superheterodyne, employing a high frequency amplifier stage. Seven tuned circuits. Tuning range covers both American and foreign stations, 18 to 50 and 190 to 555 meters. Chassis, tuning condenser and dial assembly "floated" on rubber.

Illuminated tuning dial, airplane type, full friction driven, enables distant and foreign stations to be tuned very easily. Special heavy duty 8" dynamic speaker. Table type cabinet is restrained moderne design, hand rubbed finish, 19½" high, 14" wide, 8¾" deep. Price **\$64.50**

DIRECT to the heart of the market, Kingston's six-model line carries the sales punch of consistently brilliant performance! There are models to meet practically every profitable demand — a compact AC-DC, three table styles, two consoles.

Engineered to the most exacting standards, embodying more than 10 years' experience, air-tested both here and abroad, Kingston receivers add the satisfaction of genuine entertainment to the lure of DX tuning for international broadcasts.

Back of the line are the resources and good faith of a manufacturer whose proud record of integrity and progress extends a third-of-a-century into history. The name Kingston is an established symbol of quality.

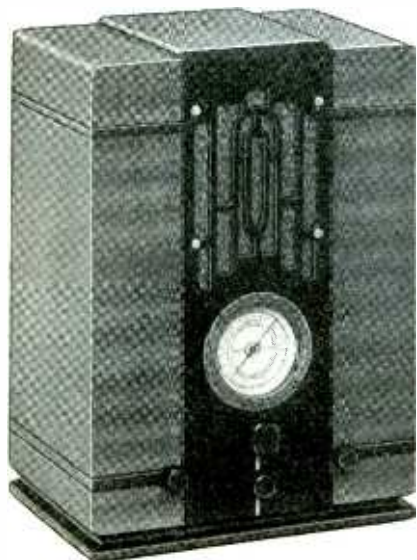
Take the Kingston line to bigger profits, through sales concentration and inventory control. Get the details of the Kingston proposition now. Your inquiry involves no obligation — write today.

KINGSTON RADIO COMPANY, KOKOMO, INDIANA
Export Division • Cable Address, Kingrad, Chicago. Codes: Bentley's, Acme, Western Union
A SUBSIDIARY OF KINGSTON PRODUCTS CORPORATION

● **Model 55 AC-DC Compact** — (shown at right) The year's outstanding compact table model AC-DC receiver. Superheterodyne — five tubes, 2 No. 78, 1 No. 77, 1 No. 38, 1 No. 12Z3. Dynamic speaker; vernier tuning; volume control and switch combined; dial calibrated in kilocycles; heat-dissipating cord; requires no outside antenna; receives police calls in addition to regular broadcast stations. Striking semi-moderne cabinet 8" x 11½" x 5¼". Few receivers in or near the price class will equal Model 55 in tone, engineering features and cabinet beauty. Price **\$29.95**



● **Model 500A** — (shown at left) A splendid 5-tube AC Superheterodyne receiver with a tuning range of 18 to 50 and 190 to 555 meters. Six tuned circuits. Chassis, tuning condenser and dial assembly "floated" on rubber. Automatic volume control, selective tone adjustment. Airplane type illuminated dial. Special 6½" dynamic speaker. Hand rubbed cabinet 16" high, 11½" wide, 8¾" deep. Price **\$47.50**



● **Model 600A** — A six-tube superheterodyne which gives nine-tube performance, by the use of "dual purpose" tubes. High frequency amplifier stage. Six tuned circuits. Specially designed 6½" dynamic speaker. Switch and tone control combined. Tuning range covers standard American band and certain police and amateur stations, 170 to 555 meters. Price **\$39.95**

● **Model 600B Console** — This receiver uses the same chassis as the Model 600A table receiver. A specially designed heavy duty 8" dynamic speaker is employed. The cabinet is in the moderne manner with overlays of American Walnut, Oriental and Zebra woods. Height 37½", width 22¼", depth 12¼". Price **\$62.50**

● **Model 700B Console** — This receiver uses the same chassis as the Model 700A table receiver illustrated in this advertisement. The encasement is a beautiful console cabinet. Its design is enhanced by an unusual arrangement of overlays. Height 36½", width 21¼", depth 11¼". Price **\$79.50**



The **TUNG-SOL** time-tested Consignment Plan

provides **Powerful Protection**
plus **Proven Practicability**

The Tung-Sol consignment plan was submitted to the trade on May 1, 1931—the first and **only** national effort to protect the retail merchants' profit. A pioneer plan that succeeded because—

- 1** It insures the full profit merited by merchants who build business on the firm foundation of quality merchandise.
- 2** It insures protection from cut-throat competition.
- 3** It insures elbow-room for all by selling only to selected retailers.
- 4** It protects against loss due to price declines and obsolescence.
- 5** It insures an adequate stock without investment.

The Highest Possible Quality Makes This Time-Tested Consignment Plan Successful and Profitable

The backbone of the Tung-Sol business is the determination to build only the best radio tubes that can be made. Distribution is second in importance compared with uniform, unfailing quality — that is why Tung-Sol sales increased more than 150% last year!

The best possible product offering the best possible performance and sold by the best possible retail partners — that is the whole story of Tung-Sol success.

Send for complete details of the Tung-Sol Time-Tested Consignment Plan.



MADE BY THE MAKERS
OF TUNG-SOL AIRTOLAMP
BULBS

TUNG-SOL

Flow radio Tubes

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

1177

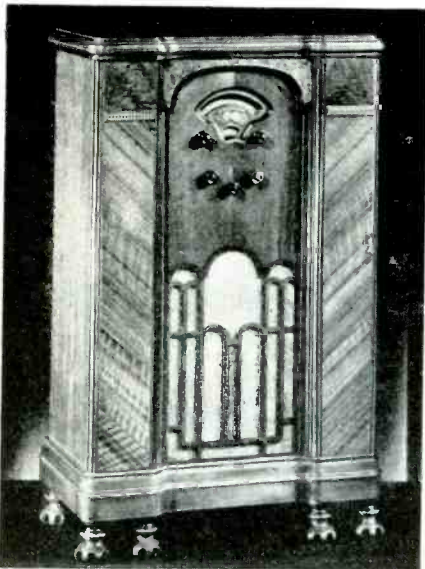
Atlanta Boston Charlotte Cleveland Chicago Dallas Detroit Kansas City Los Angeles New York

ATWATER KENT RADIO

ALL WAVE

On this page are the Atwater Kent all-wave Radios for 1935—and when we say all-wave we mean nothing less than *everything* between 540 and 18,000 kilocycles—or even to 22,500 kilocycles! The 4-band dial shows *only* the band in use.

ALL Atwater Kent Radios that carry this all-wave dial will bring in every radio signal that it is possible to receive at that time and place. All means ALL in Atwater Kent ALL-wave 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—6 watts undistorted 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.



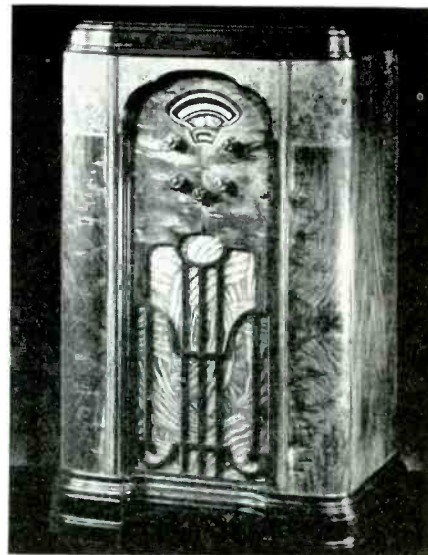
ALL WAVE—Model 447—7-tube superheterodyne, 9 tuned circuits. 4 tuning bands include complete world-wide reception, from 540 kilocycles to 22.5 megacycles. 4-point tone control, 8-inch electro-dynamic speaker, illuminated shadow tuning. Top quality at lowest price **\$74.50** f.o.b. factory.

THIS YEAR is an all-wave and short-wave year. This year is also an Atwater Kent year—because Atwater Kent has the hottest line of all-wave sets and foreign short-wave and broadcast sets in the business.

Any radio engineer can change the design of a broadcast receiver to make it bring in short waves—or even to make it



ALL WAVE—Model 112S. We know of no other radio at any price that matches the performance of this 12-tube Atwater Kent. 10-kilocycle selectivity over entire tuning range—15 watts output—4 tuning bands—540 kilocycles to 18 megacycles—bass compensation—true high fidelity reproduction. **\$180.00** f. o. b. factory.



ALL WAVE—Model 559N—9-tube superheterodyne, 11 tuned circuits—range from 540 kilocycles to 18 megacycles in 4 bands, 6-section gang condenser, 2-speed tuning 6 to 1 and 60 to 1 ratios, 11-inch speaker, 4-position tone control has usual low medium and high tone pitches with high selectivity and 4th with low selectivity and high faithful tone reproduction. **\$119.50** f.o.b. factory.

The Season's



ATWATER KENT RADIO

FOREIGN SHORT WAVE and BROADCAST

On this page are the Atwater Kent short-wave and broadcast receivers for 1935. They are distinguished by the airplane dial . . . illuminated 3 ways. Ranges extend from 540 to 1600—from 1650 to 4350—and from 5500 to 15,500 kilocycles. Within these ranges are *all* American broadcasting, *all* police, airplane, amateur frequencies and foreign short waves.

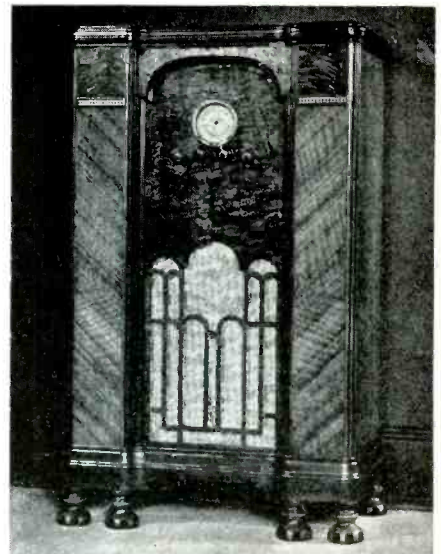
an all-wave receiver—but the quality of the set will always depend on the quality of the radio he started with—and quality is terrifically important in an all-wave radio. *Atwater Kent engineers had Atwater Kent quality to start with!*

Prices Subject to Change Without Notice.

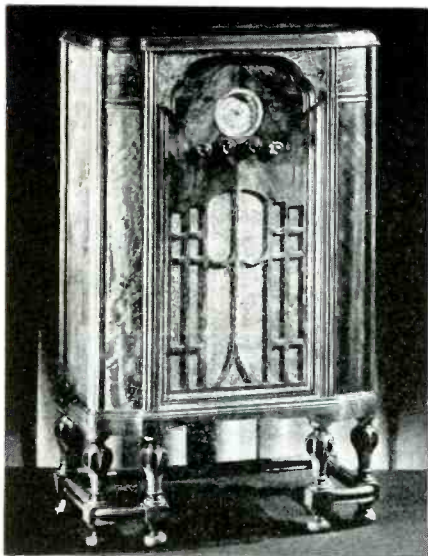
ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, Pres.

PHILADELPHIA, PA.



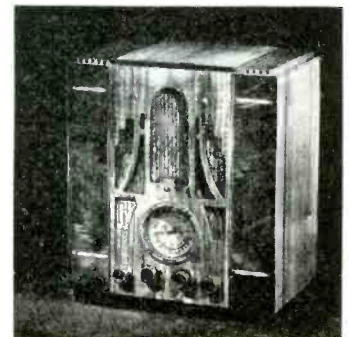
SHORT WAVE and BROADCAST—Model 376-K6—same chassis as Model 206 put in K cabinet—tuning ranges from 540 to 1600 kilos, from 1600 kilos to 5 megacycles, and from 5.7 to 15.5 megacycles, 11-inch electro-dynamic speaker, 2-speed tuning, 3 point tone control, 3.3 watts undistorted output, 3-gang condensers, very sensitive circuit, highest selectivity. **\$69.90** f.o.b. factory. Also put in E cabinet at **\$59.90** 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, attractive cabinet. **\$49.90** f. o. b. factory.



SHORT WAVE and BROADCAST Model 206—6 tube superheterodyne, 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.



SHORTWAVE 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. **\$39.90** f.o.b. factory.

Leading Line

Emerson Radio

Embodying Every New Technical Advance



Here are the Leaders in Emerson's COMPLETE Line . . . Meeting Every Demand and Every Price

Hitch your 1935 "Sales Wagon" to this Star

1. **OUTSTANDING VALUES.** Operating at high production efficiency, Emerson is able to produce higher quality at lower cost—in eye value, performance and exclusive technical features.
2. **LESS INVESTMENT.** The "balance" of the 1935 line enables distributor and dealer to cover entire market range with SMALL NUMBER of models and low inventory investment.
3. **GREATER PROFITS.** By granting full discounts—without resorting to drastic cuts on low priced models—Emerson sees to it that distributors and dealers make a legitimate profit.
4. **CONCENTRATED ADVERTISING.** Emerson is featured in advertising on an intensive local basis—where the goods are sold.
5. **RAPID TURNOVER.** Greater value, longer profits, less investment, concentrated advertising, complete showings—all combine to keep distributors' and dealers' dollars in motion.

NOTE: Complete Emerson line includes models from \$17.50 to \$99.50.

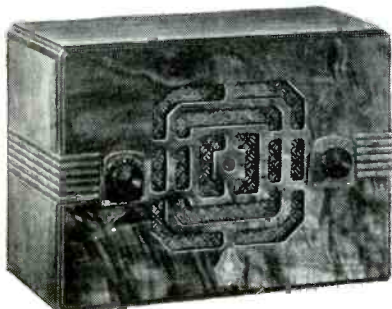


ROUND-THE-WORLD. Model 38

Six-tube AC-DC superheterodyne. 170 to 555 meters and 19 to 55.5 meters. 110-120 volts—available for 220 volts. Receives all standard American stations and important American and foreign short wave stations—also police calls. Aeroplane dial with "Duo-Lite" band switching circuit. Dynamic speaker, automatic volume control. Walnut cabinet. 12 1/4 in. wide. With RCA Radiotrons. List Price

\$39⁵⁰

Model 38LW. 19 to 2000 meters. Same characteristics as model 38. Has phonograph pick-up jack. Slightly higher in price.



AC-DC Compact. Model 416

Four-tube universal compact with built-in aerial. 110-120 volts, 25-60 cycles. Adaptable for 220 volts. Georgian model—hand rubbed walnut cabinet. 10 inches wide. With RCA Radiotrons. List Price

\$19⁹⁵



Short-and-Long Wave. Model 28

Five-tube AC superheterodyne—100 to 555 meters—receives regular broadcasts, police, aeroplane calls, etc. 110-120 volts, 60 cycles—also available for 220 volts. Dynamic speaker, automatic overload control. Walnut upright table cabinet 17 1/4 in. high. With RCA Radiotrons. List Price

\$31⁹⁵



AC Compact. Model 23

Four-tube AC superheterodyne. 170 to 555 meters—regular broadcasts, police, amateur and aeroplane calls. 110-120 volts, 60-cycle. Available for 220 volts. Dynamic speaker. Walnut cabinet. 11 in. wide. With RCA Radiotrons. List Price

\$22⁵⁰

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

with 5 Star Features

...again Living Up to the Fact—"World's Biggest Selling Little Radio"

Here are New Classics in Design . . . New Developments in Construction . . .
New Powers in Long-and-Short Wave Reception . . . New Trade Opportunities



Emerson "Duo-Lite"
and "Quadro-Lite"

Instant control over all wave bands. Sectors are illuminated only as they are selected.



All Wave. Model 71

Seven-tube AC superheterodyne. 13 to 555 meters. 110-120 volts—available for 220 volts. Four wave ranges. Aeroplane dial with "Quadro-Lite" band switching circuit. 8-inch dynamic speaker, automatic volume control and tone control. Walnut upright table cabinet 21 in. high. With RCA Radiotrons. List price

\$69⁵⁰

All Wave. Model 770

(At Right)

Seven-tube AC superheterodyne. 13 to 555 meters. 110-120-volts—available for 220 volts. Four wave ranges. Aeroplane dial with "Quadro-Lite" band switching circuit. 12-in. dynamic speaker, automatic volume control and tone control. Walnut console cabinet 39 in. high. With RCA Radiotrons. List price

\$99⁵⁰

Prices Slightly Higher West of Rocky Mountains



Round-the-World. Model 45

Six-tube AC superheterodyne. 170 to 555 meters and 19 to 55.5 meters. 110-120 volts—available for 220 volts. All standard and American stations, all important American and foreign short-wave stations—also police calls. Aeroplane dial with "Duo-Lite" band switching circuit. Dynamic speaker, automatic volume control. Phonograph pick-up jack. Walnut upright table cabinet 16 3/4 in. high. With RCA Radiotrons. List price

\$44⁵⁰

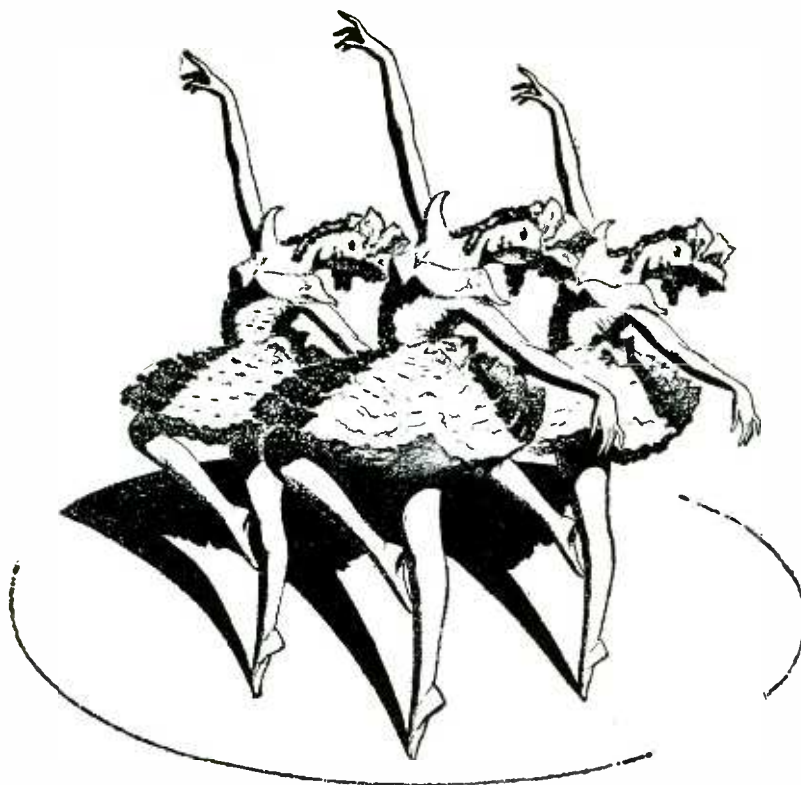
Model 45LW. 19 to 2000 meters. Same characteristics as Model 45. Slightly higher price.

INVITATION

(Duration of Radio Show)
See Emerson's booth at Madison Square Garden—call at our demonstration rooms in Hotel Edison (Suite No. 2102) and then see how these and other models are produced by visiting Emerson's modern plant at 111 Eighth Avenue, New York City.

A Cordial Welcome Awaits You

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



OPENING NIGHT

● In the theatrical world, *opening night* foretells the success or failure of any new production. Perfection in every last detail of a stage premiere is therefore vitally important.

To radio manufacturers, every demonstration of a set is an "opening night." First impressions here are equally important!

That is why leading set manufacturers install Sylvania Tubes as original equipment. They know their sets will perform best with tubes that have been tested and proved for their own circuits!

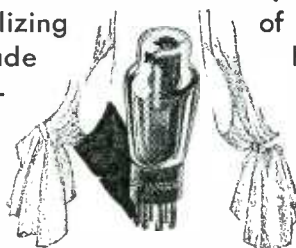
Sylvania Tubes are built by one of the world's largest companies specializing in electric vacuum tubes. Hygrade Sylvania pioneered in the development of the efficient 6.3 volt tubes that made automobile

radios practical. Later, Sylvania engineers were instrumental in perfecting the complete 6.3 volt group for general use. And in the sciences of radio transmission and electronics, also, Sylvania has made outstanding contributions.

Set manufacturers are invited to consult Sylvania engineers and avail themselves of Sylvania's complete Circuit Laboratory in solving their circuit and design problems. No obligation incurred.

Dealers and jobbers handling Sylvania Tubes benefit from the support of the financial, engineering and sales departments of a company whose financial rating has always been AaA1.

Write for full details. Hygrade Sylvania Corporation, Emporium, Penna.



Sylvania

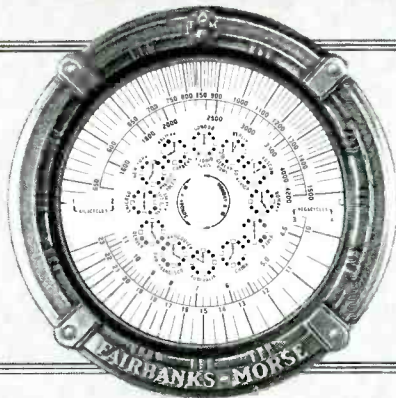
REGISTERED U. S. PAT. OFF.



THE SET-TESTED RADIO TUBE

Only "F-M" has it!..

The biggest
Sales Feature
built into radio
this year!



THE NEW INTERNATIONAL TRAVELITE DIAL

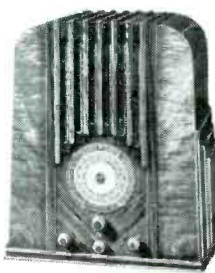
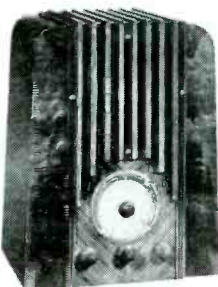


Model 5341: 5-tube, split band superheterodyne, 6-legged console, matched walnut center panel, 8" dynamic speaker, automatic volume control, full range tone control, new type iron core I.F. transformer, "Travelite" aeroplane dial, range 540-1725, 5000-18000 K. C., RCA Radiotrons: 1-2A7; 1-2A6; 1-2A5; 1-58; 1-80. List Price **\$5495**

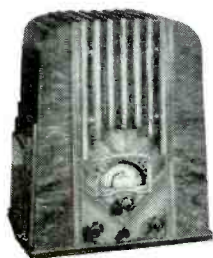


Model 7040: 7-tube, 4-band, All-Wave superheterodyne, 10" dynamic speaker, automatic volume control, full range tone control, extreme sensitivity and selectivity, International "Travelite" dial with dual ratio tuning, original wave band switch, range 540-24000 K.C., high undistorted output, RCA Radiotrons: 1-6A7; 1-6B7; 3-6D6; 1-42; 1-80. List Price **\$8950**

Model 5312: 5-tube, split band superheterodyne, modernistic cabinet with walnut side panels, Oriental walnut center panel, 6" dynamic speaker, automatic volume control, full range tone control, new type iron core I.F. transformer, "Travelite" aeroplane dial with dual ratio vernier tuning, range 540-1725, 5000-18000 K.C., uses new type RCA Radiotrons: 1-2A7; 1-2A6; 1-2A5; 1-58; 1-80. List price. **\$3995**



Model 7014: 7-tube, 4-band, All-Wave superheterodyne, cabinet 18 3/4" high, 8" dynamic speaker, automatic volume control, full range tone control, extreme sensitivity and selectivity, International "Travelite" dial with dual ratio tuning, original wave band switch, range 540-24000 K.C., high undistorted output, uses new type RCA Radiotrons: 1-6A7; 1-6B7; 3-6D6; 1-42; 1-80. List Price **\$6950**



Model 814: 8-tube, dual band superheterodyne, 8" dynamic speaker, automatic volume control with inter-station noise suppressor, full range tone control, excellent sensitivity and selectivity, "Travelite" dial, range 540-3500 K.C., RCA Radiotrons: 1-2A5; 3-56; 1-57; 2-58; 1-80. List Price.... **\$5450**

Model 5106: 5-tube, superheterodyne, in attractive cabinet, dynamic speaker, automatic volume control, full range tone control, excellent sensitivity and selectivity, illuminated dial, gets 1712 K.C. police calls, uses new type RCA Radiotrons: 1-2A7; 1-2A6; 1-2A5; 1-58; 1-80. List Price..... **\$2500**



● Intriguing! There is something about the NEW F-M INTERNATIONAL TRAVELITE DIAL that makes the prospective radio purchaser fairly crave to get his hands on it—and ask explanation of the dealer.

INTERNATIONAL? TRAVELITE? WORLD TIME? What do they mean? *Then you, if you are an F-M Dealer, explain.*

You show them how this NEW achievement of Fairbanks-Morse is the key which unlocks world-wide reception in a way never accomplished before. You *explain* (and as you explain *you are making a sale*) how this DIAL eliminates the tiresome, boring, haphazard, difficult tuning on short waves. You prove to them that here is a radio set with a dial that unleashes, yet retains full control of the amazing power and sensitivity of the highly engineered F-M chassis.

The NEW INTERNATIONAL TRAVELITE makes it easy for even the inexpert to secure good foreign reception. It takes "short wave" out of the hobby class—and makes it real entertainment for anyone.

Only Fairbanks-Morse has it! It is a selling feature that every dealer will want as soon as he sees it. Ask F-M distributors to give you full information. Or write Fairbanks-Morse Home Appliances, Inc., 430 S. Green Street, Chicago, Ill., for name of nearest jobber.

Only "F-M" has "year 'round" profit line

Don't put up with a "spotty" business. Eliminate those peaks and valleys by handling a line that sells all year. F-M Radio for Home and Automobiles, F-M Washing Machines and Ironers and F-M Electric Refrigerators keep the sales curves at a constant high level.



104 Years of
Quality Products

FAIRBANKS-MORSE

Home Appliances, INC.

Replace GUESS with LOGIC

When one tube manufacturer, 6 out of 7 times, is *first* with the newest, and the industry each time follows...

when that manufacturer constantly creates higher and more rigid standards...

when that same manufacturer builds and ships tubes conforming more closely to such standards than is indicated by competing products...

when that manufacturer's tubes gain national and world-wide recognition and distribution...

then it is obvious why Arcturus is *the* quality tube of the industry.

Logic dictates that you should use and sell that tube.

Your selfish interest demands it.

Arcturus Radio Tube Co., Newark, N. J.



ARCTURUS

R A D I O T U B E S



SPARTON

A 12-MONTHS' *Profit* LINE!

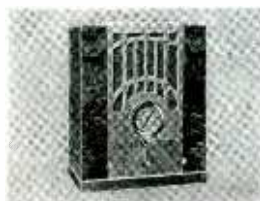
SEE SPARTON!
 NATIONAL ELECTRICAL
 EXPOSITION
 Madison Square Garden, New York
 September 19-29
 BOOTHS 34 and 35, ARENA FLOOR



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



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



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

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

● Just as the sensational new Sparton Radios take you round the world, so the *complete* Sparton line takes you *round the calendar*—with profitable merchandise to sell every month in the year.

Sparton Radios for 1935 offer world reception in every price class; meet competition at every step; enable you to sell superior engineering, finer performance, and more artistic furniture. Sparton Auto Radios are ready in three advanced models. And Sparton Electric Refrigerators, the *class*-production refrigerators, complete the circle of *continuous* profit-opportunity.

Mail the coupon below for information about this opportunity *in your territory*.

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

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



Model 464—Baked lacquer on rust-proof steel; stain-proof porcelain interior. 8.5 sq. ft. shelf area. 42 ice cubes. \$127.50. (5 other models to \$438.50.)

MAIL THIS COUPON TODAY

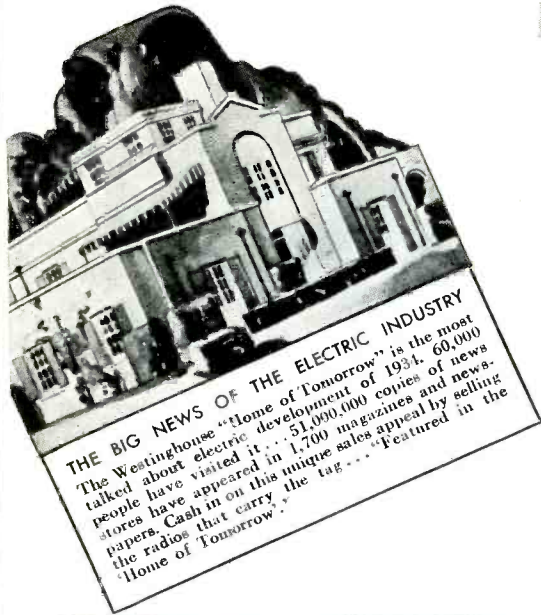
THE SPARKS-WITHINGTON COMPANY
 Jackson, Michigan, U. S. A.

Please send full information about Sparton Radios for 1935. A-9

Name

Address

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



Westinghouse

GIVES YOU A

Complete

RADIO LINE

that...appeals to the eye and ear...is popularly priced...offers you full dealer discounts...on ALL MODELS...and adds a powerful and distinctive sales aid...
"AS FEATURED IN THE 'HOME OF TOMORROW'"

• • •

● Westinghouse offers you the above features in this new, complete radio line. Every advantage has been taken of favorable market conditions to produce a superior product to sell at popular prices. Yet YOUR profits are still amply protected.

The Westinghouse dealer organization is being rapidly developed but there are still some communities where the opportunity is still open. We suggest that you write us today, or communicate with the nearest Westinghouse distributor. Just address Westinghouse, 150 Varick Street, New York City.



Standard Compact Model WR-27



Dual Wave Mighty Midget Model WR 22



Standard and Short Wave Table Model WR-28

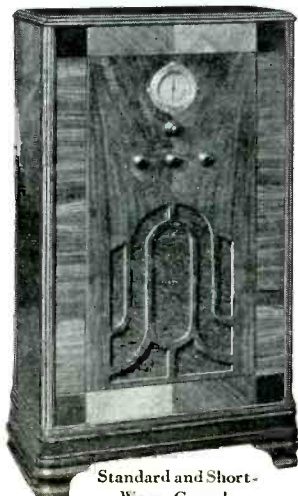


All Wave Table Model WR-23

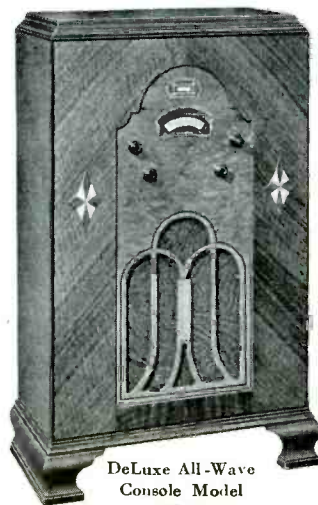
Westinghouse *The Pioneer in Radio*



All-Wave Console Model WR-24



Standard and Short-Wave Console Model WR-29



DeLuxe All-Wave Console Model WR-30



Standard Wave Compact Model WR-20



Dual Wave Universal Compact Model WR 21

EVERY HOUSE NEEDS WESTINGHOUSE

RADIO RETAILING

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VOL. 20 **SEPTEMBER**
1 9 3 4

NO. 3

NEWS and VIEWS

1,774,700 SETS, JAN.-JUNE

Total sales of radio receivers, by "licensed manufacturers," for the first half of '34 are reported as slightly in excess of 1,774,700. This tops the record for 1933 (1,436,000) by 338,700 sets. Estimated retail dollar volume rise was even greater—from \$42,000,000 to \$70,000,000.

As could be expected, sales for the second quarter, 1934, fell below those of the January to March figure—790,000 as against 984,700 sets. Also a drop from the corresponding second quarter of 1933—which was 848,300 sets.

The average unit price, however, shows an appreciable gain, having risen from \$33.60 for the second quarter of 1933 to about \$40.50 for the second quarter of the current year. These figures confirm other evidence that consoles are coming into the foreground again.

Automobile radio sets have not come up to expectations for 1934. Sales of these units have run behind the budgets set up by the makers at the beginning of the year, based on 1933 sales. It is this drop in automobile sets which mainly accounts for the 1934 second quarter falling behind 1933 for the same period.

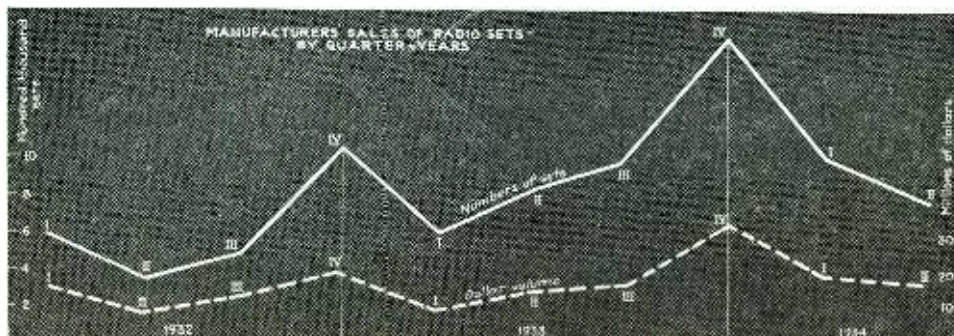
Averaging the half-year ratios shown here and apply-

ing them to the figures for the first half of 1934, indicates the total production for 1934 will be about 4,400,000 radio sets.

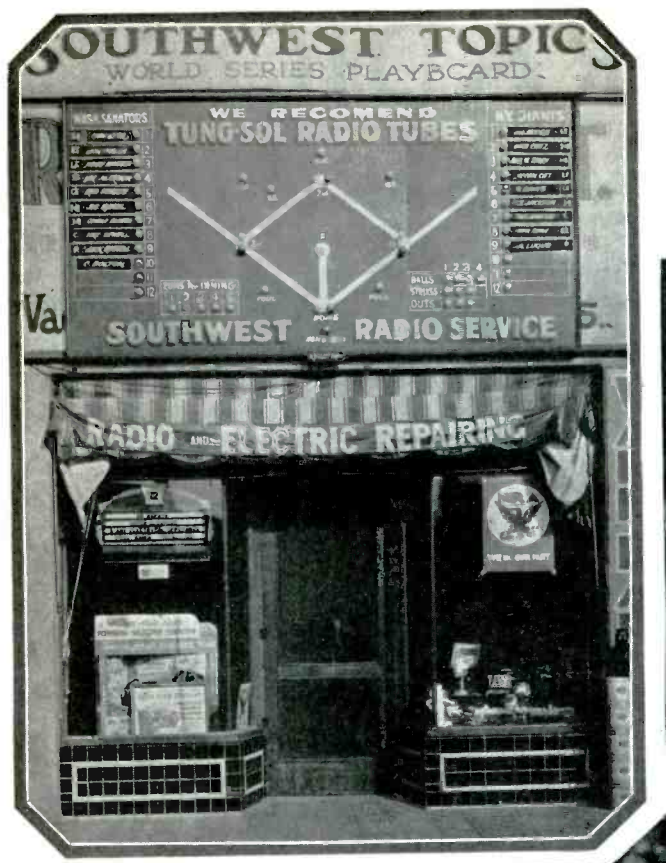
BATTERY SET BUYING POWER

The story of the drought was news and therefore received wide publicity. But radio dealers in touch with rural, non-electrified markets should realize that well over 40 per cent of the farm land area of this country was not affected. In nine agricultural states crop and livestock output will exceed the past 10-year average by approximately 10 per cent. Twenty-one other states will yield from 80 to 95 per cent of the 10-year average.

And the farmers will get more for their products! The farm income for the last six months of 1934 will be approximately \$5,000,000,000. This is more than double the farm income for the last half of last year and is in excess of any year since 1929. Corn prices are more than double last year's prices. The wheat prices are increasing daily and are, of course, greatly in excess of those of 1933. This, coupled with the Government benefits which will approximate \$500,000,000 during the second half of this year, will make this market for sets all the more attractive.



World



**Merchandising
Idea of the Month**

Series Showmanship

IN JUST A FEW WEEKS the World's Series takes the air. Already millions of baseball fans are avidly reading the sports columns, following their favorite clubs.

And when the kingpins of the two Leagues fight it out, play-by-play descriptions broadcast by the national chains will furnish a radio drawing-card second only to championship heavyweight fights as a business builder.

How is the trade going to use these broadcasts?

Charles Zehner, president of Distributors, Inc., Los Angeles, makes this suggestion: Build an animated scoreboard. Reproduce each game right outside the store and so permanently engrave your name and location upon the memory of the crowd.

This is no untried plan. Southwest Radio Service has used the idea for years, claiming excellent results. This dealer's board (cost, \$25) is 5 by 10 feet overall. White lights, operated from a switchboard, show the position of the ball. Red lights indicate the progress of players. And others record balls, strikes, runs, innings.

"Southwest Topics," a local newspaper, furnishes telegraphic reports, posts its name on the scoreboard by way of compensation. The store hires an experienced diamond man to analyze each play, announce these over a public-address system. Scoresheets bearing the name and address of the store are distributed to the crowd, neighboring homes. And, last but not least, the newspaper gives both store and board columns of publicity.

An excellent promotion stunt, this, and worthy of our label: "Merchandising Idea of the Month."

352 DEALERS COMMENT ON TUBE POLICIES

If the dealers determined the tube policies of the industry, what discounts and distribution methods would they vote for?

As we go to press replies are still being received in response to a post card questionnaire sent to 5,000 typical dealers and service men throughout the country by the National Union Radio Corporation, New York.

Analysis of the first 352 replies show that 87.7 per cent of all radio dealers operate a service department—and attribute 30.2 per cent of all income from this department to the sale of tubes for replacement purposes.

"What discount," these dealers were asked, "will return a fair profit and still be low enough to discourage price cutting?" An even 50 per cent favored a 40% discount; 48 per cent voted for either 40-10 or 50%.

While a slight majority of the dealers themselves—56 per cent—want higher list prices, *with gross margin*

held to 40%, a much larger majority (67 per cent) believe that the public should, and will, pay more for its replacement tubes.

With respect to consignment versus outright purchase: Given a choice between tubes on consignment—at 10% lesser discount—or outright purchase, with a 10% wider spread, 217 dealers (67 per cent) voted for the latter plan while 33 per cent allowed that they would take the smaller profit for the sake of the convenience of consignment.

SALES-MINDED SERVICEMEN

Servicemen must first and foremost be good technicians. For upon the excellence of their work depends consumer goodwill, goodwill which not only insures repeat business for repairmen but also creates greater confidence in radio generally and so reacts to the benefit of the entire industry.

But the modern serviceman does not stop at mere repairs. He has become sales-minded, realizing that any method which increases set sales automatically swells the number of installation and service jobs available to himself and to brother technicians. Excellent examples of what may be accomplished by organized servicemen in this direction are the recent "Auto-Radio Parades" sponsored by the Rochester and Cleveland Sections of the Institute of Radio Service Men. Such parades (described editorially on page 14 of the July issue, credited to the IRSM on page 26 of this same number) should be continued, even copied by other branches of the trade for the common good.

Servicemen have shown the way. Their organization is to be complimented for its initiative.

"FIVE POINT" PLAN STATUS

Chairman Powel Crosley, of the RMA committee on the "Five Point" plan for the national stimulation of radio sales, will report the progress of this project before the directors of the Radio Manufacturers Association, meeting at the Commodore Hotel, New York City, September 12. Following this session there will be a meeting with representatives of the Radio Wholesalers Association for further consideration and development of the purposes of this campaign.

May we suggest that immediate action is highly essential if this noteworthy project is to make its influence felt during the present buying season.

MANUFACTURERS' SALES DIRECT TO DEALERS MUST CONFORM WITH WHOLESALING CODE

WASHINGTON, Sept. 6—Immediately following the close of public hearings held here today at the Raleigh Hotel, concerning the validity of Explanations 4, 5 and 11 applying to the Code of Fair Competition for the Radio Wholesaling Trade, Government Code Advisor General Hammond conferred with Deputy Administrator Frank H. Crockard and then issued instructions that all District Agencies be sent the following bulletins 4-A and 5-C sustaining Explanations 4 and 5 respectively:

"To all District Agencies. Bulletin 4-A

"This is to notify you that a public hearing was held in Washington, D. C., on September 6, 1934, bearing on the wholesaling functions of radio manufacturers. You are hereby officially requested to immediately advise all members of the trade in your district that the Code Authority explanation contained in official bulletin Volume 1, No. 4, dated July 19, 1934, continues effective as of the date of issuance."

Bulletin 5-C is identical save that it relates to Official Bulletin, Volume 1, No. 5, which originally became effective as of August 16, 1934.

It would appear, therefore, that, for the present, the Government feels that all wholesaling operations, regardless of by whom conducted, including manufacturers, are subject to the provisions of the Wholesaling Code. This decision, according to the proponents of these Explanations, will go a long way toward stopping present—and impending—price wars between radio set makers and will operate for the protection of the smaller dealers.

A number of prominent manufacturers had intimated, during the proceedings, that were these provisions of the Code of Fair Competition of the Radio Wholesaling Trade not sustained, they would be forced immediately to take retaliation measures against the policies of other manufacturers who, in selling direct to "key" retail accounts over the heads of their own wholesalers, "thereby discriminate against the independent dealer."

The much mooted "Explanation No. 4" issued by the Divisional Code Authority for the Radio Wholesaling Trade the fore part of last month, is as follows:

Question: Does the Radio Wholesale Supplement of the Distributing Code govern the sales made by manufacturers and primary sellers to retailers of radio apparatus, selling direct to the ultimate consumer?

Explanation: The definition of a "wholesaler or distributor" as defined in Article II, Section (b) of the Supplemental Code of Fair Competition for the Radio Wholesaling Trade applies to manufacturers and primary sellers or to subsidiaries or definitely organized divisions thereof when such manufacturers or primary sellers or their subsidiaries or definitely organized divisions thereof are definitely organized to render and rendering a general wholesale distribution service and maintaining and operating a wholesale warehouse service and who are engaged in the business of selling radio apparatus through salesmen, advertising and sales promotion devices at wholesale principally to dealers for resale to ultimate consumers, but who do not sell in significant volume to consumers.

A general "wholesale distribution service" and/or "a wholesale warehouse service" for the sale of "radio apparatus" to "retailers of radio apparatus selling direct to the ultimate consumer" may be conducted from one or more points throughout the country. The said points may be a

manufacturer's plant or at his owned or controlled or rented warehouses or distribution points.

Following are the chief points of Explanation No. 5:

Question No. 1: Is a distributor permitted to classify his dealers for the purpose of extending preferred discounts or preferred net prices? *Explanation:* No.

Question No. 2: May a distributor grant preferred discounts or net prices to a dealer in anticipation of his earning a quantity discount?

Explanation: No—because such anticipation would be a classification which is prohibited under the Code.

Question No. 3: May quantity discounts be set up on a per shipment basis or on cumulative purchases over a period of time? *Explanation:* Yes.

Question No. 4: If quantity discounts are granted, based upon purchases over periods of time, what should such periods be?

Explanation: It is recommended that quantity discounts be based upon annual purchases although shorter periods may be set up.

TWO CAMPS, ABLY CAPTAINED

Marked difference of opinion concerning the scope and meaning of certain Sections of the Radio Wholesaling Code soon came to light at the public hearing, Thursday morning, Sept. 6. Primarily with respect to Article II, Section (b) which defines the term "wholesaler." Also Article IV, Section 2, "Protection of Dealers." This clause, written by members of the Radio Wholesalers Association, reads as follows:

"Members of the Trade shall not discriminate, directly or indirectly, between dealers in services rendered or in discounts or net prices extended; provided that nothing herein shall prohibit quantity discounts."

Those in favor of the Code as it now stands, with explanations Nos. 4 and 5 included therein, were ably captained by Benjamin Gross, chairman of the Code Authority, supported by Elmer T. Cunningham, president of RCA Victor, and many other manufacturers and jobbers. The opposition was led by James Skinner, president of Philco, by jobbers representing this concern, by Ben Abrams, of Emerson Radio, and others.

Defending the right of a manufacturer to sell direct to its own selected group of "key" dealers, on its own terms without conformity to the scale of prices being quoted other retailers of similar quantity requirements (on the same product and by said manufacturer's own distributor in that same territory) Mr. Skinner pointed out that such practice by Philco operated for the protection of the small dealer and for the distributor by making possible factory supervision of these "bellwether" accounts—and had so proven.

On the other hand, testimony by many jobbers and by the manufacturers representing the opposite view, contended that such a course, if continued, would not only render ineffectual the enforcement of the radio wholesaling code but, because other set makers would be forced to compete direct and on a wide discount basis for the dealer's business, such a policy would wreck the radio jobber and particularly the small dealer, returning the industry to its former state of chaos.

This stand was endorsed by Zenith, Stromberg-Carl-
(Please turn to page 50)

NEXT YEAR'S

MERCHANDISE

In the following pages "Radio Retailing" presents complete specifications of 1935 lines, photographs of typical models and an analysis of important trends which will influence fall and winter buying

• TRENDS

IF the excellence of new merchandise is any criterion 1935 will be the best radio year since pre-depression days. Analysis of lines pictured in these pages indicates that they have "what it takes." Improvements sufficiently important to warrant replacement of existing receivers are to be found in nearly every manufacturer's catalog. Factories have once again resumed production of quality models designed to aid the selling-up process. And there is every indication that many new franchises will provide genuine territorial and price protection.

ALLWAVE

Our recently coined sales motto "If It's Not Allwave It's Obsolete" is, obviously, the industry's keynote. Practically all lines include

ACRATONE
87...\$189.50



AMERICAN BOSCH
440T...\$54.50

AMERICAN BOSCH
460R...\$94.50



ANSLEY D4...\$79.50

one or more sets of this type, several offering nothing else. Receivers tuning from 20,000 kc. down through the broadcast band without a break are quite common and many makers are shooting through export type sets good down as far as 150 kc. in the hope that longwave weather reports and occasional reception of foreign broadcasters on the coasts will stimulate demand for this type of job.

Extended-band broadcast sets including one or more police and amateur bands are to be found in a number of table and console offerings. But by far the most common type of receiver is the "jump band" type tuning in the broadcast range and then skipping down to the more popular foreign channels, omitting relatively unimportant intervening services. Sets of this character can be produced cheaper than true all-wave jobs and dealers say the consumer is satisfied. The trade, apparently, is loath to stock up heavily on straight broadcast jobs but doesn't insist that the manufacturer knuckle down to a straight diet of "no-skip" chassis. Police calls, amateur signals and plane-to-airport conversations are rapidly taking a back-seat while foreign reception is on the upgrade.

Allwave sets seem destined to stay with us a while.

ARKAY 421



ARKAY 633

ATWATER KENT
145...\$39.90



ATWATER KENT
112S...\$180

SETS PERFORM BETTER

Technically, allwave sets are much improved over early efforts, which were nothing to write home about. Dead-spots are almost a thing of the past due to the growing popularity of separate band coils and trick grounding systems: sensitivity is up and noise, which includes spurious code interference, has been largely eliminated by proper antenna coil design and t.r.f. stages.

Then too, worthwhile strides have been made toward the simplification of allwave set tuning. Many new models employ beat-frequency oscillators which make stations "whistle." Converters have been resurrected and, embodying modern improvements, really work quite satisfactorily. Also, the growing interest in shortwave reception has induced a number of companies to put out straight shortwave receivers for the new crop of dyed-in-the-wool fans. Some of these have all the latest professional gadgets such as single-signal crystals, hand-spread controls and logging dials. Band-spread, incidentally, is to be found in several allwave models.

The radio dealer's best sales bet for the season is undoubtedly all-wave or shortwave merchandise. Show it to every old customer and

BALKEIT 70...\$34.95



BELMONT
575...\$29.95

BELMONT
675E...\$54.50



CLARION
TC-2...\$115

Model	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
American Television & Radio Co., 128 East 10th St., St. Paul, Minn. (ATR)								
63x	Auto	530-1720	Super.
80x	Console	530-1720 5500-17,800	AC	Super.
81x	Console	530-1720 5500-17,800	32 DC	Super.
82x	Console	530-1720 5500-17,800	6 DC	Super.
Ansley Radio Corp., 240 West 23rd Street, New York, N. Y. (Ansley Dynaphone)								
D-1	\$69.50	Phono. Only	Portable	550-1600	Univ.	20x14x 8½	76, 48, 48, 25Z5	P.P. Super.
D-3	79.50	Phono-Comb.	Portable	550-1600	Univ.	13x13x 8	6C6, 6D6, 6C6, 45, 25Z5	Super.
D-4	79.50	Phono-Comb.	Table	550-1600	Univ.	10x16x13	6C6, 6D6, 6C6, 45, 25Z5	Super.
D-6	49.50	Phono-Comb.	Midget	550-1600	*Univ.	11x11x 6	6C6, 6D6, 6C6, 45, 12Z3	Super.
D-7	59.50	Phono-Comb.	Portable	550-1600	Univ.	13x13x 8	6C6, 6D6, 6C6, 45, 12Z3	Super.
* Motor A.C. only.								
Atwater Kent Mfg. Co., 4700 Wissahickon Ave., Philadelphia, Penna. (Atwater-Kent)								
112-N	\$165.00	Console	540-18,000	AC	39x25x16	58, 58, 58, 58, 58, 56, 56, 56, 2B7, 2A3, 2A3, 5Z3	Super.
112-S	180.00	Console	540-18,000	AC	39x26x16	58, 58, 58, 58, 58, 56, 56, 56, 2B7, 2A3, 2A3, 5Z3	Super.
135	59.50	Midget	540-1600 1600-4700 5300-16,000	32 DC	18x14x10	6A7, 78, 75, 43, 6Z4	Super.
145	39.90	Midget	540-1600 1600-4700 5300-16,000	AC	15x13x 8	2A7, 58, 2A6, 2A5, 80	Super.
206	49.90	Midget	540-1600 1600-5000 5700-15,500	AC	18x14x10	58, 2A7, 58, 2A6, 2A5, 80	Super.
206-D	54.50	Midget	540-1600 1600-5000 5700-15,500	DC	18x14x10	78, 6A7, 78, 85, 43, 43	Super.
215-E	72.50	Console	540-1600 1600-4800 5300-16,000	32 DC	37x23x12	6A7, 78, 75, 43, 6Z4	Super.
318-K	89.90	Console	540-22,500	AC	39x24x13	58, 58, 58, 2A7, 55, 2A5, 2A5, 80	Super.
318-N	99.90	Console	540-22,500	AC	39x25x16	58, 58, 58, 2A7, 55, 2A5, 2A5, 80	Super.
325-E	49.90	Console	540-1600 1600-4800 5300-16,000	AC	37x23x12	2A7, 58, 2A6, 2A5, 80	Super.
376-E	59.90	Console	540-1600 1600-5000 5700-15,500	AC	37x23x12	2A5, 58, 58, 2A5, 2A7, 80	Super.
376-DE	67.50	Console	540-1600 1600-5000 5700-15,500	DC	37x23x12	78, 78, 6A7, 85, 43, 43	Super.
376-KX	69.90	Console	540-1600 1600-5000 5700-15,500	AC	39x24x13	78, 78, 6A7, 85, 43, 43	Super.
447	74.50	Midget	540-22,500	AC	21x16x11	58, 2A7, 58, 58, 2A6, 2A5, 80	Super.
465-Q	44.90	Midget	540-1600 1600-4800 5300-16,000	Bat.	18x14x10	1C6, 34, 32, 30, 19	Super.
511-W	190.00	Auto. Tuning	Console	540-1600 5500-15,500	AC	43x27x15	2A7, 2B7, 56, 56, 56, 2A3, 58, 58, 58, 2A3, 5Z3	Super.
559-N	119.50	Console	540-18,000	AC	39x25x16	58, 58, 58, 58, 58, 55, 80, 2A5, 2A5	Super.
559-S	134.50	Console	540-18,000	AC	39x25x16	58, 58, 58, 58, 58, 55, 80, 2A5, 2A5	Super.
655-QE	57.50	Console	540-1600 1600-4800 5300-16,000	Bat.	37x23x12	1C6, 34, 32, 30, 19	Super.
666	49.90	Auto.	540-1500	7x12x 7	6D6, 6A7, 6D6, 85, 41, 6Z4	Super.
769-Q	69.90	Midget	540-22,500*	Bat.	21x16x11	1C6, 34, 34, 30, 32, 30, 30, 30	Super.
825	34.90	Midget	540-1720*	Univ.	8x12x 6	6A7, 44, 75, 43, 25Z5	Super.
944	22.50	Midget	540-1720	AC	14x12x 8	2A5, 80, 57, 57	Super.
978-QK	84.90	Console	540-22,500	Bat.	39x24x13	1C6, 34, 34, 30, 32, 30, 30, 30	Super.
* Has switch to tune in the 2400 KC police band.								
Automatic Radio Mfg. Co., Inc., 112-118 Canal St., Boston, Mass. (Automatic) (Tom Thumb)								
AJ-400	\$15.95	Univ.	6x 6x11	6D6, 6C6, 12A5, 12Z3	T.R.F.
D-500	17.95	6x 6x12	6D6, 6D6, 6C6, 12Z3, 43	T.R.F.
F-2-5	28.95	Univ.	6x 8x12	6A7, 6D6, 75, 12A5, 25Z3	Super.
T-5-3	37.50	Table	2 Band	Univ.	10x12x18	6A7, 6D6, 75, 12A5, 25Z3	Super.
C-66	44.75	Table	2 Band	Univ.	10x12x18	6A7, 6D6, 75, 43, 25Z5	Super.
Twin Six	29.90	Auto.	77, 77, 78, 37, 41, 84
De Luxe	49.50	Auto.	77, 75, 78, 41, 6A7, 84
C-900	69.50	Console	4 Band	AC	14x23x38	6A7, 6D6, 6D6, 75, 43, 25Z5
Balkett Radio Corp., Moxley Bldg., Chicago, Ill. (Balkett)								
70	\$34.95	Table	535-1750 5500-15,500	AC	15½x13½x9	6A7, 6D6, 42, 75, 80	Super.
Belmont Radio Corp., 1257 Fullerton Ave., Chicago, Ill. (Belmont)								
575	\$29.95	Table	530-1720	AC	13½x11½x7½	58, 2A5, 57, 57, 80	Super.
675	39.95	Table	5400-17,000 540-1720	AC	17 x14 x11¼	27, 58, 2A5, 57, 2A6, 80	Super.
675-E	54.50	Console	5400-17,000 540-1720	AC	36½x20½x10½	27, 58, 2A5, 57, 2A6, 80	Super.
Caphart Corp., Fort Wayne, Ind. (Caphart)								
402-C	Auto. Phono-Comb.	Console	540-1500	AC	43x41x22	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
404-C	Auto. Phono-Comb.	Console	540-1500	AC	43x41x22	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
405-C	Auto. Phono-Comb.	Console	540-1500	AC	43x41x22	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
301-C	Auto. Phono-Comb.	Console	540-1500	AC	47x33x21½	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 5Z3	Super.
101-C	Auto. Phono-Comb.	Console	540-1500	AC	39x36x21	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 5Z3	Super.
402CAW	Auto. Phono-Comb.	Console	540-20,000 150-350	AC	43x41x22	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
404CAW	Auto. Phono-Comb.	Console	540-20,000 150-350	AC	34x41x22	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
405CAW	Auto. Phono-Comb.	Console	540-20,000 150-350	AC	43x41x22	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 2A5, 2A5, 5Z3, 5Z3	Super.
301CAW	Auto. Phono-Comb.	Console	540-20,000 150-350	AC	47x33x21½	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 5Z3	Super.
101CAW	Auto. Phono-Comb.	Console	540-20,000 150-350	AC	39x36x21	58, 58, 58, 56, 56, 2A7, 55, 57, 2A6, 2A6, 2A5, 2A5, 5Z3	Super.

CAPEHART 404B



CAPEHART 101

COM-RAD 660..\$44.50



it will bring in replacement business.

NOISE-REDUCING ANTENNAS

Noise-reducing antennas, as we have repeatedly pointed out, are an absolute necessity when operating an allwave or shortwave receiver in the majority of locations. Up to the present time these have been pioneered by specialty manufacturers. A few set manufacturers took up the cudgel for them a few months ago. And now it appears sure that certain factories will sell them as stock equipment, included in the list, within a few months. Already we hear rumors that one big-gun will hold back his guarantee until assured by the purchaser that a proper noise-reducing skywire has been installed. And many new sets incorporate automatic switching and antenna coil systems which take care of both broadcast and shortwave sensitivity when using a doublet.

This is a step in the right direction and we urge the trade to take advantage of the trend and sell a proper antenna with every allwave job, so picking up a few extra pennies and insuring themselves against turn-backs.

MIDGET VS. CONSOLE

The midget is still with us and there is probably no valid reason why it should not be. It serves a definite purpose as a second set or for the man who has little money to spend. If we read our specifications aright, however, most manufacturers have soft-pedalled it as much as they dare, have tried to put more sales ammunition in the larger table models and consoles. This is most evident when we scan the list for cigar-box types—those small, oblong babies which dominated the market in 1933. Fewer of these are noted and more of the so-called larger "tombstone" types . . . but the tombstone appearance has given way before more attractive modernistic or semi-modernistic designs.

Console cabinets are larger, with most designers leaning toward the practically legless types carrying the speaker baffle right down near the floor. We have it on authority of one of our leading set maker's service manager that style dictates design of such cabinets but it is often discovered that tone improves amazingly. The usual crop of conservative lowboys and highboys is to be seen, all dolled up in semi-modernistic dress. These are the old standbys.

The phono-radio combination, as we have pointed out in recent

CROSLY
8HI...\$99.50



CROSLY
5M3...\$19.99

DETROLA
7A3...\$64.50



DE WALD 501A

DE WALD 802



EDISON-BELL
64...\$69.50

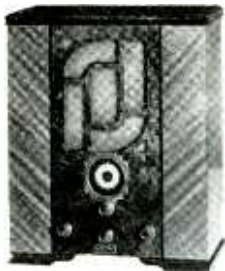
EMERSON 38..\$39.50



EMERSON 71...\$69.50

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
Colonial Radio Corp., 254 Rano St., Buffalo, N. Y. (Colonial)								
651	Table	5800-18,000 1650-540	AC	9 x 12 x 5½	6A7, 78, 75, 41, 84	Super.
652	Table	5500-17,700 1660-535	AC	11½ x 14½ x 6	6A7, 78, 75, 42, 80	Super.
653	Table	1750-540	AC	12 x 15 x 7½	6A7, 78, 37, 41, 80	Super.
654	Table	1750-540	Univ.	7½ x 10½ x 5	6A7, 78, 37, 38, 1B	Super.
655	Table	5200-16,800 1650-540	AC	9 x 12 x 5½	78, 41, 78, 75, 41, 84	Super.
656	Table	15,500-540	AC	12½ x 16½ x 6½	78, 41, 78, 75, 42, 80	Super.
657	Table	5500-18,000 1650-540	Univ.	9 x 12 x 5½	6A7, 78, 75, 43, 25Z5	Super.
658	Table	5600-17,600 1680-530	AC	10 x 14 x 7	78, 41, 78, 75, 41, 80	Super.
659	Table	5500-17,700 1660-535	Bat.	11½ x 14½ x 6	951, 30, 951, 32, 33, 30	Super.
603	Console	5600-17,600 1680-530	AC	20 x 36 x 10½	78, 41, 78, 75, 42, 80	Super.
604	Console	20,000-540	AC	21½ x 38 x 11½	78, 6A7, 78, 75, 37, 47, 47, 80	Super.
605	Console	15,500-535	AC	22 x 38 x 13	78, 41, 78, 75, 37, 47, 80	Super.
164	Auto.	1500-540	7½ x 9½ x 7	78, 6A7, 78, 6B7, 41, 84	Super.
182	Auto.	1500-540	7½ x 9½ x 7	78, 6A7, 6F7, 6B7, 41, 41	Super.
150	Auto.	1500-540	6½ x 9 x 6½	6A7, 78, 75, 41	Super.
Commonwealth Radio Mfg. Co., 2367 N. Seeley Ave., Chicago, Ill. (Com-Rad)								
A-60	\$44.50	Auto.	550-1750	7x 7x10	6D6, 6C6, 6D6, 75, 41, 4	Super.
160	44.50	Table	1500-150	Univ.	9x14x 8	6D6, 6A7, 6D6, 75, 43, 25Z5	Super.
660	44.50	Table	20,000-545	Univ.	9x14x 8	6D6, 6A7, 6D6, 75, 43, 25Z5	Super.
260	49.50	Table	20,000-150	Univ.	9x14x 8	6D6, 6A7, 6D6, 75, 43, 25Z5	Super.
880	79.50	Table	20,000-545	AC	21x14x 9	58, 2A7, 58, 55, 56, 2A5, 2A5, 80	Super.
180	79.50	Table	20,000-150	AC	21x14x 9	58, 2A7, 58, 55, 56, 2A5, 2A5, 80	Super.
150	34.50	Midget	1500-150	Univ.	7x10x 5	6A7, 6D6, 75, 43, 25Z5	Super.
550	34.50	Midget	6250-545	Univ.	7x10x 5	6A7, 6D6, 75, 43, 25Z5	Super.
Crosley Radio Corp., Cincinnati, Ohio. (Crosley)								
4C1	\$19.99	Portable	540-1700	Univ.	6½ x 9½ x 4½	78, 6F7, 38, 12Z3	Super.
5M3	19.99	Table	540-1725	AC	8 x 11 x 4	6D6, 6D6, 76, 42, 80	Super.
5Y1	35.00	Table	540-1700	AC	13½ x 11½ x 8	6A7, 6D6, 6B7, 42, 80	Super.
5C2	47.50	Console	1700-5000	36 x 23½ x 12
5H1	33.00	Portable	540-1725	Univ.	7½ x 11½ x 5	6F7, 78, 6B7, 43, 25Z5	Super.
6H2	39.95	Table	540-1700	AC	15½ x 14½ x 8	6F7, 6A7, 6B7, 42, 80	Super.
7V2	55.00	Console	5800-15,500	36½ x 23½ x 11
7H2	49.95	Table	540-1700	AC	15½ x 14½ x 8	6D6, 6A7, 6B7, 76, 42, 80	Super.
8H1	65.00	Console	5800-15,500	36½ x 22 x 11
10P3	49.95	Table	540-1700	AC	17½ x 14½ x 8	58, 58, 58, 56, 56, 2A5, 80	Super.
5B2	65.00	Console	1700-5000	38 x 22½ x 12
8B2	59.95	Table	540-1700	AC	18½ x 16½ x 10½	58, 58, 58, 2A7, 2B7, 2A5, 80	Super.
4A1	79.50	Console	5700-15,500	38 x 22½ x 12
5A1	99.50	Table	540-24,000	AC	18½ x 16½ x 10½	6D6, 6D6, 6A7, 6B7, 79, 42, 42, 80	Super.
.....	79.50	Console	540-1700	AC	38½ x 23½ x 12½	58, 58, 58, 56, 56, 56, 2A5, 2A5, 80	Super.
.....	29.95	Table	540-1700	Bat.	38 x 22½ x 12	34, 34, 1A6, 32, 33	Super.
.....	49.95	Console	540-1700	Bat.	38½ x 23½ x 12½	34, 34, 34, 34, 30, 30, 19	Super.
.....	49.95	Table	540-1700	6½ x 6 x 10	6F7, 6B7, 6D6, 42	Super.
.....	69.95	Console	540-1700	7½ x 7½ x 10½	78, 78, 78, 6B7, 41	Super.
Detroit Radio Corp., 3630 West Fort St., Detroit, Mich. (Detroit)								
5B3	\$44.50	Table	535-16,500	AC	15x11x 8½	80, 6A7, 75, 78, 42	Super.
7A3	64.50	Table	535-20,000	AC	18x14x 10	78, 78, 78, 37, 75, 80, 42	Super.
4F1	17.95	Table	550-4700	Univ.	8x10x 5	25Z5, 77, 78, 43	T.R.F.
Echophone Radio Corp., 2611 Indiana Ave., Chicago, Ill. (Echophone)								
110	Table	550-1712	Univ.	7½ x 10 x 5½	78, 77, 38, 12Z3	T.R.F.
111	Table	1720-3000	Univ.	7½ x 10 x 5½	78, 77, 38, 12Z3	T.R.F.
112	Table	550-1712	Univ.	7½ x 10½ x 5½	6A7, 78, 25Z5, 75, 43	Super.
113	Table	1720-3000	AC	8 x 11½ x 5½	58, 57, 2A5, 80	T.R.F.
115	Table	550-1712	AC	13½ x 10½ x 7½	58, 57, 2A5, 80	T.R.F.
119	Table	1720-3000	AC	9 x 13½ x 6	2A7, 58, 2A5, 2A6, 80	Super.
124	Console	550-1712	AC	38 x 22½ x 12	58, 58, 56, 57, 2A5, 2A6, 80	Super.
126	Table	5500-15,500	AC	14½ x 12 x 7½	80, 2A5, 2A6, 2A7, 58	Super.
128	Table	550-1712	Univ.	7½ x 10 x 5½	78, 77, 43, 25Z5	T.R.F.
143	Table	550-1712	AC	15½ x 13 x 7½	80, 2A5, 2A6, 2A7, 58	Super.
Edison-Bell Co., Inc., 166 Greenwich St., New York, N. Y. (Edison-Bell)								
53	\$49.50	Midget	125-550	Univ.	7½ x 10½ x 5½	6C6, 6D6, 6D6, 43, 25Z5	Super.
53	54.50	Midget	150-2300	Univ.	7½ x 10½ x 5½	6C6, 6D6, 6D6, 43, 25Z5	Super.
63	59.50	Midget	125-550	Univ.	8 x 12 x 7½	6A7, 78, 75, 43, 37, 25Z5	Super.
63	64.50	Midget	150-2300	Univ.	8 x 12 x 7½	6A7, 78, 75, 43, 37, 25Z5	Super.
64	69.50	Midget	15-325	Univ.	8 x 12 x 7½	6A7, 6D6, 6D6, 75, 43, 25Z5	Super.
64	74.50	Midget	150-20,000	Univ.	8 x 12 x 7½	6A7, 6D6, 6D6, 75, 43, 25Z5	Super.
Electrical Research Labs., Inc., 2222 Diversey Pkwy., Chicago, Ill. (Erla)								
4143	\$17.50	Table	1720-540	Univ.	8 x 12½ x 5½	6D6, 6C6, 43, 12Z3	T.R.F.
4536	18.50	Table	535-4800	AC	12 x 9½ x 6½	6D6 or 78, 6C6 or 77, 42, 80	T.R.F.
5211	34.50	Table	540-4800	Univ.	7½ x 12 x 5½	6A7, 78, 75, 43, 25Z3	Super.
5721	29.95	Table	1715-535	AC	16 x 14 x 8½	2A7, 58, 2A6, 2A5, 80	Super.
6315	59.50	Table	5200-16,000	AC	14½ x 14 x 7½	2A7, 58, 58, 2A6, 2A5, 80	Super.
6317	79.50	Console	540-24,000	AC	40 x 24 x 12	2A7, 58, 58, 2A6, 2A5, 80	Super.
6323	59.50	Table	540-24,000	AC	9 x 16½ x 7½	2A7, 58, 58, 2A6, 2A5, 80	Super.
6241	39.50	Table	1715-535	Bat.	18½ x 18½ x 11	1A6, 34, 30, 32, 33, 5E1	Super.
6232	59.50	Console	1715-535	Bat.	40 x 23 x 12	1A6, 34, 30, 32, 33, 5E1	Super.
7741	49.50	Table	535-16,000	Bat.	18½ x 18½ x 11	1C6, 34, 30, 32, 30, 33, 6-1	Super.
7732	69.50	Console	535-16,000	Bat.	40 x 23 x 12	1C6, 34, 30, 32, 30, 33, 6-1	Super.
5628	49.50	Table	1715-535	32DC	16 x 14 x 8	6A7, 6D6, 75, 38, 84	Super.
5500	34.50	Auto.	540-1520	7½ x 9 x 7½	6A7, 6D6, 6B7, 41, 84	Super.
603	49.95	Auto.	540-1500	9 x 9 x 7	78, 6A7, 78, 75, 51, 84	Super.

EMPIRE
460B...\$54.95



EMPIRE
450A...\$43.95

FAIRBANKS-MORSE
7040...\$89.50



FAIRBANKS-MORSE
7014...\$69.50

months, is definitely staging a comeback. Several makers have reinstated these types and have not cut the price down to the danger mark, evidently anticipating a fair quality market and averse to letting it get away without returning a worthwhile profit. Automatic changers are, naturally, important adjuncts and the higher priced combinations almost invariably include these, with two companies building in home-recorders.

Recording companies are more up on their toes than for a number of years and new discs recorded by leading radio and stage celebrities will do much to stimulate the combination market. Records have been such a dead issue with most dealers for so long that we hesitate to again advise the trade to stock them sight unseen but in all sincerity we feel that the record business "ain't what it used to be" and advise our readers, however skeptical, to give it another "look-see."

HIGH FIDELITY COMING

High fidelity reception has already been announced by several manufacturers but because of the swath allwave receivers are cutting will probably make little impression upon the buying masses at this time. Some day, unless we miss our guess, it will be the industry's rallying cry.

In the meanwhile a lot of loft assemblers will undoubtedly take advantage of the words high fidelity to push over sales... without benefit of engineering. Let's scotch this trend. If we don't it will be just another cry of "Wolf" when the real stuff comes along.

PRICES UP

Gyp retail operators are still putting out sets, chiefly universal models, at ridiculously low prices but there is much less of this even in large metropolitan centers than heretofore. Manufacturers, in the main, have been more "cagey" about pricing this season. We find that while there are "leaders" in almost every line of any importance few such models are offered by comparison with higher priced merchandise equipped with refinements enabling the dealer to get that few extra dollars that spells the difference between profit and break-even. There is also a trend toward broader discounts on such sets.

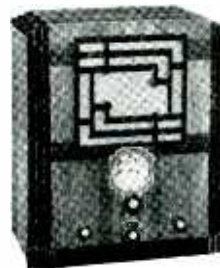
It is our guess that this extra effort on fairly priced models will jack up 1935's average sale somewhere between 10 and 20 per cent. Much depends upon the dealer. Factories have done their part by providing salable merchandise in the higher price brackets but retailers

FORDSON FU...\$33.25



FRANKLIN
105PC...\$250

FRANKLIN
55GU...\$44



FREED-EISEMANN
475X

FREED-EISEMANN
469



GAROD
66...\$62.50



GAROD 237...\$55

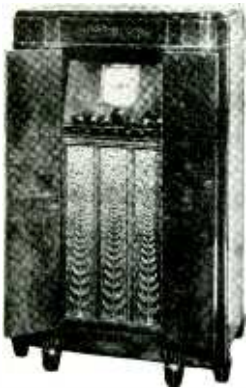


GENERAL ELECTRIC
M81...\$97.50

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
Emerson Radio & Phonograph Corp., 111 Eighth Ave., New York, N. Y. (Emerson)								
416	\$19.95		Compact	540-1500	Univ.	7½ x 10 x 4½	6D6, 6C6, 38, IV	T. R.F.
23	22.50		Compact	540-1760	AC	8 x 11 x 6½	6A7, 77, 42, 80	Super.
28	31.95		Up. Table	540-3000	AC	17½ x 12½ x 8½	6D6, 6D6, 6C6, 42, 80	Super.
31-AW	29.95		Compact	540-3000	Univ.	17½ x 10½ x 5	78, 78, 77, 43, 25Z5	Super.
38	39.50		Table	540-1760 5500-15,500	Univ.	10 x 12½ x 7½	6D6, 6A7, 6D6, 75, 43, 25Z5	Super.
45	44.50		Up. Table	540-1760 5500-15,500	AC	16½ x 13½ x 8½	6D6, 6A7, 6D6, 75, 42, 80	Super.
71	69.50		Up. Table	540-23,000	AC	21 x 16½ x 11½	6D6, 6A7, 6D6, 75, 42, 42, 80	Super.
770	99.50		Console	540-23,000	AC	39 x 23 x 13	6D6, 6A7, 6D6, 75, 42, 42, 80	Super.
38-LW	44.50		Table	150-300 540-1760 5500-15,500	Univ.	10 x 12½ x 7½	6D6, 6A7, 6D6, 75, 43, 25Z5	Super.
45-LW	49.50		Up. Table	150-300 540-1760 5500-15,500	AC	21 x 16½ x 11½	6D6, 6A7, 6D6, 75, 42, 80	Super.
965	39.95	Auto.		540-1500	AC	5 x 9 x 6	78, 6A7, 78, 75, 41, 84	Super.
667	59.50	Auto.		540-1500	AC	6 x 6 x 7	78, 6A7, 78, 75, 41, 41, 84	Super.
450	35.00		Up. Table	540-1750 5500-15,500	Air Cell	16½ x 13½ x 8½	1C6, 34, 32, 30, 30, 30	Super.
Empire Electrical Products Co., 102-106 Wooster St., New York, N. Y. (Empire)								
450A	\$43.95		Midget	525-1500 5800-15,500	Univ.	16½ x 13 x 8½	6A7, 43, 25Z5, 75, 6D6	Super.
460B	54.95		Midget	525-1500 5350-15,500	Univ.	17½ x 12½ x 8	6A7, 43, 75, 25Z5, 6D6, 6D6	Super.
470C	69.50		Midget	525-23,750	AC	20 x 15 x 9½	2A5, 2A6, 2A7, 2B7, 80, 58, 58	Super.
480C	64.50		Midget	525-1500 5350-15,500	Univ.	20 x 15 x 9½	6A7, 75, 6D6, 6D6, 43, 43, 25Z5, 25Z5	Super.
40SW	49.75		Midget	525-1500 5350-15,500	Univ.	8½ x 11½ x 7½	6A7, 43, 25Z5, 75, 6D6, 6D6	Super.
45SW	51.00		Midget	525-1500 5350-15,500	Univ.	8 x 12 x 7½	6A7, 43, 25Z5, 75, 6D6, 6D6	Super.
Fairbanks-Morse Home Appliances, Inc., 430 So. Green St., Chicago, Ill. (Fairbanks-Morse)								
5212	\$34.95		Table	540-3500	AC	13½ x 7½	2A7, 2A6, 2A5, 58, 80	Super.
5241	49.95		Console	540-3500	AC	38½ x 22	2A7, 2A6, 2A5, 58, 80	Super.
5312	39.95		Table	540-18,000	AC	13½ x 7½	2A7, 2A6, 2A5, 58, 80	Super.
5341	54.95		Console	540-18,000	AC	38½ x 22	2A7, 2A6, 2A5, 58, 80	Super.
5106	25.00		Table	540-1725	AC	14 x 11	2A7, 2A6, 2A5, 58, 80	Super.
5112	29.95		Table	540-1725	AC	14 x 10½	2A7, 2A6, 2A5, 58, 80	Super.
7014	69.50		Table	540-24,000	AC	18½ x 16	6A7, 6B7, 6D6, 6D6, 6D6, 42, 80	Super.
7040	89.50		Console	540-24,000	AC	38½ x 22½	6A7, 6B7, 6D6, 6D6, 6D6, 42, 80	Super.
814	54.50		Table	540-3500	AC	18½ x 16	2A5, 56, 56, 56, 57, 58, 58, 80	Super.
841	67.50		Console	540-3500	AC	38½ x 22	2A5, 56, 56, 56, 57, 58, 58, 80	Super.
1014	64.50		Table	540-3500	AC	18½ x 16	2A5, 2A5, 56, 56, 56, 57, 58, 58, 58, 80	Super.
1040	84.50		Console	540-3500	AC	38½ x 22½	2A5, 2A5, 56, 56, 56, 57, 58, 58, 58, 80	Super.
516	39.95		Table	540-1725	2DC	18 x 15	19, 30, 33, 34, 34	Super.
541	54.95		Console	540-1725	2DC	38½ x 22	19, 30, 33, 34, 34	Super.
816	79.50		Table	540-1725	32DC	18 x 15	37, 37, 37, 39, 39, 39, 79, 25Z5	Super.
840	99.50		Console	540-1725	32DC	39½ x 22½	37, 37, 37, 39, 39, 39, 79, 25Z5	Super.
B-6	39.95	Auto.		540-1600		7 x 10½	6D6, 6D6, 6A7, 75, 41, 84	Super.
346	49.95	Auto.		540-1600		7 x 10½	6D6, 6D6, 6A7, 75, 41, 84	Super.
346S	59.95	Auto.		540-1600		7 x 10½	6D6, 6D6, 6A7, 75, 41, 84	Super.
347	69.95	Auto.		540-1600		7 x 10½	6D6, 6D6, 6A7, 85, 42, 84	Super.
Federated Purchaser, Inc., 25 Park Place, New York, N. Y. (Acratone)								
54	\$27.50		Table	1710-545	Univ.	8 x 7½ x 5½	12Z3, 6D6, 6C6, 43	Super.
56	21.50		Table	1500-545	Univ.	10 x 6 x 5½	25Z5, 77, 78, 43	T. R.F.
58	35.00		Table	1710-545	Univ.	11 x 7½ x 5½	12Z3, 6D6, 6C6, 43	T. R.F.
60	30.00		Table	4000-545	AC	10½ x 8½ x 5½	77, 78, 42, 80	T. R.F.
93	71.50		Table	16,700-5770 1580-545	AC	16 x 13½ x 10	6B6, 6B6, 6A7, 75, 76, 47, 80	Super.
94	95.00		Console	16,700-5770 1580-545	AC	37 x 21 x 12½	6B6, 6B6, 6A7, 75, 76, 47, 80	Super.
86	135.00		Console	20,000-545	AC	40 x 24 x 15	56, 56, 57, 57, 58, 58, 80, 2A5	Super.
87	189.50	Auto. Phono-Comb.	Console	20,000-545	AC	40 x 24 x 15	56, 56, 57, 57, 58, 58, 80, 2A5	Super.
104			Table	30,000-1620	AC	12 x 11 x 7½	2A7, 57, 58, 56, 2A5, 80	Super.
117	80.00		Table	20,000-545	AC	13 x 7½ x 15	58, 58, 2A7, 2A6, 2A7, 80	Super.
118	69.00		Table	1500-545	Bat.	18 x 18 x 19	33, 34, 32, 32, 30, 5C1	Super.
75	42.50		Table	1500-150	AC	10½ x 7½ x 5½	77, 78, 43, 6A7, 25Z5	Super.
77	59.50		Table	1500-150	AC	11½ x 8 x 6½	6B7, 43, 78, 78, 6A7, 25Z5	Super.
83	99.50	Phono. Comb.	Portable	1710-545	Univ.	14 x 14 x 12	6C6, 6C6, 43, 6D6, 12Z3	Super.
92	59.50	Auto.		1710-545		11 x 7 x 5½	6D6, 6D6, 6D6, 6B7, 43, 84	Super.
Fordson Radio Inc., 4181 Oakman Blvd., Detroit, Mich. (Fordson)								
FP	\$35.00		Midget	540-1500 6775-20,000	*AC	14½ x 11½ x 7½	6A7, 42, 75, 78, 80	Super.
FP	37.00		Midget	540-1500 6775-20,000	AC	14½ x 11½ x 7½	6A7, 42, 75, 78, 80	Super.
FP	54.00		Console	540-1500 6775-20,000	AC	37½ x 21 x 11	6A7, 42, 75, 78, 80	Super.
FP	50.00		Midget	540-1500 6775-20,000	32DC	14½ x 11½ x 7½	6A7, 42, 75, 78, 84	Super.
FP	52.00		Midget	540-1500 6775-20,000	32DC	14½ x 11½ x 7½	6A7, 42, 75, 78, 84	Super.
FP	69.00		Console	540-1500 6775-20,000	32DC	37½ x 21 x 11	6A7, 42, 75, 78, 84	Super.
FP	50.00		Midget	540-1500 6775-20,000	6DC	14½ x 11½ x 7½	6A7, 42, 75, 78, 84	Super.
FP	52.00		Midget	540-1500 6775-20,000	6DC	14½ x 11½ x 7½	6A7, 42, 75, 78, 84	Super.
FP	69.00		Console	540-1500 6775-20,000	6DC	37½ x 21 x 11	6A7, 42, 75, 78, 84	Super.
FR	23.50		Midget	540-4000	AC	12 x 9½ x 5½	42, 77, 78, 80	T. R.F.
FR	25.50		Midget	540-4000	AC	12 x 9½ x 5½	42, 77, 78, 80	T. R.F.
FT	49.50	Auto.		540-1600	6DC	6 x 8½ x 6½	6A7, 41, 75, 78, 84	Super.
FT	49.50	Police			6DC	6 x 8½ x 6½	6A7, 41, 75, 78, 84	Super.
FU	33.25		Compact	540-1500 6775-20,000	Univ.	8½ x 12 x 6½	25Z5, 43, 44, 77, 78	Super.
FU	35.25		Compact	150-1500	Univ.	8½ x 12 x 6½	25Z5, 43, 44, 77, 78	Super.
FV	22.00		Compact	540-1710	Univ.	10 x 10 x 5	25Z5, 43, 44, 77	T. R.F.
FV	33.00		Compact	110-24,000	Univ.	10 x 10 x 5	25Z5, 6F7, 43, 77	T. R.F.
FW	58.75		Midget	115-23,000	AC	16 x 15 x 8½	37, 42, 78, 85, 80	Super.
FW	61.25		Midget	115-23,000	AC	16 x 15 x 8½	37, 42, 78, 85, 80	Super.
FW	77.50		Console	115-23,000	AC	37½ x 21 x 11	37, 42, 78, 85, 80	Super.
FX	27.50		Compact	175-550	AC	8½ x 12 x 6½	6C6, 6D6, 42, 80	T. R.F.

* All sets available in 25 cycle or 220 volt at slightly increased prices.

GENERAL ELECTRIC
M125...\$225



GENERAL 7c...\$59.00

GILFILLAN 8T...\$71



GRUNOW 671

can nullify this effort by failing to sell-up. From what we are able to see most retailers have learned their lesson and will fall in line.

REMOTE CONTROL, DIALS

A lot of work has obviously been done in radio plants by mechanical engineers. Dials are much improved over last year, allwave requirements probably stimulating effort in this direction. One newcomer in the field, for example, is spreading his dial all over the face of the cabinet, making it large enough to completely preclude any possibility of missing sharp-tuning stations. Other companies have profited by their experience while designing band-shift dials for all-wave jobs to improve action on broadcast channels.

Visual tuning indicators are everywhere to be found, these including neon-glow types, shadow indicators and prettied-up meter movements. One maker uses a double three-gang condenser to assure proper band-spreading of shortwave stations.

Remote control, practically abandoned when the financial storm broke over our heads, is back again. Not only do we find remote oscillators but divided speakers and tuners and flexible shaft accessories. Remote control never, in our estimation, reached first base, even in its palmiest days. But it will some day, unquestionably, as it is a worthwhile convenience for the user. "Der Tag" might very well be Christmas Day, 1934. Automatic clock tuning has, likewise, repeatedly failed to make an appreciable dent but with one of the industry's largest and smartest manufacturers backing it this season all this may change. For automatic tuning, too, fills a definite need. Progress will be slow, perhaps, but the device carries a list high enough to make every sale ring the cash register.

Both remote control and automatic tuning, appearing over the horizon at this time, bear out our impression that manufacturers anticipate better business for higher priced products which offer the user improved service. Landoffice business is scarcely the object. Neither device will dominate the market in point of unit sales but both should be worth their weight in gold when it comes to profit.

AUTO-RADIO GOING STRONG

Auto-radio is still going strong although sales for the year will probably miss the predicted total by a slight margin. The business did not mushroom quite as much as was expected though continuing to gain

GRUNOW 460



HALLICRAFTERS SKYRIDER...\$70

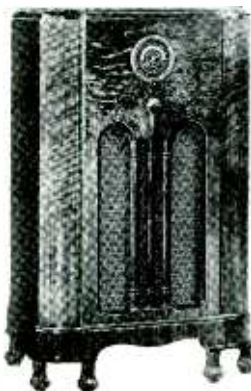
HALSON



HALSON 610...\$39.85



HOWARD
B13...\$29.95



HOWARD
F17...\$149.50

ICA TRIODYNE



INSULINE
SCOUT...\$17.50

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
Franklin Radio Corp., Ray & B. & O. Ry., Dayton, Ohio (Franklin)								
55CU	\$37.95	Midget	16,000-4500 1500-550	Univ.	13½ x 7½ x 6	6A7, 6B7, 25Z5, 43, 78	Super
55EU	39.95	16,000-4500 1500-550	Univ.	11½ x 14 x 7	6A7, 6B7, 25Z5, 43, 78	Super
65VU	49.95	Table	16,000-4500 1500-550	Univ.	11 x 14½ x 8	6A7, 6B7, 25Z5, 43, 78, 78	Super
65HU	59.50	Table	16,000-4500 1500-550	AC	17 x 14 x 10	2A7, 55, 80, 58, 58, 59	Super
65HU32	70.00	Table	16,000-4500 1500-550	32 D.C.	17 x 14 x 10	6A7, 6B7, 25Z5, 43, 78, 80	Super
105C	175.00	Console	23,000-540	AC	59, 59, 58, 58, 57, 57, 57, 2B7, 5Z3	Super
105PC	250.00	Phono. Comb.	Console	23,000-540	AC	59, 59, 58, 58, 57, 57, 57, 2B7, 5Z3	Super
45E32V	49.50	Table	16,000-4500 1500-550	32 D.C.	10½ x 14 x 7	6A7, 6B7, 43, 25Z5, 78
55D	29.95	Midget	200-550	Univ.	11½ x 7½ x 6	6A7, 6B7, 43, 25Z5, 78
55GU	44.00	Table	16,000-4500	AC	13½ x 9 x 16½	2A7, 2B7, 58, 59, 80	Super
Freed Television and Radio Corp., 22-17 41st Ave., Long Island City, N. Y. (Freed-Eisemann)								
353	Table	1500-540 340-147	Univ.	8 x 10 x 5½ (5)	Super
354	\$29.95	Table	1750-540	A.C. (5)	Super
355	29.95	Table	1750-540	Univ. (5)	Super
366	52.50	Table	21,500-540	A.C.	8 x 12 x 6 (6)	Super
366LW	On Application	Table	1500-540 340-147	Univ.	8 x 12 x 6 (6)	Super
367	59.50	Table	21,500-540	A.C.	15 x 13 x 8 (6)	Super
360	On Application	Table	1500-540 340-147	A.C.	15 x 13 x 8 (6)	Super
406	59.50	Marine	Table	1750-540	6 D.C.	12 x 9½ x 6½ (4)	Super
432	59.50	Marine	Table	1750-540	32 D.C.	12 x 9½ x 6½ (4)	Super
450	Table	20,000-5460 1500-536	A.C.	8 x 12 x 6 (6)	Super
466	On Application	Table	20,000-8570 8570-3850 1500-536 334-150	A.C.	15 x 13 x 8 (6)	Super
467	On Application	Table	20,000-8570 8570-3850 1500-536 334-150	A.C.	8 x 11½ x 5½ (5)	Super
482	Table	21,500-540	A.C. (8)	Super
C-367	Chassis	21,500-540	A.C.	7 x 11½ x 7 (6)	Super
C-482	Chassis	21,500-540	A.C.	8 x 16 x 10 (8)	Super
469	Table	20,000-5800 1500-540	Univ.	8½ x 12½ x 6½	6A7, 76, 78, 77 43, 25Z5	Super
475X	Table	20,000-8600 10,000-3530 1500-536 334-150	A.C.	15 x 13 x 8½	6D6, 76, 78, 73, 77, 42, 80	Super
Galvin Manufacturing Co., 847 W Harrison St., Chicago, Ill. (Motorola)								
34	\$39.95	Auto	78, 78, 77, 75, 42, 84	Super
Dual 6	49.50	Auto	78, 78, 77, 75, 42, 84	Super
Twin 8	64.50	Auto	78, 78, 77, 85, 37, L.A., L.A., 84	Super
Garod Radio Corp., 34 E. 12 St., New York, N. Y. (Garod)								
35 S.W.	\$36.50	Table	5200-17,000 540-1600	Univ.	11½ x 18½ x 6½	6A7, 6D6, 6C6, 12Z3, 43	Super
237	55.00	Table	5200-17,000 540-1600	Univ.	16½ x 13½ x 9	6A7, 6D6, 75, 37, 37, 43, 25Z5	Super
238	62.50	Chassis Only	5200-17,000 540-1600	Univ.	7½ x 19 x 11	6A7, 6D6, 6B7, 37, 37, 43, 43, 25Z5	Super
337	59.00	Table	5200-17,000 540-1600	Univ.	16½ x 13½ x 9	6A7, 6D6, 6B7, 37, 37, 43, 25Z5	Super
58	79.00	Table	540-23,000 150-400	Univ.	18½ x 13½ x 9	6A7, 6D6, 6D6, 85, 37, 43, 43, 25Z5	Super
316	59.00	Table	5200-17,000 540-1600 150-400	AC	16½ x 13½ x 9	2A7, 58, 58, 2A6, 2A5, 80	Super
G6	59.00	Auto.	540-1600	8½ x 9½ x 6½	6A7, 78, 78, 75, 41, 84	Super
66	62.50	Table	540-23,000 150-400	Univ.	9 x 14 x 7½	6A7, 6D6, 6D6, 75, 43, 25Z5	Super
General Electric Co., Bridgeport, Conn. (G-E)								
M-51	\$39.95	Table	540-1800 5600-18,000	AC	18x14 ½ x 10	6A7, 6D6, 6B7, 41, 80	Super
M-61	69.95	Table	540-1720 1720-5400 5400-18,000	AC	20x16 ½ x 11 ⅞	6D6, 6D6, 6B7, 6A7, 41, 80	Super
M-81	97.50	Table	140-410 540-1720 1720-5400 5400-18,000	AC	20 x 17½ x 13½	6D6, 6D6, 6A7, 75, 76, 42, 42, 5Z3	Super
M-56	54.95	Console	540-1800 5600-18,000	AC	40 x 23½ x 11 ⅞	6A7 6B7, 6D6, 41, 80	Super
M-67	89.95	Console	540-1720 5400-18,000 1720-5400	AC	41 x 24½ x 12½	6D6, 6D6, 6B7, 6A7, 41, 80	Super
M-86	119.50	Console	140-410 540-1720 1720-5400 5400-18,000	AC	41½ x 26½ x 14 ⅞	42, 42, 6A7, 76, 6D6, 6D6, 75, 5Z3	Super
M-106	149.50	Console	140-410 5400-18,000 540-1720 18,000-36,000 1720-5400	AC	42½ x 27 x 14½	76, 76, 76, 76, 6D6, 6D6, 42, 42, 6A7, 5Z3	Super
M-125	225.00	Console	140-410 5400-18,000 540-1720 18,000-36,000 1720-5400	AC	43x27 ⅞ x 17 ⅞	6D6, 6D6, 6D6, 6D6, 42, 42, 85, 76, 76, 76, 6A7, 5Z3F	Super
M-89	250.00	Auto. Phono-Comb.	Console	140-410 1720-5400 540-1720 5400-18,000 140-410 5400-18,000	AC	40x31 ⅞ x 19 ⅞	42, 42, 6A7, 76, 6D6, 6D6, 75, 5Z3	Super

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KADETTE ES25...\$29.75



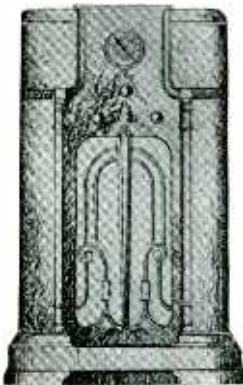
KINGSTON
700A...\$64.50

KINGSTON 600B



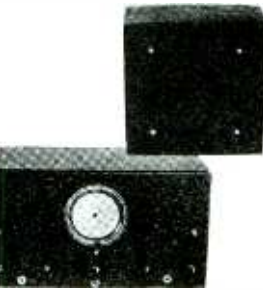
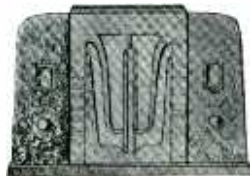
LAFAYETTE
F36...\$119.50

LANG
50AS...\$39.50



MAY

MAY



McMURDO SILVER
5E...\$124.50

BATTERY SETS GAIN

Manufacturers are again devoting time to battery models, evidently realizing that this market, which may be relatively small when compared with electrified area business, has been neglected and offers profit possibilities. Many companies have developed really efficient battery receivers with good cabinets and at reasonable prices. They have even included allwave reception, something the rural user has long had to do without. And modern circuit refinements such as a.v.c., pilot lights and tuning indicators are not uncommon.

Similar progress has been made in the 32 volt d.c. field, enabling owners of farm electric light plants to buy fully electrified radio. Such sets take a leaf from auto-radio experience, include vibrator type eliminators to do away with the necessity for B-batteries. Several use the more conventional rotating devices. Most 32 volt sets hook tube heaters in series, following universal set practice.

Once more the rural dealer has a real opportunity. Merchandise of a salable character is again offered by manufacturers. Drought conditions may put a temporary crimp in their activities but it is felt that farm radio business will be better in 1935 than during 1934 despite lack

MELBURN
5...\$13.95



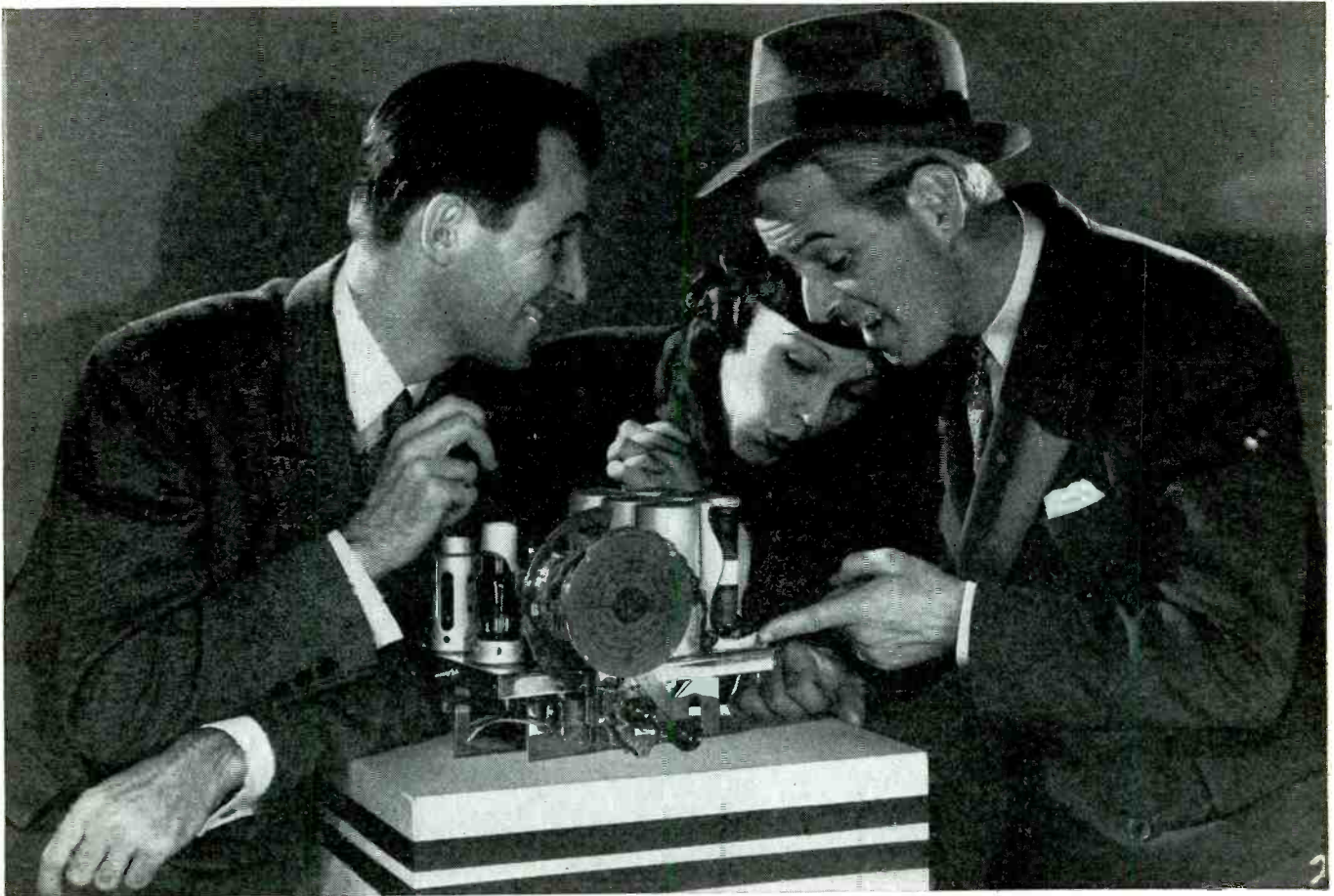
NATIONAL
FB-7A...\$57
(less coils, tubes)

PHILCO 200X...\$200



PHILCO 45C...\$49.95

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
General Electric Co., (Continued)								
M-129	375.00	Home Rec. Auto. Phono-Comb.	Console	540-1720 18,000-36,000	AC	43 x 33½ x 19	6D6, 6D6, 6D6, 6D6, 42, 42, 85, 76, 76, 76, 6A7, 5Z3F	Super
C-70	64.25	Table	540-1800 5600-18,000	Bat.	18x14½x10	34, 34, 30, 30, 19, 1D6, 32	Super
C-75	78.95	Console	540-1800 5600-18,000	Bat.	40 x 23½ x 11½	34, 34, 30, 30, 19, 1D6, E12	Super
C-41	39.95	Auto.	540-1500	Bat.	8½ x 8½ x 7	78, 6A7, 6B7, 41	Super.
B-52	69.50	Auto.	540-1500	Bat.	6½ x 17½ x 7½	78, 6A7, 6B7, 41, 1V	Super.
C-60	52.50	Auto.	540-1500	Bat.	7½ x 12½ x 7½	6D6, 6A7, 6D6, 75, 41, 84	Super.
C-61	59.95	Home and Auto.	Portable	540-1500	110 AC or Bat.	7½ x 12½ x 7½	6D6, 6D6, 6A7, 75, 41, 79	Super.
General Household Utilities Co., 2638 N. Crawford Ave., Chicago, Ill. (Grunow)								
450	Table	550-1500 1500-4000	AC	13½ x 9½ x 6½	84, 42, 6F7, 6F7	Super
460	Table	550-1500 1500-4000	AC	13 x 10½ x 7½	6A7, 6F7, 41, 80	Super
550	Table	550-1720	Univ.	8 x 12 x 5½	6F7, 78, 75, 43, 25Z5	Super
650	Table	550-1500 1500-4000	AC	17 x 14½ x 18½	6D6, 6D6, 6F7, 42, 75, 80	Super
651	Console	550-1500 1500-4000	AC	39 x 23½ x 12½	6D6, 6D6, 6F7, 42, 75, 80	Super
660	Table	550-1720 5500-16,000	AC	18 x 14½ x 18½	6D6, 6D6, 6A7, 42, 75, 80	Super
661	Console	550-1720 5500-16,000	AC	39 x 23½ x 12½	6D6, 6D6, 6A7, 42, 75, 80	Super
662	Console	550-1720 5500-16,000	AC	37½ x 23 x 11½	6D6, 6D6, 6A7, 42, 75, 80	Super
670	Table	550-1580 1560-4800 4700-13,000 9000-22,000	AC	18½ x 14½ x 10½	6D6, 6D6, 6A7, 42, 75, 80	Super
671	Console	550-1580 1560-4800 4700-13,000 9000-22,000	AC	39½ x 24½ x 11½	6D6, 6D6, 6A7, 42, 75, 80	Super
750	Table	548-1520 1480-4100 3900-10,700 8000-22,000	AC	19½ x 16½ x 10½	6D6, 6A7, 6F7, 75, 76, 42, 80	Super
751	Console	548-1520 1480-4100 3900-10,700 8000-22,000	AC	39½ x 24½ x 13½	6D6, 6A7, 6F7, 75, 76, 42, 80	Super
752	Console	548-1520 1480-4100 3900-10,700 8000-22,000	AC	39½ x 24½ x 13½	6D6, 6A7, 6F7, 75, 76, 42, 80	Super
753	Console	548-1520 1480-4100 3900-10,700 8000-22,000	AC	39½ x 24½ x 11½	6D6, 6A7, 6F7, 75, 76, 42, 80	Super
1151	Console	548-1520 1480-4100 3900-10,700 8000-22,000	AC	41 x 27 x 14½	6D6, 6D6, 76, 76, 76, 76, 85, 6A7, 45, 45, 5Z3	Super
1152	Console	548-1520 1480-4100 3900-10,700 8000-22,000	AC	39 x 25½ x 13½	6D6, 6D6, 76, 76, 76, 76, 85, 6A7, 45, 45, 5Z3	Super
1101	Remote Control	Console Bdest & Police	AC	(11)	Super
General Television & Radio Corp., 267 West 17th St., New York, N. Y. (General)								
7	\$49.00	Midget	20,000-4000 1500-550	AC	58, 2A7, 58, 55, 2A5, 2A5, 80	Super
7C	59.00	Console	20,000-4000 1500-550	AC	58, 2A7, 58, 55, 2A5, 2A5, 80	Super
9	95.00	Console	20,000-4000 1500-550	AC	58, 58, 56, 58, 55, 56, 2A5, 2A5, 80	Super
9	135.00	Auto. Comb.	Console	20,000-4000 1500-550	AC	58, 58, 56, 58, 55, 56, 2A5, 2A5, 80	Super
Giffman Bros., Inc., 1815 Venice Blvd., Los Angeles, Calif. (Giffman)								
4T	\$25.50	Table	4000-545	AC	11½ x 6 x 9½	2A5, 37, 80, 53	T.R.F.
5T	37.00	Table	4000-545	AC	16½ x 8 x 9½	80, 2A5, 2A6, 57, 53	Super
6T	53.00	Table	20,000-545	AC	15½ x 12 x 9	2A7, 58, 58, 55, 80, 2A5	Super
8T	71.00	Table	20,000-545	AC	17 x 14½ x 9½	58, 58, 80, 2A5, 2A5, 56, 2A7, 55	Super
5N	34.50	Table	1500-545	Univ.	8½ x 5½ x 5½	77, 77, 39, 25Z5, 43	Super
5M	47.50	Table	1500-545	AC	11½ x 5½ x 8½	2A5, 80, 56, 57, 58	Super
5C	57.50	Console	4000-545	AC	39½ x 11½ x 23	80, 2A5, 2A6, 57, 58	Super
6C	75.00	Console	20,000-545	AC	39½ x 11½ x 27	2A7, 58, 58, 55, 80, 2A5	Super
8C	95.00	Console	20,000-545	AC	39½ x 11½ x 23	58, 58, 80, 2A5, 2A5, 56, 2A7, 55	Super
7A	58.70	Auto.	1500-545	AC	6½ x 8½ x 8½	77, 77, 78, 85, 76, 42, 84	Super
Kallerafters, Inc., 3001 Southport Ave., Chicago, Ill. (Sky Rider)								
Skyrider	\$73.00	Table	25,000-1500	AC	7½ x 17 x 7½	6D6, 6D6, 6C6, 42, E0	T.R.F.
Bat. Skyrider	70.00	Table	25,000-1500	Bat.	7½ x 17 x 7½	6D6, 6D6, 6C6, 42, 80	T.R.F.
Super Skyrider	110.00	Table	*25,000-1500	AC	10 x 19½ x 10	6D6, 6D6, 6D6, 6A7, 6A7, 42, 80	Super
Super Skyrider	130.00	Table	*25,000-540	AC	10 x 19½ x 10	6D6, 6D6, 6D6, 6A7, 6A7, 42, 80	Super
Super Skyrider	130.00	Table	*43,000-1500	AC	10 x 19½ x 10	6D6, 6D6, 6D6, 6A7, 6A7, 42, 80	Super
*Single Signal.								
Halson Radio Mfg. Corp., 120 E. 16 St., New York, N. Y. (Halson)								
410	\$19.95	Table	530-1600	AC	11 x 12½ x 7½	80, 6DC, 6C6, 42	T.R.F.
420	19.95	Table	530-1600	Univ.	11 x 12½ x 7½	6D6, 6C6, 43, 12Z3	T.R.F.
520	29.95	Table	530-1650	AC	13½ x 14½ x 7½	6A7, 6D6, 6C6, 42, 80	Super
530	31.50	Table	530-1650	Univ.	13½ x 14½ x 7½	6A7, 6D6, 6C6, 43, 12Z3	Super
540	29.95	Table	5500-17,500	Univ.	13½ x 14½ x 7½	6A7, 6D6, 6C6, 43, 12Z3	Super
560	31.50	Table	5500-17,500	Univ.	13½ x 14½ x 7½	6A7, 6D6, 6C6, 43, 12Z3	Super
610	39.85	Table	530-17,500	AC	9 x 12½ x 15	80, 42, 75, 6D6, 6D6, 6A7	Super
620	40.35	Table	530-17,500	Univ.	9 x 12½ x 16	25Z5, 43, 75, 6D6, 6D6, 6A7	Super
630	48.75	Table	130-17,500	Univ.	9 x 12½ x 16	25Z5, 43, 75, 6D6, 6D6, 6A7	Super
770	54.50	Table	130-17,500	AC	9 x 13½ x 17	58, 58, 58, 56, 2A6, 2A5, 80	Super
72	43.50	Console	530-17,500	AC	13 x 21 x 36	80, 42, 75, 6D6, 6D6, 6A7	Super
75	46.50	Console	130-17,500	AC	13 x 22 x 37	58, 58, 58, 56, 2A6, 80, 2A5	Super
78	43.50	Console	530-17,500	AC	13 x 21 x 36	80, 42, 75, 6D6, 6D6, 6A7	Super



You'll be amazed how customers flock to the "Magic Brain"—and how it helps sell sets!



CONSOLE MODEL 224—
6-tube "Magic Brain" super-heterodyne, brings in programs of the world, plus domestic stations.

TABLE MODEL 128—
6-tube, 3-band "Magic Brain" superheterodyne, domestic and foreign programs, police, aviation, amateur.



MILLIONS UPON MILLIONS OF BIG ADS!

Full pages in weekly and monthly magazines... big size (nearly a page) ads in big city newspapers... a host of sales helps—that's RCA Victor's "Magic Brain" advertising story this fall. Join in the sure profit parade!



RCA

RCA VICTOR "MAGIC BRAIN" SOLVES YOUR PROFIT PROBLEM!

... a sensational selling force that's going
to bring people into your store to

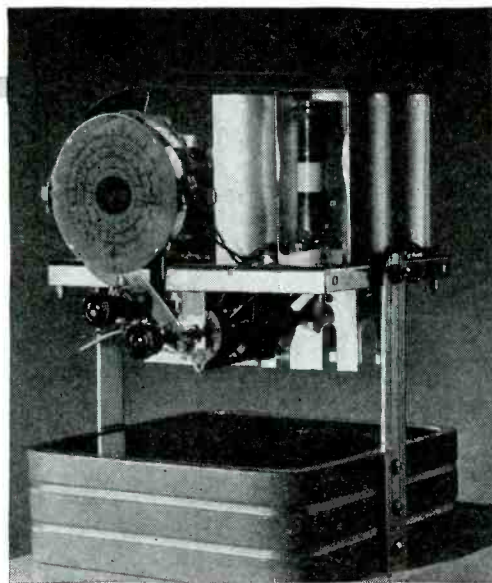
**SEE . . . HEAR . . . AND BUY RCA VICTOR'S
NEW ALL-WAVE SETS**

At last you have a chance to talk to your customers about something more than an unimportant "gadget".

For RCA Victor engineers have produced a marvelous entire receiving unit—that remakes utterly all-wave performance. It's called the "Magic Brain"—and you can demonstrate, right in your store, what it means and what it does.

It gives you an opportunity to sell up. For after seeing the "Magic Brain" (found only in six-tube or better chassis) people are no longer satisfied with inadequate sets . . . they want the new, profitable (for you) RCA Victor Radios.

RCA Victor is going out this



BUY THIS ... IT SELLS MORE SETS

This is the "Magic Brain"... a colorful, practical, easily explained unit—already mounted, with lights in it. Customers see it . . . ask about it . . . and become sold on RCA Victor all-wave through it. There's one waiting for you—get it from your RCA Victor distributor!

fall to capture the all-wave market. And "Magic Brain" is going to do it for RCA Victor! There will not only be plenty of promotion—but plenty of publicity (already radio editors everywhere are picking up "Magic Brain")—and plenty of local and national advertising.

Why wait . . . and maybe miss out on your slice of the RCA Victor "Magic Brain" profit melon? Wire or phone your RCA Victor distributor today—he'll give you the whole story—and tomorrow you can get going!

RCA Victor Company, Inc.
A Radio Corporation of America Subsidiary
Camden, New Jersey
"Radio Headquarters"

VICTOR RADIO



of rain due to the attractiveness of new sets.

IMPROVED SPEAKERS

High fidelity may not dominate the market for some time but it has one immediate effect, the improvement of speakers. The necessity for better quality stressed by high-fidelity set designers has induced speaker manufacturers to get busy on ordinary types, incorporate high-fidelity features in stock designs so far as price permits. Aluminum voice-coils, directional baffles, double voice-coils, duo-flexible cones and similar innovations may be seen in many sets late in the season. Improved single speaker design is expected to lead double speaker setups, combination bass and tweeter units.

TUBES

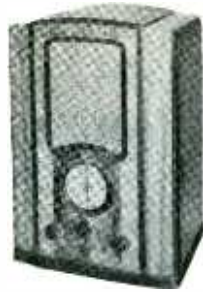
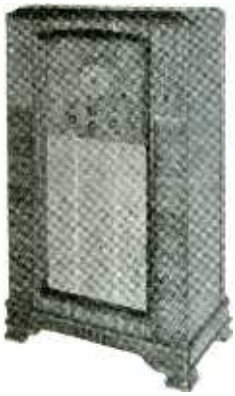
While the controversy concerning the efficacy of low tube lists, consignment and broad discounts rages, manufacturers steadily knock out familiar tube types. Few new bottles are expected in the next 6 months, the only release we have heard proposed being that of the "acorn" size high-frequency valves at lists sufficiently high to keep these tubes from achieving any great immediate volume except among experimenters.

The tube lineup of almost anybody's new set requires a Philadelphia lawyer to interpret, types rarely being repeated. Most new jobs use specific types for specific socket positions . . . which should make the replacement tube seller's job one grand orgy of referring to data sheets. There are sets this year with as many as 25 tubes but the trend seems to be down in point of number employed. It is likely that the average set sold during 1935 will employ about 6 tubes, however, as this number is generally found in intermediate-priced jobs upon which set makers appear to be concentrating their promotion.

The return to triode audio has not yet materialized. Some makers have included such tubes in high-grade models but in the main powerful pentodes still appear in final stages. For the most part lineups are the 6.3 volt series, which shows tremendous gains over the lower voltage types and will probably be virtually universal in short order. By this we do not mean that the sets will work on a.c. or d.c. Straight a.c. jobs predominate.

High-vacuum, heavy duty recti-

PILOT C63...\$89.50



PILOT 114

RADIOBAR \$295



RADIOBAR \$249



RADOLEK
10970...\$54.50

RCA VICTOR
143...\$97.50



RCA VICTOR
262...\$149.50

SILVER-MARSHALL
ALL-WORLD 5...\$42



SPARTON
83...\$124.50

SPARTON
65...\$39.95



STEWART-WARNER
1264...\$94.50

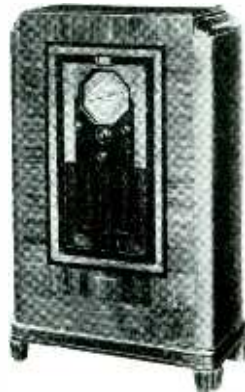
Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H. W. D)	Tubes	Circuit
Horn, Herbert H., 1201 S. Olive St., Los Angeles, Calif. (Tiffany-Tone)								
112A	Console	22,000-550	AC	40x24x16	2A7, 58, 58, 58, 58, 56, 56, 56, 56, 56, 2A3, 2A3, 5Z3	Super.
611	Table	1800-550	*	8x12x6	6A7, 78, 2B7, 42, 84	Super.
156	Table	23,000-550	AC	9x14x7½	2A7, 58, 2B7, 2A5, 80	Super.
156C	Console	23,000-550	AC	39x22x14	2A7, 58, 2B7, 2A5, 80	Super.
158	Table	23,000-550	AC	14x16x8	2A7, 58, 58, 56, 2A5, 57, 80	Super.
158C	Console	23,000-550	AC	39x22x14	2A7, 58, 58, 56, 2A5, 57, 80	Super.
136	Table	1850-550	AC	9x14x7½	57, 58, 2A6, 80, 2A5	Super.
128	Table	1850-550	AC	13x11x6½	58, 57, 2A5, 80	T.R.F.
1934	Auto.	1520-550	6x9x7	6A7, 78, 78, 2B7, 42	Super.
419	Auto.	1520-550	7x9½x7	6C6, 6D6, 75, 42	Super.
*AC & 6DC								
Howard Radio Co., 1731 Belmont Ave., Chicago, Ill. (Howard)								
A12	\$24.50	Compact	1750-545	Univ.	7½x11½x5½	43, 12Z3, 6C6, 6B6	T.R.F.
B13	29.95	Compact	1750-545	Univ.	7½x11½x5½	43, 25Z5, 75, 6D6, 6A7	Super.
C14	39.95	Table	1750-545	AC	14½x12x8	6A7, 6D6, 75, 80, 42	Super.
V11	39.95	Table	4000-550	AC	9x14x8	78, 78, 6A7, 42, 6B7, 80	Super.
D15	79.50	Table	*25,000-550	AC	19x14x10	80, 42, 76, 85, 6A7, 78, 78, 78	Super.
D16	99.50	Console	*25,000-550	AC	38x24x12	80, 42, 76, 85, 6A7, 78, 78, 78	Super.
F17	149.50	Console	*25,000-550	AC	40x24x12	80, 80, 42, 42, 76, 76, 76, 6B7, 6A7, 78, 78, 77	Super.
W6	295.00	Console	25,000-550	AC	43x25x16	78, 78, 78, 76, 76, 76, 76, 76, 76, 42, 42, 42, 42, 77, 77, 5Z3, 5Z3, 80, 6A7	Super.
F-18	650.00	Auto. Phono. Comb.	Console	*25,000-550	AC	42x34x20½	80, 80, 46, 78, 78, 77, 46, 76, 76, 76, 6B7, 6A7	Super.
W-18	795.00	Auto. Phono. Comb.	Console	25,000-550	AC	42x34x20½	78, 78, 78, 76, 76, 76, 76, 76, 76, 42, 42, 42, 42, 77, 77, 5Z3, 5Z3, 80, 6A7	Super.
HA1	44.50	Auto.	1500-550	7x7x9	6D6, 6C6, 78, 75, 42, 84	Super.
HA2	34.50	Auto.	1500-550	9½x7½x8½	41, 84, 6D6, 75, 6A7	Super.
*Also available with 350 to 150.								
ICA Export Corp., 154 Nassau St., New York, N. Y. (ICA)								
Transpacific	\$103.45	Midget	150-20,000	*AC	21x17½x11	6A7, 78, 78, 6B7, 77, 45, 45, 80	Super.
Transpacific	127.49	Console	150-20,000	*AC	6A7, 78, 78, 6B7, 77, 45, 45, 80	Super.
Transpacific	159.90	Phono. Comb.	Console	150-20,000	*AC	6A7, 78, 78, 6B7, 77, 45, 45, 80	Super.
Transatlantic	101.00	Midget	515-20,000	*AC	21x17½x11	6A7, 78, 78, 6B7, 77, 45, 45, 80	Super.
Transatlantic	125.00	Console	515-20,000	*AC	6A7, 78, 78, 6B7, 77, 45, 45, 80	Super.
Transatlantic	157.50	Phono. Comb.	Console	515-20,000	*AC	6A7, 78, 78, 6B7, 77, 45, 45, 80	Super.
ICA-SIX	53.75	Midget	150-400
				530-1720	†AC	17½x13x9	6D6, 6A7, 6D6, 75, 42, 80	Super.
				5500-18,000
ICA-SIX	51.75	Midget	530-1720	†AC	17½x13x9	6D6, 6A7, 6D6, 75, 42, 80	Super.
				5500-18,000
				150-400
Magicolor	59.75	Midget	530-1720	†AC	17½x13x9	6D6, 6A7, 6D6, 75, 42, 80	Super.
				5500-18,000
Magicolor	57.75	Midget	530-1720	†AC	17½x13x9	6D6, 6A7, 6D6, 75, 42, 80	Super.
				5500-18,000
Envoyette	32.25	Midget	550-1500	Univ.	8x10½x6	6A7, 6D6, 6C6, 43, 12Z3	Super.
Envoyette	31.00	Midget	150-375	Univ.	8x10½x6	6A7, 6D6, 6C6, 43, 12Z3	Super.
*99-260 Volts, 40-60 Cycles. †105-130 Volts, 50-60 Cycles.								
Insullne Corp. of America, 23-25 Park Place New York, N. Y. (ICA)								
Mascot-1	* \$9.95	Kit	Bakelite	550-30,000	Bat.	6½x5½x2½	30	Regen.
Mascot-2	* 17.50	Kit	Chassis Only	550-30,000	Bat.	7½x10x6	32, 19	Regen.
Mascot-3	* 22.50	Kit	Chassis Only	550-30,000	†AC	7½x14x6½	6F7, 79, 80	R.F.&
Mascot-4	* 30.00	Kit	Chassis Only	330-30,000	†AC	7½x14x6½	6F7, 77, 42, 80	R.F.&
Mascot 5	* 39.75	Kit	Chassis Only	550-30,000	†AC	7x17x12	78, 37, 77, 42, 80	Regen.
PiedPiper	† 4.50	Bakelite	500-1500	None	6½x5½x2½	Crystal
Scout	17.50	S-W Converter	Midget	1500-15,000	Univ.	6½x7½x4½	6A7, 37
Marvel	* 9.50	S-W Converter	Bakelite	1500-15,000	AC	6½x5½x2½	56 or 37 or 76
*Less Tubes. †Less Headphones. ‡105-130 Volts, 50-60 Cycles.								
International Radio Corp., Ann Arbor, Mich. (Kadette)								
CB	\$27.50	Table	550-1750	Bat.	12½x11½x6½	1A6, 30, 31, 32, 33	Super.
ES25	29.75	Table	16,700-1500	Univ.	9½x13½x7½	6A7, 6D6, 6B7, 43, 25Z5	Super.
ES19	39.50	Table	16,700-5450	Univ.	15x11½x8	6A7, 6D6, 6B7, 43, 25Z5	Super.
				550-1500
ES20	44.50	Table	16,700-5450	Univ.	17x12½x7½	6A7, 6D6, 6B7, 43, 25Z5	Super.
				550-1500
Kc9	39.95	Auto.	550-1500	DC	7x9x7½	6D6, 6D6, 6F7, 75, 42, 84	Super.
Karadio Corp., 50 11th Ave. N.E., Minneapolis, Minn. (Karadio)								
50	\$39.50	Auto.	540-1570	6½x9x5½	6C6, 6D6, 6Z4, 75, 41	Super.
56	52.50	Auto.	540-1570	9½x8	77, 78, 75, 6F7, 41, 41	Super.
Keller-Fuller Mfg. Co., 4957 Sunset, Los Angeles, Calif. (Radiette)								
4734	\$14.95	Midget	550-1500	AC	8x10½x6	57, 58, 2A7, 8J	T.R.F.
5734S	19.50	Midget	550-1500	AC	8x11x6	56, 57, 58, 2A7, 8J	Super.
Kingston Radio Co., Inc., Kokomo, Ind. (Kingston)								
55	\$29.95	Midget	1715-550	Univ.	8x11½x5½	78, 78, 77, 38, 12Z3	Super.
600A	39.95	Table	1765-540	AC	16x15x8½	78, 78, 6A7, 75, 42, 80	Super.
600B	62.50	Console	1765-540	AC	38x22½x12½	78, 78, 6A7, 75, 42, 80	Super.
500A	47.50	Table	16,700-6000	AC	16x11½x8½	6A7, 6D6, 75, 42, 80	Super.
				1590-540
700A	64.50	Table	16,700-6000	AC	19½x14x8½	6D6, 6D6, 6D6, 75, 76, 42, 80	Super.
				1590-540
700B	79.50	Console	16,700-6000	AC	36½x21½x11½	6D6, 6D6, 6D6, 75, 76, 42, 80	Super.
				1590-540

STEWART-WARNER
1261...\$69.50



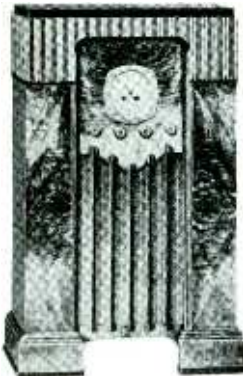
STROMBERG-CARLSON
68...\$69.50

STROMBERG-CARLSON
68...\$175



TIFFANY-TONE 112A

WELLS-GARDNER
20C5...\$89.50



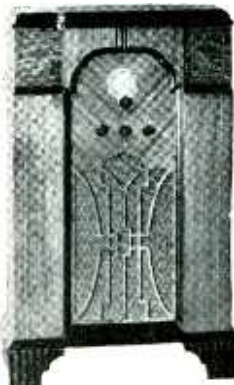
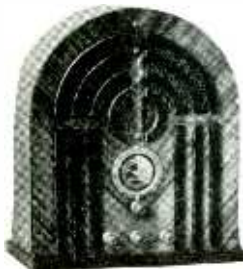
WELLS-GARDNER
27D5...\$69.50

WESTINGHOUSE
WR30...\$139.50



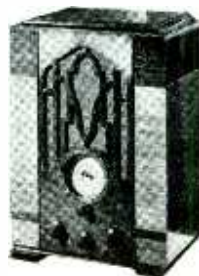
WESTINGHOUSE
WR28...\$54.50

WILCOX-GAY
4CD5-29...\$35.50



ZENITH 807...\$39.95

WILCOX-GAY
3VB6-710...\$69.90



ZENITH 861...\$79.95



fiers have completely "faded" mercury-vapor types.

PARTS

Despite the fact that servicemen report gains in service, due no doubt to failure of cheap midgets sold in the past two years and the dire need of older receivers for repair, the parts business is nothing to crow about. Manufacturers selling to set makers are engaged in a severe price war, particularly those selling variable resistors. Condensers are also highly competitive as are fixed resistors, small varieties of the latter seemingly headed for a 1 cent price level.

In the replacement market a flood of "junk" makes the going of legitimate merchandise difficult with the result that extremely broad discounts are in force. It is hoped that this condition will clear up in 1935 and that manufacturers will secure full benefit from increased servicing.

Service organizations are everywhere doing a yeoman job, trying to eliminate gyp competition, induce jobbers and manufacturers to cooperate to this end. Tighter organization of servicemen seems imminent. Servicemen are, furthermore, organizing to increase sales and are displaying even greater initiative than most retail dealer groups.

SPECIFICATION ANALYSIS

The following figures are derived from a detailed analysis of the accompanying specifications. They show *design* trends... indicate what types of receivers manufacturers deem best suited for the market... and are *not* intended for use as a mirror of actual consumer purchases.

MODELS	1933	1934
Average, per line.....	10	10
Average No. consoles.....	5	3
Average No. table sets.....	4	6
Ratio, consoles.....	55%	36%

LINES WITH

Phono. combinations.....	19%	25%
Automatic comb.	7%	13%
Remote cont. models..	7%	3%
Battery models.....	12%	38%
32 volt D.C. models...	—	15%
Auto-radio models....	59%	51%
Extended-band models	75%	91%
AC-DC models.....	54%	60%

TUBES

Number per set.....	2 to 17	1 to 25
Average, per set.....	8	6

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
Lang Radio Corp., 3611 14th Ave., Brooklyn, N. Y. (Lang)								
50 UP	\$29.50	Midget	540-4000	Univ.	6A7, 6D6, 6C6, 43, 12Z3	Super.
50 US	35.50	Midget	540-17,000	Univ.	6A7, 6D6, 6C6, 43, 12Z3	Super.
51 AS	48.50	Midget	540-17,600	AC	2A7, 58, 2A6, 2A5, 80	Super.
50 AS	39.50	Midget	540-17,600	AC	6A7, 6D6, 75, 38, 80	Super.
52 PC	81.50	Phono-Comb.	Portable	540-1550	Univ.	6A7, 6D6, 75, 43, 25Z3	Super.
60AA	Table	540-17,600	AC	6D6, 6A7, 6D6, 75, 2A5, 80	Super.
70 UA	61.50	Table	540-17,600	Univ.	6D6, 6A7, 6D6, 75, 43, 25Z5	Super.
70 AA	72.50	Table	540-22,000	AC	6D6, 6A7, 6D6, 6F7, 75, 80, 2A5	Super.
80 AC	Table	540-1550	AC	58, 2A7, 58, 55, 55, 2A3, 2A3, 5Z3	Super.
Laurehk Radio Mfg. Co., Adrian, Mich. (Musique) (Caruso)								
L-42	\$21.95	Midget	550-5000	AC	7 x 11 x 6	78, 77, 42, 80	T.R.F.
L-26	32.50	Table	565-2000	AC	15 x 12 x 8	57, 58, 2A6, 2A5, 80	Super.
L-19	32.50	Table	565-2000	Air-cell	15 x 12 x 8	1A6, 34, 32, 30, 19	Super.
L-8-AW	59.50	Console	565-24,000	AC	4 1/2 x 24 x 15	77, 78, 78, 76, 75, 42, 42, 80	Super.
AE-79	35.00	Auto.	550-1600	6 1/2 x 11 x 6 1/2	78, 6A7, 78, 75, 42	Super.
May Radio & Refrigeration Corp., New St., at Morris Ave., Newark, N. J. (May)								
T-35	Table	1720-540	AC	6A7, 6D6, 75, 38, 80	Super.
C-35	Console	1720-540	AC	6A7, 6D6, 75, 38, 80	Super.
T-35AD	Table	1720-540	Univ.	6A7, 6D6, 75, 43, 12Z3	Super.
C-35AD	Console	1720-540	Univ.	6A7, 6D6, 75, 43, 12Z3	Super.
T-45	Table	1500-540	AC	6A7, 6D6, 75, 42, 80	Super.
C-45	Console	16,500-5500	AC	6A7, 6D6, 75, 42, 80	Super.
T-45AD	Table	1500-540	Univ.	6A7, 6D6, 75, 43, 12Z3	Super.
C-45AD	Console	16,500-5500	Univ.	6A7, 6D6, 75, 43, 12Z3	Super.
T-47	Table	1500-540	AC	6A7, 6D6, 6D6, 75, 42, 80, 76	Super.
C-47	Console	16,500-5500	AC	6A7, 6D6, 6D6, 75, 42, 80, 76	Super.
T-49	Table	540-23,000	AC	6A7, 6D6, 6D6, 76, 76, 76, 42, 42, 80	Super.
H-49	Highboy	540-23,000	AC	6A7, 6D6, 6D6, 76, 76, 76, 42, 42, 80	Super.
McMurdo Silver, Inc., 3354 No. Paulina St., Chicago, Ill. (McMurdo Silver)								
Masterpiece III	\$266.30	Chassis Only	530-23,000	AC	† 8 1/2 x 19 x 10 1/2	2A7, 56, 56, 2A5, 2A5, 2A5, 58, 58, 58, 58, 58, 5Z3	Super.
World Wide Nine	148.45	*Chassis Only	540-23,000	AC	† 17 x 10 1/2 x 8 1/2	2A7, 55, 2A5, 2A5, 58, 58, 58, 58, 5Z3	Super.
Prof. 5e	124.50	*Chassis Only	1500-23,000	AC	† 17 x 10 1/2 x 8 1/2	2A7, 55, 58, 58, 58, 58, 2A5, 80	Super.
*Several Cabinets available. †Speaker included in price but not in dimensions. ‡Has crystal filter.								
Melburn Radio Mfg. Co., 2218 S. Hoover St., Los Angeles, Calif. (Melburn)								
5	\$13.95	Table	200-600	*Univ.	6 x 6 x 9	12Z3, 12A5, 6C6, 6D6	T.R.F.
10	21.95	Table	550-1700	AC	10 x 6 x 8	57, 58, 2A5, 80	T.R.F.
15	24.95	Table	550-1700	AC	11 1/2 x 9 x 7	27, 58, 58, 2A5, 80	T.R.F.
19	14.95	Table	550-1700	AC	6 x 6 x 9	58, 27, 80, 2A5	T.R.F.
20	16.95	Table	550-1700	AC	6 x 6 x 9	57, 58, 2A5, 80	T.R.F.
22	18.95	Table	550-1700	AC	6 x 7 x 11	57, 58, 2A5, 80	T.R.F.
23	27.50	Table	550-1700	AC	9 x 14 x 6 1/2	2A7, 58, 57, 2A5, 80	Super.
*AC, DC or Battery								
National Co., Inc., 61 Sherman St., Malden, Mass. (National)								
ACSW3	*\$29.50	Table	°All wave	†AC	9 1/2 x 9 x 7	58, 58, 27	R.F. & Regen.
DCSW3	* 29.50	Table	°All wave	†DC	9 1/2 x 9 x 7	36, 36, 37	R.F. & Regen.
DCSW3	* 29.50	Table	°All wave	Bat.	9 1/2 x 9 x 7	32, 32, 30	R.F. & Regen.
SW58	Table	°All wave	†AC, DC or Bat.	(5)	R.F. & Regen.
SW34	Table	°All wave	†AC, DC or Bat.	(5)	R.F. & Regen.
HFC	△ 39.50	S. W. Converter	Table	56,000-28,000	9 x 10 x 7	24, 24 or 36, 36 or 27, 27 or 37, 37
FB7A	* 57.00	Table	°All wave	AC	11 1/2 x 12	56, 57, 58, 58, 59, 24, 24	Super.
FBXA	* 79.50	Table	°All wave	AC	11 1/2 x 12	56, 57, 58, 58, 59, 24, 24	Super.
AGS	△ 265.00	Table	1500-20,000	AC	8 1/2 x 19	36, 36, 36, 37, 89, 77, 78, 78, 78	Super.
AGSX	△ 295.00	Table	1500-20,000	AC	8 1/2 x 19	36, 36, 36, 37, 89, 77, 78, 78, 78	Super.
5880AB	△ 26.50	Power Pack	For ACSW3	110AC	80
5880AB25	△ 39.50	Power Pack	For ACSW3	25-40 Cy.	80
5880AB220	△ 37.00	Power Pack	For ACSW3	220AC	80
5880ABS	△ 39.50	Power Pack	For ACSW58	110AC	80
5880ABS25	△ 42.50	Power Pack	For ACSW58	25-40 Cy.	80
*Less Tubes & Plug-in Coils. †Power Supply not included. ‡Different Chassis. △Less Tubes. §Single-signal Crystal Filter. °Plug-in Coils.								
Noblitt-Sparks Industries, Inc., Columbus, Ind. (Arrin)								
15	\$39.95	Auto.	550-1500	5 1/2 x 6 1/2 x 10 1/2	78, 6A7, 6B7, 41, 84	Super.
16	39.95	Auto.	550-1500	8 1/2 x 8 x 8	6D6, 6D6, 6A7, 75, 41, 84	Super.
25	49.50	Auto.	550-1500	8 1/2 x 8 x 8 1/2	78, 6A7, 78, 6B7, 41, 84	Super.
35	69.50	Auto.	550-1500	6 1/2 x 6 1/2 x 11 1/2	78, 78, 37, 6B7, 79, 41, 41, 84	Super.
45	110.00	Auto.	550-1500	8 1/2 x 8 1/2 x 5 1/2	78, 78, 37, 78, 75, 75, 41, 41, 84	Super.
Patterson Radio Company, 1320 South Los Angeles St., Los Angeles, Calif. (Patterson)								
65 SW	\$42.50	Compact	50-6250	AC	14 1/2 x 12 x 7 1/2	6A7, 6D6, 6D6, 6B7, 42, 5Z3	Super.
65 LW	42.50	Compact	1500-140	AC	14 1/2 x 12 x 7 1/2	6A7, 6D6, 6D6, 6B7, 42, 5Z3	Super.
65 AW	47.50	Compact	500-70,000	AC	14 1/2 x 12 x 7 1/2	6A7, 6D6, 6D6, 6B7, 42, 5Z3	Super.
75 AW	49.50	Chassis	500-70,000	AC	6D6, 6A7, 6D6, 6D6, 6B7, 42, 5Z3	Super.
175AW	54.50	Compact	550-70,000	AC	18 x 14 1/2 x 9 1/2	6D6, 6A7, 6D6, 6D6, 6B7, 42, 5Z3	Super.
275AW	74.50	Console	500-70,000	AC	40 x 25 x 14	6D6, 6A7, 6D6, 6D6, 6B7, 42, 5Z3	Super.
85AW	59.50	Chassis	550-70,000	AC	6D6, 6A7, 6D6, 6D6, 6B7, 42, 42, 5Z3	Super.
185AW	64.50	Compact	500-70,000	AC	18 x 14 1/2 x 9 1/2	6D6, 6A7, 6D6, 6D6, 6B7, 42, 42, 5Z3	Super.
285AW	84.50	Console	500-70,000	AC	40 x 25 x 14	6D6, 6A7, 6D6, 6D6, 6B6, 42, 42, 5Z3	Super.
105AW	74.50	Chassis	500-70,000	AC	6D6, 6D6, 6D6, 6A7, 6B7, 76, 42, 42, 5Z3, 76	Super.
1105AW	79.50	Compact	500-70,000	AC	18 x 22 x 12	6D6, 6D6, 6D6, 6A7, 6B7, 76, 42, 42, 5Z3, 76	Super.
2105AW	99.50	Console	500-70,000	AC	40 x 25 x 14	6D6, 6D6, 6D6, 6A7, 6B7, 76, 42, 42, 5Z3, 76	Super.
3105AW	199.50	Auto. Phono. Radio	Console	500-70,000	AC	42 x 25 x 16	6D6, 6D6, 6D6, 6A7, 6B7, 76, 42, 42, 5Z3, 76	Super.
4105AW	985.00	Auto. Phono. Radio	Console	500-70,000	AC	43 x 42 x 22	6D6, 6D6, 6D6, 6A7, 6B7, 76, 42, 42, 5Z3, 76	Super.

(Continued on next page)

RCA Declares War on Menace to Legitimate Radio Tube Profits . .

TO PROTECT YOU AGAINST BUYING OLD RADIO TUBES DISGUISED AS NEW

RCA announces the **SEALED CARTON**

HOW THE RADIO TUBE RACKETEER DISGUISES OLD TUBES TO LOOK LIKE NEW

These strong men, wearing special protective tubes from factory to you — I'm strong for them because they assure you of getting the finest reception of my program.

What do you do with old tubes? We use them in our work around the shop.

Got some more old tubes, boys — a little life on 'em.

Fin, polish them up and slip them into some-looking cartons. There's always plenty of tuckers.

But these good tubes are used by military customers.

Are these tubes really good?

Sure they are! good! It's good, unless they're water tested.

STUNG

The hot sounds (bad as ever)

See there—the tube can be tested without being taken from the sealed carton. But it can't be used in a radio without destroying the carton. That gives me another assurance that you'll hear my complete wireless best.

The message means a lot to me! It means that you folks will hear our Show Boat program with the Hittler tone that only genuine RCA Radio Tubes can give.

LISTEN TO THE STARS

Now—A safeguard for the new Micro-Sensitive RCA Radio Tubes . . to make sure you'll get ALL the thrills of today's fine programs

RCA has smashed "gyp" sales of hundreds of thousands of second-hand radio tubes repolished and sold as new. The new RCA NON-REFILLABLE CARTON assures you of getting a new, factory-fresh tube . . not just an old tube slipped into a new-looking open-top carton. This sealed carton is your only reliable guarantee that a radio tube is new—for even an expert radio engineer can't tell a new tube from a used tube by looking at it. Get these remarkable new Micro-Sensitive RCA Radio Tubes from authorized RCA Radio Tube Agents . . you can be absolutely sure of getting a new RCA Tube by making certain the carton has not been tampered with.

To get the finest reception from today's fine radio programs, demand Micro-Sensitive RCA Radio Tubes. For one-to-life reception, a radio tube must be sensitive enough to pick up a microscopic electrical impulse—the millionth part of a volt. Only in RCA Radio Tubes will you find such "Micro-Sensitive" accuracy. These are the tubes guaranteed by the RCA Radiotron Company to give you these five big improvements that will add to your radio pleasure: 1. QUICKER START. 2. QUIETER OPERATION. 3. UNIFORM VOLUME. 4. UNIFORM PERFORMANCE. 5. SEALED CARTON PROTECTION.

BE CAREFUL
Hundreds of thousands of used radio tubes are being sold as new by "gyp dealers"—shipped into new open-top cartons—so you can't tell the difference.

BE SAFE
The new RCA Sealed Carton guards every tube from factory to you in "Proof" that every tube is really new!

BUY NOW! PRICES REDUCED UP TO 60%!

TYPE	PRICE	TYPE	PRICE	TYPE	PRICE	TYPE	PRICE
500A	\$4.00	500B	\$4.00	500C	\$4.00	500D	\$4.00
500E	\$4.00	500F	\$4.00	500G	\$4.00	500H	\$4.00
500I	\$4.00	500J	\$4.00	500K	\$4.00	500L	\$4.00
500M	\$4.00	500N	\$4.00	500O	\$4.00	500P	\$4.00
500Q	\$4.00	500R	\$4.00	500S	\$4.00	500T	\$4.00
500U	\$4.00	500V	\$4.00	500W	\$4.00	500X	\$4.00
500Y	\$4.00	500Z	\$4.00	500AA	\$4.00	500AB	\$4.00
500AC	\$4.00	500AD	\$4.00	500AE	\$4.00	500AF	\$4.00
500AG	\$4.00	500AH	\$4.00	500AI	\$4.00	500AJ	\$4.00
500AK	\$4.00	500AL	\$4.00	500AM	\$4.00	500AN	\$4.00
500AO	\$4.00	500AP	\$4.00	500AQ	\$4.00	500AR	\$4.00
500AS	\$4.00	500AT	\$4.00	500AU	\$4.00	500AV	\$4.00
500AW	\$4.00	500AX	\$4.00	500AY	\$4.00	500AZ	\$4.00
500BA	\$4.00	500BB	\$4.00	500BC	\$4.00	500BD	\$4.00
500BE	\$4.00	500BF	\$4.00	500BG	\$4.00	500BH	\$4.00
500BI	\$4.00	500BJ	\$4.00	500BK	\$4.00	500BL	\$4.00
500BM	\$4.00	500BN	\$4.00	500BO	\$4.00	500BP	\$4.00
500BQ	\$4.00	500BR	\$4.00	500BS	\$4.00	500BT	\$4.00
500BU	\$4.00	500BV	\$4.00	500BW	\$4.00	500BX	\$4.00
500BY	\$4.00	500BZ	\$4.00	500CA	\$4.00	500CB	\$4.00
500CC	\$4.00	500CD	\$4.00	500CE	\$4.00	500CF	\$4.00
500CG	\$4.00	500CH	\$4.00	500CI	\$4.00	500CJ	\$4.00
500CK	\$4.00	500CL	\$4.00	500CM	\$4.00	500CN	\$4.00
500CO	\$4.00	500CP	\$4.00	500CQ	\$4.00	500CR	\$4.00
500CS	\$4.00	500CT	\$4.00	500CU	\$4.00	500CV	\$4.00
500CW	\$4.00	500CX	\$4.00	500CY	\$4.00	500CZ	\$4.00
500DA	\$4.00	500DB	\$4.00	500DC	\$4.00	500DD	\$4.00
500DE	\$4.00	500DF	\$4.00	500DG	\$4.00	500DH	\$4.00
500DI	\$4.00	500DJ	\$4.00	500DK	\$4.00	500DL	\$4.00
500DM	\$4.00	500DN	\$4.00	500DO	\$4.00	500DP	\$4.00
500DQ	\$4.00	500DR	\$4.00	500DS	\$4.00	500DT	\$4.00
500DU	\$4.00	500DV	\$4.00	500DW	\$4.00	500DX	\$4.00
500DY	\$4.00	500DZ	\$4.00	500EA	\$4.00	500EB	\$4.00
500EC	\$4.00	500ED	\$4.00	500EE	\$4.00	500EF	\$4.00
500EG	\$4.00	500EH	\$4.00	500EI	\$4.00	500EJ	\$4.00
500EK	\$4.00	500EL	\$4.00	500EM	\$4.00	500EN	\$4.00
500EO	\$4.00	500EP	\$4.00	500EQ	\$4.00	500ER	\$4.00
500ES	\$4.00	500ET	\$4.00	500EU	\$4.00	500EV	\$4.00
500EW	\$4.00	500EX	\$4.00	500EY	\$4.00	500EZ	\$4.00
500FA	\$4.00	500FB	\$4.00	500FC	\$4.00	500FD	\$4.00
500FE	\$4.00	500FF	\$4.00	500FG	\$4.00	500FH	\$4.00
500FI	\$4.00	500FJ	\$4.00	500FK	\$4.00	500FL	\$4.00
500FM	\$4.00	500FN	\$4.00	500FO	\$4.00	500FP	\$4.00
500FQ	\$4.00	500FR	\$4.00	500FS	\$4.00	500FT	\$4.00
500FU	\$4.00	500FV	\$4.00	500FW	\$4.00	500FX	\$4.00
500FY	\$4.00	500FZ	\$4.00	500GA	\$4.00	500GB	\$4.00
500GC	\$4.00	500GD	\$4.00	500GE	\$4.00	500GF	\$4.00
500GG	\$4.00	500GH	\$4.00	500GI	\$4.00	500GJ	\$4.00
500GK	\$4.00	500GL	\$4.00	500GM	\$4.00	500GN	\$4.00
500GO	\$4.00	500GP	\$4.00	500GQ	\$4.00	500GR	\$4.00
500GS	\$4.00	500GT	\$4.00	500GU	\$4.00	500GV	\$4.00
500GW	\$4.00	500GX	\$4.00	500GY	\$4.00	500GZ	\$4.00
500HA	\$4.00	500HB	\$4.00	500HC	\$4.00	500HD	\$4.00
500HE	\$4.00	500HF	\$4.00	500HG	\$4.00	500HH	\$4.00
500HI	\$4.00	500HJ	\$4.00	500HK	\$4.00	500HL	\$4.00
500HM	\$4.00	500HN	\$4.00	500HO	\$4.00	500HP	\$4.00
500HQ	\$4.00	500HR	\$4.00	500HS	\$4.00	500HT	\$4.00
500HU	\$4.00	500HV	\$4.00	500HW	\$4.00	500HX	\$4.00
500HY	\$4.00	500HZ	\$4.00	500IA	\$4.00	500IB	\$4.00
500IC	\$4.00	500ID	\$4.00	500IE	\$4.00	500IF	\$4.00
500IG	\$4.00	500IH	\$4.00	500II	\$4.00	500IJ	\$4.00
500IK	\$4.00	500IL	\$4.00	500IM	\$4.00	500IN	\$4.00
500IO	\$4.00	500IP	\$4.00	500IQ	\$4.00	500IR	\$4.00
500IS	\$4.00	500IT	\$4.00	500IU	\$4.00	500IV	\$4.00
500IW	\$4.00	500IX	\$4.00	500IY	\$4.00	500IZ	\$4.00
500JA	\$4.00	500JB	\$4.00	500JC	\$4.00	500JD	\$4.00
500JE	\$4.00	500JF	\$4.00	500JG	\$4.00	500JH	\$4.00
500JI	\$4.00	500JJ	\$4.00	500JK	\$4.00	500JL	\$4.00
500JM	\$4.00	500JN	\$4.00	500JO	\$4.00	500JP	\$4.00
500JQ	\$4.00	500JR	\$4.00	500JS	\$4.00	500JT	\$4.00
500JU	\$4.00	500JV	\$4.00	500JW	\$4.00	500JX	\$4.00
500JY	\$4.00	500JZ	\$4.00	500KA	\$4.00	500KB	\$4.00
500KC	\$4.00	500KD	\$4.00	500KE	\$4.00	500KF	\$4.00
500KG	\$4.00	500KH	\$4.00	500KI	\$4.00	500KJ	\$4.00
500KK	\$4.00	500KL	\$4.00	500KM	\$4.00	500KN	\$4.00
500KO	\$4.00	500KP	\$4.00	500KQ	\$4.00	500KR	\$4.00
500KS	\$4.00	500KT	\$4.00	500KU	\$4.00	500KV	\$4.00
500KW	\$4.00	500KX	\$4.00	500KY	\$4.00	500KZ	\$4.00
500LA	\$4.00	500LB	\$4.00	500LC	\$4.00	500LD	\$4.00
500LE	\$4.00	500LF	\$4.00	500LG	\$4.00	500LH	\$4.00
500LI	\$4.00	500LJ	\$4.00	500LK	\$4.00	500LL	\$4.00
500LM	\$4.00	500LN	\$4.00	500LO	\$4.00	500LP	\$4.00
500LQ	\$4.00	500LR	\$4.00	500LS	\$4.00	500LT	\$4.00
500LU	\$4.00	500LV	\$4.00	500LW	\$4.00	500LX	\$4.00
500LY	\$4.00	500LZ	\$4.00	500MA	\$4.00	500MB	\$4.00
500MC	\$4.00	500MD	\$4.00	500ME	\$4.00	500MF	\$4.00
500MG	\$4.00	500MH	\$4.00	500MI	\$4.00	500MJ	\$4.00
500MK	\$4.00	500ML	\$4.00	500MO	\$4.00	500MP	\$4.00
500MQ	\$4.00	500MR	\$4.00	500MS	\$4.00	500MT	\$4.00
500MU	\$4.00	500MV	\$4.00	500MW	\$4.00	500MX	\$4.00
500MY	\$4.00	500MZ	\$4.00	500NA	\$4.00	500NB	\$4.00
500NC	\$4.00	500ND	\$4.00	500NE	\$4.00	500NF	\$4.00
500NG	\$4.00	500NH	\$4.00	500NI	\$4.00	500NJ	\$4.00
500NK	\$4.00	500NL	\$4.00	500NO	\$4.00	500NP	\$4.00
500NQ	\$4.00	500NR	\$4.00	500NS	\$4.00	500NT	\$4.00
500NU	\$4.00	500NV	\$4.00	500NW	\$4.00	500NX	\$4.00
500NY	\$4.00	500NZ	\$4.00	500OA	\$4.00	500OB	\$4.00
500OC	\$4.00	500OD	\$4.00	500OE	\$4.00	500OF	\$4.00
500OG	\$4.00	500OH	\$4.00	500OI	\$4.00	500OJ	\$4.00
500OK	\$4.00	500OL	\$4.00	500OO	\$4.00	500OP	\$4.00
500OQ	\$4.00	500OR	\$4.00	500OS	\$4.00	500OT	\$4.00
500OU	\$4.00	500OV	\$4.00	500OW	\$4.00	500OX	\$4.00
500OY	\$4.00	500OZ	\$4.00	500PA	\$4.00	500PB	\$4.00
500PC	\$4.00	500PD	\$4.00	500PE	\$4.00	500PF	\$4.00
500PG	\$4.00	500PH	\$4.00	500PI	\$4.00	500PJ	\$4.00
500PK	\$4.00	500PL	\$4.00	500PO	\$4.00	500PP	\$4.00
500PQ	\$4.00	500PR	\$4.00	500PS	\$4.00	500PT	\$4.00
500PU	\$4.00	500PV	\$4.00	500PW	\$4.00	500PX	\$4.00
500PY	\$4.00	500PZ	\$4.00	500QA	\$4.00	500QB	\$4.00
500QC	\$4.00	500QD	\$4.00	500QE	\$4.00	500QF	\$4.00
500QG	\$4.00	500QH	\$4.00	500QI	\$4.00	500QJ	\$4.00
500QK	\$4.00	500QL	\$4.00	500QO	\$4.00	500QP	\$4.00
500QQ	\$4.00	500QR	\$4.00	500QS	\$4.00	500QT	\$4.00
500QU	\$4.00	500QV	\$4.00	500QW	\$4.00	500QX	\$4.00
500QY	\$4.00	500QZ	\$4.00	500RA	\$4.00	500RB	\$4.00
500RC	\$4.00	500RD	\$4.00	500RE	\$4.00	500RF	\$4.00
500RG	\$4.00	500RH	\$4.00	500RI	\$4.00	500RJ	\$4.00
500RK	\$4.00	500RL	\$4.00	500RO	\$4.00	500RP	\$4.00
500RQ	\$4.00	500RR	\$4.00	500RS	\$4.00	500RT	\$4.00
500RU	\$4.00	500RV	\$4.00	500RW	\$4.00	500RX	\$4.00
500RY	\$4.00	500RZ	\$4.00	500SA	\$4.00	500SB	\$4.00
500SC	\$4.00	500SD	\$4.00	500SE	\$4.00	500SF	\$4.00
500SG	\$4.00	500SH	\$4.00	500SI	\$4.00	500SJ	\$4.00
500SK	\$4.00	500SL	\$4.00	500SO	\$4.00	500SP	\$4.00
500SQ	\$4.00	500SR	\$4.00	500SS	\$4.00	500ST	\$4.00
500SU	\$4.00	500SV	\$4.00	500SW	\$4.00	500SX	\$4.00
500SY	\$4.00	500SZ	\$4.00	500TA	\$4.00	500TB	\$4.00
500TC	\$4.00	500TD	\$4.00	500TE	\$4.00	500TF	\$4.00
500TG	\$4.00	500TH	\$4.00	500TI	\$4.00	500TJ	\$4.00
500TK	\$4.00	500TL	\$				

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
Patterson Radio Co. (continued)								
PR 12	139.50	Metal	500-70,000	AC	10 x 19 x 11	*6D6, 6D6, 6D6, 6A7, 6B7, 76, 42, 42, 5Z3, 76, 76, 75	Super.
PR 120	169.50	Console	500-70,000	AC	40 x 25 x 14	*6D6, 6D6, 6D6, 6A7, 6B7, 76, 42, 42, 5Z3, 76, 76, 75	Super.
*Crystal Control.								
Philco Radio & Television Corp., Philadelphia, Penna. (Philco)								
200X	\$200.00	Console	540-1720	AC	29½ x 26½ x 13	6A7, 78, 78, 78, 37, 75, 42, 42, 42, 5Z3	Super.
16X	175.00	Console	540-23,000	AC	40½ x 26½ x 12½	76, 77, 77, 78, 78, 78, 42, 42, 42, 37, 5Z3	Super.
118X	100.00	Console	540-1720	AC	41 x 28½ x 12½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
144X	100.00	Console	540-23,000	AC	41 x 28½ x 12½	6A7, 78, 78, 75, 42, 80	Super.
118MX	95.00	Console	540-1720	AC	39 x 22 x 10½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
18MX	85.00	Console	4200-12,000	AC	39 x 22 x 10½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
29X	75.00	Console	540-1720	AC	38½ x 25½ x 11½	6A7, 39/44, 39/44, 75, 42, 80	Super.
				4200-12,000	AC			
12RX	225.00	Remote Control	Console	540-23,000	AC	{ 22½ x 25½ x 12½ 30½ x 32½ x 12½ }	(11)	Super.
118RX	125.00	Remote Control	Console	540-1720	AC	{ 23½ x 23½ x 12½ 31½ x 27½ x 13½ }	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
29TX	89.50	Remote Control	*Console	540-1720	AC	{ 10½ x 17 x 8½ 31½ x 27½ x 13½ }	6A7, 39/44, 39/44, 75, 42, 80	Super.
118D	129.50	Highboy	540-1720	AC	47½ x 27½ x 14½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
				4200-12,000	AC			
118H	89.50	Highboy	540-1720	AC	41½ x 25 x 12½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
				4200-12,000	AC			
18H	79.50	Highboy	540-1720	AC	41½ x 25 x 12½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
144H	89.50	Highboy	540-23,000	AC	41½ x 25 x 12½	6A7, 78, 78, 75, 42, 80	Super.
16L	150.00	Lowboy	540-23,000	AC	39 x 25½ x 13	76, 77, 77, 78, 78, 78, 42, 42, 42, 37, 5Z3	Super.
45L	59.50	Lowboy	540-1720	AC	39½ x 24½ x 11½	6A7, 39/44, 39/44, 75, 42, 80	Super.
				4200-12,000	AC			
89L	50.00	Lowboy	540-3200	AC	39½ x 24½ x 11½	35, 44, 44, 75, 42, 80	Super.
60L	42.50	Lowboy	540-4000	AC	39½ x 23½ x 12	6A7, 78, 75, 42, 80	Super.
16B	89.50	Baby Grand	540-23,000	AC	22 x 16½ x 12	76, 77, 77, 78, 78, 78, 42, 42, 42, 37, 80	Super.
118B	65.00	Baby Grand	540-1720	AC	19½ x 15½ x 10½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
				4200-12,000	AC			
18B	57.50	Baby Grand	540-1720	AC	19½ x 15½ x 10½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
144B	65.00	Baby Grand	540-23,000	AC	19½ x 15½ x 10½	6A7, 78, 78, 75, 42, 80	Super.
66B	39.95	Baby Grand	540-1720	AC	16½ x 12½ x 8½	6A7, 78, 75, 42, 80	Super.
				5500-15,500	AC			
89B	39.50	Baby Grand	540-3200	AC	16½ x 13½ x 9	35, 44, 44, 75, 42, 80	Super.
60B	29.95	Baby Grand	540-4000	AC	16½ x 12½ x 8½	6A7, 78, 75, 42, 80	Super.
84B	20.00	Baby Grand	540-1720	AC	14½ x 11½ x 8	77, 77, 42, 80	Super.
45C	49.95	Compact	540-1720	AC	8½ x 16 x 8½	6A7, 39/44, 39/44, 75, 42, 80	Super.
				4200-12,000	AC			
54S	35.00	Compact	540-3200	Univ.	8½ x 12½ x 5½	25Z5, 43, 75, 6A7, 78	Super.
54C	29.95	Compact	540-3200	Univ.	8½ x 12½ x 6½	25Z5, 43, 75, 6A7, 78	Super.
59S	29.95	Compact	540-1720	AC	8½ x 12½ x 5½	77, 77, 42, 80	Super.
59C	25.00	Compact	540-1720	AC	8½ x 12½ x 6½	77, 77, 42, 80	Super.
500	250.00	*Phono. Comb.	Console	540-23,000	AC	76, 77, 77, 78, 78, 78, 42, 42, 42, 37, 5Z3	Super.
501	295.00	†Auto. Phono. Comb.	Console	540-23,000	AC	76, 77, 77, 78, 78, 78, 42, 42, 42, 37, 5Z3	Super.
507	150.00	†Phono. Comb.	Low Console	540-1720	AC	34½ x 35½ x 15½	6A7, 78, 78, 75, 42, 42, 42, 80	Super.
				4200-12,000	AC			
503	139.50	†Phono. Comb.	Low Console	540-1720	AC	34½ x 35½ x 15½	78, 78, 6A7, 75, 42, 42, 42, 80	Super.
506	150.00	†Phono. Comb.	Low Console	540-23,000	AC	34½ x 35½ x 15½	6A7, 78, 78, 75, 42, 80	Super.
505	90.00	Highboy	540-4000	AC	43 x 24½ x 17½	6A7, 78, 75, 42, 80	Super.
34B	† 75.00	Table	540-23,000	Bat.	19½ x 15½ x 10½	1C6, 34, 34, 30, 30, 32, 19	Super.
32B	65.00	Table	540-3200	32DC	19½ x 15½ x 10½	36, 39/44, 39/44, 75, 42, 84	Super.
34L	† 95.00	Console	540-23,000	Bat.	39 x 25½ x 13	1C6, 34, 34, 30, 30, 32, 19	Super.
32L	† 79.50	Highboy	540-3200	32DC	39½ x 24½ x 11½	36, 39/44, 39/44, 75, 42, 84	Super.
38L	† 65.00	Highboy	540-2500	Bat.	39½ x 24½ x 11½	15, 32, 32, 30, 19	Super.
38B	† 49.50	Table	540-2500	Bat.	16½ x 12½ x 8½	15, 32, 32, 30, 19	Super.
49D	129.50	Highboy	540-1720	DC	47½ x 27½ x 14½	6A7, 78, 78, 76, 85, 43, 43	Super.
				4200-12,000	DC			
49X	100.00	Console	540-1720	DC	41 x 28½ x 12½	6A7, 78, 78, 76, 85, 43, 43	Super.
				4200-12,000	DC			
49H	89.50	Highboy	540-1720	DC	41½ x 25 x 12½	6A7, 78, 78, 76, 85, 43, 43	Super.
				4200-12,000	DC			
49B	65.00	Table	540-1720	DC	19½ x 15½ x 10½	6A7, 78, 78, 76, 85, 43, 43	Super.
				4200-12,000	DC			
11	39.95	Auto.	44, 44, 77, 75, 42, 84
700	49.95	Auto.	44, 44, 77, 75, 42, 84
10	59.50	Auto.	39/44, 39/44, 6A7, 75, 42, 84
800	75.00	Auto.	6A7, 44, 44, 37, 75, 79, 84
*Table Control. †Two-speed Turntable. ‡Complete with Batteries.								
Pierce-Airo, Inc., 510 6th Ave., New York, N. Y. (De Wald)								
802C	Table	2300-540	AC	16 x 9 x 14	58, 58, 2A7, 2A6, 2A5, 45, 45, 80	Super.
802	Phono Comb.	Console	2300-540	AC	58, 58, 2A7, 2A6, 2A5, 45, 45, 80	Super.
503	Table	20,000-540	AC	11½ x 7 x 12½	58, 2A7, 80, 2A5, 57	Super.
600A	Table	20,000-540	Univ.	11½ x 7 x 12½	37, 6A7, 78, 6C6, 43, 25Z5	Super.
640	Auto.	1600-540	Bat.	7½ x 7 x 10	6A7, 6D6, 6D6, 75, 41, 84	Super.
501B	Table	{ 22,000-5800 1700-540 }	Univ.	11 x 7 x 6	6A7, 6D6, 43, 12Z3, 6C6	Super.
601	Table	22,000-540	Bat.	11½ x 7 x 12½	Super.
441	Table	530-1700	Univ.	11½ x 7½ x 5½	6D6, 6D6, 6C6, 43, 12Z3	Super.
501A	Table	{ 22,000-5800 1700-540 }	Univ.	11 x 7 x 6	6A7, 6D6, 6D6, 75, 41, 84	Super.
Pilot Radio Co., 3706-36th St., Long Island City, N. Y. (Pilot)								
63	\$67.50	Table	550-18,800	AC	18½ x 14½ x 9 ⅞	6D6, 6A7, 6D6, 75, 42, 80	Super.
65	Table	{ 550-18,800 150, 400 }	AC	18½ x 14½ x 9 ⅞	6D6, 6A7, 6D6, 75, 42, 80	Super.
68	72.50	Table	550-18,800	DC	18½ x 14½ x 9 ⅞	6D6, 6A7, 6D6, 75, 43, 43	Super.
69	Table	{ 550-18,800 150, 400 }	DC	18½ x 14½ x 9 ⅞	6D6, 6A7, 6D6, 75, 43, 43	Super.
P-63	150.00	Phono.-Comb.	Console	550-18,800	AC	40 x 24 x 16½	6D6, 6A7, 6D6, 75, 42, 80	Super.
53	54.50	Table	550-18,800	AC	16½ x 13½ x 9	6A7, 6D6, 75, 42, 80	Super.
55	Table	550-18,800	AC	16½ x 13½ x 9	6A7, 6D6, 75, 42, 80	Super.
73	64.50	Table	150-300	AC	13½ x 14½ x 9 ⅞	34, 1C6, 34, 34, 1A6, 30, 19	Super.
93	39.50	Table	{ 550-1650 5750-15,700 }	Univ.	9 x 13½ x 7	6A7, 6D6, 75, 43, 25Z5	Super.
103	Table	550-1700	AC	16 x 13 x 7	6A7, 6D6, 75, 42, 80	Super.
114	Table	550-18,800	AC	22½ x 15½ x 11½	6D6, 6A7, 6D6, 6D6, 42, 5Z3, 76, 6D6, 85, 76, 42	Super.
C-114	Console	550-25,000	AC	43 x 26 x 13	6D6, 6A7, 6D6, 6D6, 42, 5Z3, 76, 6D6, 85, 76, 42	Super.
C-63	89.50	Console	550-18,800	AC	39½ x 24 x 13	6D6, 6A7, 6D6, 75, 42, 80	Super.

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
Radio Co. of America, 41A East 47th St., New York, N. Y. (Radiobar)								
505	\$157.00	Bar-Radio Comb.	Console	1500-4000	AC	44x33x17	80, 2A5, 2A6, 58, 57	Super.
508	189.00	Bar-Radio Comb.	Console	550-20,000	AC	44x33x17	58, 58, 57, 55, 56, 80, 59, 59	Super.
528	249.00	Bar-Radio Comb.	Console	550-20,000	AC	47x34x17	58, 58, 57, 55, 56, 80, 59, 59	Super.
510	295.00	Bar-Radio Comb.	Console	550-20,000	AC	50x37x18	5Z3, 59, 59, 53, 55, 58, 57, 58, 58, 56	Super.
Radio Chassis Mfg. Co., 34 E. 12 St., New York, N. Y. (R. C. I. Powerack)								
SB37	\$55.00	Table	Table	5200-17,000	Univ.	16 1/2 x 13 1/2 x 9	6A7, 6D6, 75, 37, 37, 43, 25Z5	Super.
SL853	79.00	Table	Table	540-1600	Univ.	18 1/2 x 13 1/2 x 9	6A7, 6D6, 6D6, 85, 37, 43, 43, 25Z5	Super.
V6	59.00	Auto	Table	540-23,000	Univ.	8 1/2 x 9 1/2 x 6 1/2	6A7, 78, 78, 75, 41, 84	Super.
AL33	62.50	Table	Table	150-400	Univ.	9 x 14 x 7 1/2	6A7, 6D6, 6D6, 75, 43, 25Z5	Super.
Radolek Co., 601 West Randolph St., Chicago, Ill. (Radolek)								
10970	\$54.50	Table	Table	120-23,000	AC	16 1/2 x 13 1/2 x 8 1/2	37, 78, 78, 78, 85, 42, 42, 80	Super.
10981	79.50	Console	Console	550-24,000	AC	38 x 24 x 12	2A5, 2A6, 2A7, 58, 58, 80	Super.
10980	59.50	Table	Table	550-24,000	AC	15 x 13 x 7 1/2	2A5, 2A6, 2A7, 58, 58, 80	Super.
10963	33.00	Table	Table	550-4000	AC	12 1/2 x 10 1/2 x 7	6A7, 42, 75, 78, 80	Super.
10962	24.50	Table	Table	550-4000	AC	12 x 9 1/2 x 9	42, 77, 78, 80	R.F.
10968	45.50	Table	Table	540-4000	32 DC	14 1/2 x 10 x 6 1/2	6A7, 78, 78, 75, 84	Super.
10969	33.00	Table	Table	540-4000	2 DC	14 1/2 x 10 x 6 1/2	1A6, 34, 32, 30, 19	Super.
10967	28.50	Table	Table	540-4000	Univ.	6 1/2 x 9 1/2 x 4 1/2	25Z5, 43, 44, 77, 78	Super.
10966	23.50	Table	Table	550-1650	AC	7 1/2 x 11 1/2 x 6 1/2	6D6, 6D6, 6C6, 80, 42	T.R.F.
10150	42.50	Auto.	Table	550-1500	Bat.	6 x 8 1/2 x 6 1/2	78, 6A7, 78, 75, 41, 84	Super.
10151	37.50	Auto.	Table	550-1500	Bat.	7 1/2 x 9 1/2 x 7 1/2	6A7, 75, 41, 6D7, 84	Super.
10950	19.50	Table	Table	550-1500	Univ.	7 1/2 x 10 1/2 x 5 1/2	78, 77, 43, 25Z5	T.R.F.
10785	70.00	Table	Table	1500-25,000	AC	7 1/2 x 17 x 7 1/2	6D6, 6D6, 6C6, 42, 80	T.R.F. & Reg.
RCA-Victor Co., Camden, N. J. (RCA Victor)								
118	\$39.95	Table	Table	540-1720	AC	17 1/2 x 14 1/2 x 10	6D6, 6A7, 6B7, 41, 80	Super.
126-B	39.65	Table	Table	540-1600	Bat.	13 1/2 x 11 1/2 x 6 1/2	1A6, 34, 32, 30, 30, 30	Super.
128	69.95	Table	Table	540-18,000	AC	20 x 16 1/2 x 11 1/2	6D6, 6A7, 6B7, 41, 80	Super.
135-B	64.25	Table	Table	5400-18,000	Bat.	17 1/2 x 14 1/2 x 10	1C6, 34, 30, 32, 19	Super.
143	97.50	Table	Table	540-1720	AC	20 x 17 1/2 x 14	6D6, 6A7, 75, 76, 42, 5Z3	Super.
211	54.95	Console	Table	540-1720	AC	40 x 23 1/2 x 11 1/2	6D6, 6A7, 6B7, 41, 80	Super.
224	89.95	Console	Table	540-18,000	AC	41 x 24 1/2 x 12 1/2	6D6, 6A7, 6B7, 41, 80	Super.
235-B	78.95	Console	Table	540-1720	Bat.	41 x 24 1/2 x 14 1/2	1C6, 34, 30, 32, 19	Super.
242	119.50	Console	Table	5400-18,000	AC	41 1/2 x 26 x 14	6D6, 6A7, 75, 76, 42, 5Z3	Super.
262	149.50	Console	Table	540-18,000	AC	42 1/2 x 27 x 14 1/2	6D6, 6A7, 42, 76, 5Z3	Super.
281	225.00	Console	Table	540-36,000	AC	43 x 29 1/2 x 17 1/2	6D6, 6A7, 76, 85, 42, 5Z3	Super.
341	250.00	Phono.-Comb.	Table	540-36,000	AC	40 x 31 1/2 x 19 1/2	6D6, 6A7, 75, 76, 42, 5Z3	Super.
381	375.00	Home Rec. Auto.	Table	540-18,000	AC	43 x 34 1/2 x 19	6D6, 6A7, 76, 85, 42, 5Z3	Super.
M107	52.50	Auto.	Table	540-36,000	AC	12 1/2 x 7 1/2 x 7	6D6, 6D6, 6A7, 75, 41, 84	Super.
M123	59.95	Auto.	Table	540-36,000	AC	12 1/2 x 7 1/2 x 7	6D6, 6D6, 6A7, 75, 41, 79	Super.
R. K. Radio Labs., Inc., 6300 Northwest Highway, Chicago, Ill. (Arkay)								
421	Compact	Table	4000-545	Univ.	7 x 10 x 5 1/2	6D6, 6C6, 25Z5, 43	T.R.F.
426	Table	Table	4000-545	AC	13 1/2 x 10 1/2 x 8 1/2	6D6, 6C6, 42, 80	T.R.F.
521	Compact	Table	4000-545	Univ.	8 1/2 x 12 x 7 1/2	6A7, 6D6, 75, 43, 25Z5	Super.
523	Table	Table	19,400-5450	AC	15 x 12 x 9 1/2	6A7, 6D6, 42, 80, 75	Super.
534	Table	Table	1580-545	AC	14 1/2 x 11 1/2 x 8 1/2	6A7, 6D6, 42, 80, 75	Super.
631	Table	Table	19,400-5450	AC	6A7, 6D6, 6D6, 75, 42, 80	Super.
633	Console	Table	4480-1500	AC	36 x 22 x 12	6A7, 6D6, 6D6, 75, 42, 80	Super.
Sentinel Radio Corp., 2222 Diversey Pkwy., Chicago, Ill. (Sentinel)								
4143	\$17.50	Table	Table	1720-540	Univ.	8 x 12 1/2 x 5 1/2	6D6, 6C6, 43, 12Z3	T.R.F.
4536	18.50	Table	Table	535-4800	AC	12 x 9 1/2 x 6 1/2	6D6 or 78, 6C6 or 77, 42, 80	T.R.F.
5211	34.50	Table	Table	540-4800	Univ.	7 1/2 x 12 x 5 1/2	6A7, 78, 75, 43, 25Z5	Super.
5721	29.95	Table	Table	1715-535	AC	16 x 14 x 8 1/2	2A7, 58, 2A6, 2A5, 80	Super.
6315	59.50	Table	Table	5200-16,000	AC	14 1/2 x 14 x 7 1/2	2A7, 58, 58, 2A6, 2A5, 80	Super.
6317	79.50	Console	Table	540-24,000	AC	40 x 24 x 12	2A7, 58, 58, 2A6, 2A5, 80	Super.
6323	59.50	Table	Table	540-24,000	AC	9 x 16 1/2 x 7 1/2	2A7, 58, 58, 2A6, 2A5, 80	Super.
6241	39.50	Table	Table	1715-535	Bat.	18 1/2 x 18 1/2 x 11	1A6, 34, 30, 32, 33, 5E1	Super.
6232	59.50	Console	Table	1715-535	Bat.	40 x 23 x 12	1A6, 34, 30, 32, 33, 5E1	Super.
7741	49.50	Table	Table	535-16,000	Bat.	18 1/2 x 18 1/2 x 11	1C6, 34, 30, 32, 30, 33, 6-1	Super.
7732	69.50	Console	Table	535-16,000	Bat.	40 x 23 x 12	1C6, 34, 30, 32, 30, 33, 6-1	Super.
5628	49.50	Table	Table	1715-535	32 DC	16 x 14 x 8	6A7, 6D6, 75, 38, 84	Super.
5500	34.50	Auto.	Table	540-1520	7 1/2 x 9 x 7 1/2	6A7, 6D6, 6B7, 41, 84	Super.
603	49.95	Auto.	Table	540-1500	9 x 9 x 7	78, 6A7, 78, 75, 51, 84	Super.
Silver Marshall Mfg. Co., 417 N. State St., Chicago, Ill. (Silver-Marshall)								
All World de Luxe	\$89.50	Table	Table	540-25,000	AC	17 x 15 x 11	78, 78, 78, 76, 85, 6A7, 42, 80	Super.
All World de Luxe	109.50	Console	Table	540-25,000	AC	40 x 23 x 13	78, 78, 78, 76, 85, 6A7, 42, 80	Super.
All World de Luxe	112.50	Console	Table	540-25,000	AC	38 x 22 x 11 1/2	78, 78, 78, 76, 85, 6A7, 42, 80	Super.
All World 5	42.00	Table	Table	550-1600	AC	14 1/2 x 12 1/2 x 8	6A7, 6D6, 75, 42, 80	Super.
Super Air Flight	49.95	Auto.	Table	5600-16,000	AC	6 1/2 x 7 1/2 x 8 1/2	6D6, 6C6, 78, 75, 42, 84	Super.
Simplex Radio Co., Sandusky, Ohio (Simplex)								
V	\$18.95	Table	Table	1712-540	Univ.	6 x 8 1/2 x 3 1/2	25Z5, 44, 77, 43	T.R.F.
V All Wave	28.50	Table	Table	112-20,000	Univ.	6 x 8 1/2 x 3 1/2	25Z5, 6F7, 77, 43	T.R.F.
R	19.95	Table	Table	540-4000	AC	12 x 9 1/2 x 5 1/2	42, 77, 78, 80	T.R.F.
X	23.50	Table	Table	540-1600	AC	7 x 10 1/2 x 5 1/2	42, 80, 6C6, 6D6, 6D6	T.R.F.
U	28.50	Table	Table	540-1600	Univ.	7 x 10 1/2 x 5 1/2	77, 78, 43, 44, 25Z5	Super.

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Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H, W, D)	Tubes	Circuit
Simplex Radio (continued)								
UEX	30.50	Table	16,000-5500 540-1600	Univ.	7 x 10½ x 5½	6A7, 75, 6D6, 43, 25Z5	Super.
P	29.50	Table	16,000-5500 540-1600	AC	14½ x 12½ x 7	6A7, 6D6, 75, 42, 80	Super.
P6V	29.50	Table	16,000-5500 540-1600	Bat.	14½ x 12½ x 7	6C6, 34, 32, 33	Super.
P32V	43.50	Table	16,000-5500 540-1600	Bat.	14½ x 12½ x 7	6A7, 6D6, 75, 41	Super.
T	43.50	Auto.	540-1600	Bat.	6 x 8½ x 6½	6A7, 78, 78, 75, 41, 84	Super.
W	49.50	Table	28,000-540 150-400	AC	16 x 14 x 9½	6A7, 6D6, 6D6, 75, 76, 42, 42, 80	Super.
V	66.50	Console	28,000-540 150-400	AC	37½ x 21 x 11	6A7, 6D6, 6D6, 75, 76, 42, 42, 80	Super.
Sparks-Withington Co., Jackson, Mich. (Sparton)								
134	\$200.00	Console	530-24,000	AC	42 x 28½ x 14½	57, 57, 58, 58, 58, 57, 2A5, 5Z3	Super.
83	124.50	Console	540-20,000	AC	39 x 23½ x 12½	78, 78, 78, 78, 76, 85, 42, 80	Super.
80	99.50	Console	540-20,000	AC	39 x 24 x 11½	78, 78, 78, 78, 76, 85, 42, 80	Super.
691	84.50	Console	540-1600 15,800-5500	AC	39 x 24 x 11½	78, 78, 6A7, 75, 42, 80	Super.
66	59.95	Console	550-1600 15,800-5500	Univ.	38½ x 22½ x 11	78, 78, 78, 25Z5, 75, 43	Super.
68	71.50	Console	550-1600 15,800-5500	AC	38½ x 22½ x 11	78, 78, 80, 6A7, 75, 43	Super.
67	57.50	Table	540-1600 15,800-5500	AC	17 x 14½ x 8½	78, 78, 6A7, 75, 42, 80	Super.
65	39.95	Table	550-1600 15,800-5500	Univ.	14½ x 13 x 6½	78, 78, 78, 75, 43, 25Z5	Super.
57	29.95	Table	550-1600 1500-6000	Univ.	7½ x 10½ x 5	78, 78, 75, 43, 25Z5	Super.
53	24.95	Table	550-1600	Univ.	7½ x 10½ x 5	78, 78, 75, 43, 25Z5	Super.
74	109.50	Console	530-1600 1300-3400	AC	40½ x 22½ x 12½	58, 24A, 58, 56, 56, 2A5, 80, 56, 2A5	Super.
78	89.50	Console	530-1600 1300-3400	AC	42½ x 23 x 12½	6D6, 6D6, 6D6, 37, 37, 37, 42, 80	Super.
333	39.95	Auto.	9½ x 7½ x 6½	6F7, 78, 75, 41, 84	Super.
33A	55.00	Auto.	9½ x 7½ x 5½	78, 78, 36, 75, 41, 84	Super.
33B	55.00	Auto.	9½ x 7½ x 5½	78, 78, 36, 75, 41, 84	Super.
Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago, Ill. (Stewart-Warner)								
1231	\$24.50	Table	540-1720	AC	11½ x 9 x 6½	6A7, 6F7, 41, 80	Super.
1235	27.50	Table	540-1720	AC	12½ x 9½ x 7½	6A7, 6F7, 41, 80	Super.
1236	27.50	Table	540-1720	AC	13½ x 9 x 6½	6A7, 6F7, 41, 80	Super.
1251	39.50	Table	530-1720	AC	16½ x 13 x 8	6A7, 6D6, 75, 41, 80	Super.
1252	39.50	Table	530-1720	AC	17½ x 14½ x 8½	6A7, 6D6, 75, 41, 80	Super.
1254	57.50	Console	530-1720	AC	35½ x 22½ x 11½	6A7, 6D6, 75, 41, 80	Super.
1271	49.50	Table	530-23,000	AC	17 x 13½ x 8½	6A7, 6D6, 75, 41, 80	Super.
1272	49.50	Table	530-23,000	AC	17½ x 13½ x 8½	6A7, 6D6, 75, 41, 80	Super.
1274	67.50	Console	530-23,000	AC	35½ x 22½ x 11½	6A7, 6D6, 75, 41, 80	Super.
1191	37.50	Table	530-1740	AC	20 x 11½ x 13	78, 6A, 78, 85, 42, 80	Super.
1192	49.50	Console	530-1740	AC	40 x 25½ x 15	78, 6A, 78, 85, 42, 80	Super.
1261	69.50	Table	530-23,000	AC	18½ x 14½ x 12½	6A7, 6C6, 6D6, 6D6, 75, 76, 80	Super.
1262	69.50	Table	530-23,000	AC	19 x 14 x 12½	6A7, 6C6, 6D6, 6D6, 75, 76, 80	Super.
1264	94.50	Console	530-23,000	AC	38 x 23½ x 13	6A7, 6C6, 6D6, 6D6, 75, 76, 80	Super.
1265	99.50	Console	530-23,000	AC	41½ x 24½ x 14	6A7, 6C6, 6D6, 6D6, 75, 76, 80	Super.
1266	109.50	Console	530-23,000	AC	44½ x 24½ x 14½	6A7, 6C6, 6D6, 6D6, 75, 76, 80	Super.
1172	49.50	Auto.	530-1520	16 x 9 x 10½	6A7, 78, 78, 75, 41, 84	Super.
Stromberg-Carlson Telephone Mfg. Co., Rochester, N. Y. (Stromberg-Carlson)								
33A	\$79.50	Auto.	540-1570	Bat.	78, 6A7, 6B7, 37, 41, 41	Super.
52	385.00	Remote Control	Console	540-1570	AC	48 x 27 x 19½	27, 35, 35, 35, 55, 56, 56, 57, 2B7, 2A3, 2A3, 5Z3	Super.
54	685.00	Remote Control	Console	540-1570	AC	47 x 32 x 20½	27, 35, 35, 35, 55, 56, 56, 57, 2B7, 2A3, 2A3, 5Z3	Super.
49	230.00	Console	540-1570	AC	44½ x 27 x 16	55, 56, 56, 56, 57, 58, 58, 58, 2A3, 2A3, 5Z3	Super.
51	460.00	Auto. Phono-Comb.	Console	540-1570	AC	48 x 29½ x 19½	55, 56, 56, 56, 57, 58, 58, 58, 2A3, 2A3, 5Z3	Super.
55	148.50	Remote Control	Console	540-1570	AC	27½ x 25½ x 11½	2A5, 2A5, 6A7, 2B7, 5Z3, 55, 58, 78	Super.
56R	188.50	Console	540-1570	AC	40½ x 24½ x 11½	2A5, 2A5, 6A7, 2B7, 5Z3, 55, 58, 78	Super.
64	125.00	Console	540-1570	AC	39½ x 25½ x 11½	78, 6A7, 6B7, 37, 42, 42, 42, 5Z3	Super.
60T	75.00	Table	540-1570 5500-15,500	AC	17½ x 12½ x 10½	6D6, 6A7, 6B7, 37, 41, 41, 80	Super.
60L	95.00	Console	540-1570 5500-15,500	AC	36½ x 18½ x 11½	6D6, 6A7, 6B7, 37, 41, 41, 80	Super.
68	175.00	Console	540-25,000	AC	39½ x 25½ x 11½	6D6, 6D6, 6A7, 76, 6B7, 85, 42, 42, 42, 5Z3	Super.
69	69.50	S-W Converter	Table	540-25,000	AC	14½ x 10½ x 9½	6D6, 6A7, 76, 80	Super.
L. Tatro Products Corp., Decorah, Iowa (Tatro)								
F725	Console	540-4000	32 DC	38 x 22½ x 12	78, 41, 41, 78, 6A7, 84, 75	Super.
D625	Console	540-4000	32 DC	38½ x 22½ x 12½	78, 75, 78, 6A7, 38, 84	Super.
C625	Table	540-4000	32 DC	18½ x 18½ x 10½	78, 75, 78, 6A7, 38, 84	Super.
B525	Console	540-2000	32 DC	38 x 20½ x 12½	78, 77, 75, 38, 38	Super.
A525	Table	540-2000	32 DC	17 x 15 x 10	78, 77, 75, 38, 38	Super.
K665	Console	540-4000	6 DC	38½ x 22½ x 12½	15, 19, 15, 50, 6A7, 75	Super.
J665	Table	540-4000	6 DC	18½ x 18½ x 10½	15, 19, 15, 30, 6A7, 75	Super.
I465	Console	540-2000	6 DC	38 x 20½ x 12½	15, 15, 75, 38	Super.
H465	Table	540-2000	6 DC	17 x 15 x 10	15, 15, 75, 38	Super.
Transformer Corp. of America, 100 Sixth Ave., New York, N. Y. (Clarion)								
TC-1	\$62.50	Table	20,000-545 16,700-5454	AC	18½ x 14½ x 9	78, 78, 78, 37, 75, 42, 80	Super.
TC-20	36.50	Table	1500-545	AC	15½ x 14 x 7½	2A7, 58, 2A6, 2A5, 80	Super.
TC-60	60.00	Table	23,000-154	Univ.	8 x 9½ x 14	6D6, 6D6, 6A7, 75, 43, 25Z5	Super.
TC-30	18.60	Table	1500-545	Univ.	12 x 7½ x 6½	6D6, 6C6, 43, 12Z3	T.R.F.
TC-2	115.00	Phono-Comb.	Console	20,000-545	AC	35½ x 20½ x 15	78, 78, 78, 37, 75, 42, 80	Super.
TC-50	37.50	Auto.	1500-545	Bat.	6½ x 10½ x 7½	78, 78, 77, 75, 41, 6Z4	Super.
TC-52	34.00	Table	1580-545 375-150	Univ.	8 x 12 x 6	77, 77, 78, 43, 25Z5	Super.
Troy Radio Mfg. Co., 1815 Venice Blvd., Los Angeles, Calif. (Troy)								
14	\$15.95	Midjet	Bdest.	*AC	(4)	T.R.F.
44	20.95	Midjet	Bdest.	*AC	(4)	T.R.F.
40	19.95	Midjet	Bdest.	*AC	(4)	T.R.F.
42	25.95	Bdest.	*AC	(4)	Super.
52	29.95	Bdest.	*AC	(5)	Super.
54	42.50	Allwave	*AC	(5)
84	59.50	Allwave	*AC	(8)
84C	79.50	Allwave	*AC	(8)
56	39.96	Auto.	(5)

*Available in Universal, Aircell or DC models. Also for odd AC voltage and 32DC.

Model Number	Price (complete)	Type	Cabinet	Range (in Kc.)	Power Supply	Dimensions (H. W. D)	Tubes	Circuit
United American Bosch Corp., Springfield, Mass. (American Bosch)								
402	\$29.95		Personal	540-1750	Univ.	7½x10½x 5½	6F7, 78, 75, 43, 25Z5	Super.
420	39.95		Personal	540-36.0	AC	10 x 12½x 6½	6F7, 6D6, 75, 42, 80	Super.
357	39.95		Personal	540-4200	Univ.	7½x11½x6½	6A7, 78, 75, 43, 25Z5	Super.
440T	54.50		Table	540-1600 5600-15,500	AC	18½x15 x 7½	6A7, 6D6, 6D6, 75, 42, 80	Super.
440C	69.50		Console	540-1600 5600-15,500	AC	37 1/8x15x 7½	6A7, 6D6, 6D6, 75, 42, 80	Super.
460A	69.50		Table	540-20,000	AC	18 x 15½x 8	58, 56, 58, 58, 2A6, 2A5, 80	Super.
460B	67.50		Table	540-20,000	AC	17½x15½x 8	58, 56, 58, 2A6, 2A5, 80, 58	Super.
460R	94.50		Console	540-20,000	AC	37 x 21½x13½	58, 56, 58, 2A6, 2A5, 80, 58	Super.
480D	149.50		Console	540-22,500	AC	38½x24 x 15	78, 76, 77, 78, 78, 6B7, 42, 6A6, 83V	Super.
376BT	34.95		Table	540-1600	Bat.	18½x14½x12	1A6, 34, 34, 32, 33	Super.
376S	59.95		Console	540-1600	Bat.	41 x 24½x12	1A6, 34, 34, 32, 33	Super.
462A	69.50		Table	540-20,000	110 DC	18 x 15½x 8	78, 76, 78, 78, 85, 48, 48	Super.
462B	67.50		Table	540-20,000	110 DC	17½x15½x 8	78, 76, 78, 78, 85, 48, 48	Super.
462Y	96.50		Console	540-20,000	110 DC	35 x 18½x13	78, 76, 78, 78, 85, 48, 48	Super.
79C	49.95	Auto.					(6)	Super.
45A	36.95	Auto.					(5)	Super.
Wells-Gardner & Co., 2701 No. Kildare, Chicago, Ill. (Wells-Gardner)								
27D1	\$58.50		Mantel	6000-18,000 530-1750	AC	16½x15½x11	6B7, 6D6, 42, 76, 80, 6D6, 6D6	Super.
27D5	69.50		Console	6000-18,000 530-1750	AC	35½x22½x12	6B7, 6D6, 42, 76, 80, 6D6, 6D6	Super.
20C5	89.50		Console	5800-18,300 530-1750	AC	38½x23 x 12	6D6, 6D6, 6D6, 45, 76, 6D6, 45, 76, 80, 76	Super.
22B5	110.00		Console	5800-18,300 530-1750	AC	38½x23 x 12	6D6, 6D6, 6D6, 42, 42, 76, 76, 6D6, 42, 76, 80, 80	Super.
25E1	40.50		Mantel	530-1550	Bat.	16½x15½x11	30, 32, 34, 19, 34	Super.
25E5	54.50		Console	530-1550	Bat.	35½x22½x12	30, 32, 34, 19, 34	Super.
26B1	63.00		Mantel	530-1750	32 DC	16½x15½x11	6B7, 6D6, 6F7, 12A5, 12Z3, 12Z3	Super.
26B5	75.00		Console	530-1750	32 DC	35½x22½x12	6B7, 6D6, 6F7, 12A5, 12Z3, 12Z3	Super.
27C1	72.50		Mantel	530-1750	Bat.	16½x15½x11	19, 30, 34, 34, 34, 30, 30	Super.
27C5	84.50		Console	530-1750	Bat.	35½x22½x12	19, 30, 34, 34, 34, 30, 30	Super.
29B5	82.00		Console	5800-16,200 530-1750	Bat.	38½x23 x 12	34, 34, 34, 30, 30, 30, 34, 30, 19	Super.
26U1	54.50	Auto.		530-1500		10 x 6 x 7	75, 77, 78, 41, 84, 78	Super.
Westinghouse Elec. Supply Co., 150 Varick St., New York, N. Y. (Westinghouse)								
WR20	\$19.95		Table	1760-540	Univ.	7½x10 x 5	6C6, 6D6, 38, IV	T.R.F.
WR21	31.95		Table	3000-540	Univ.	7½x10½x 5½	78, 78, 77, 43, 25Z5	Super.
WR22	29.95		Table	3000-540	AC	15½x10½x 7	6D6, 6D6, 42, 6C6, 80	Super.
WR23	67.50		Table	20,200-540	AC	14½x 8½x17½	58, 56, 58, 58, 2A6, 2A5, 80	Super.
WR24	89.50		Console	20,200-540	AC	37 x 22½x12	58, 56, 58, 58, 2A6, 2A5, 80	Super.
WR25	39.95	Auto.		1760-540		9 x 6 x 5	78, 6A7, 78, 75, 41, 84	Super.
WR26	52.50	Auto.		1760-540		7 x 7 x 11½	77, 77, 78, 75, 42, 84	Super.
WR27	22.95		Table	1760-540	AC	8 x 10½x 6½	6A7, 77, 42, 80	Super.
WR28	54.50		Table	1600-540 5,500-5600	AC	10½x14½x 7½	6A7, 6D6, 6D6, 75, 42, 80	Super.
WR29	69.50		Console	1600-540 15,500-5600	AC	37 x 21 x 11	6A7, 6D6, 6D6, 75, 42, 80	Super.
WR30	139.50		Console	15,500-5600 22,500-540	AC	39 x 23½x12½	78, 76, 77, 78, 78, 6B7, 42, 6A6, 6A6, 83v.	Super.
Wholesale Radio Service Co., Inc. 100 Sixth Ave., New York, N. Y. (Lafayette)								
F-36	\$119.50		Table	2300-545	AC	21½x15 x 12	58, 58, 58, 56, 56, 56, 57, 2A3, 2A3, 5Z3	Super.
A-15	36.90		Table	1580-545	Univ.	8 x 12 x 6	77, 77, 78, 43, 25Z5	Super.
AM-26	46.50		Table	1500-545 16,700-6000	AC	15 x 12 x 6½	6A7, 78, 75, 42, 80	Super.
B-41	89.00		Console	4000-1500 18,750-6000	AC	36 x 20½x11½	6D6, 6D6, 6D6, 6B7, 76, 42, 80	Super.
AM-20	39.95	Auto.		1500-545		16½x10½x 7½	78, 78, 77, 75, 41, 6Z4	Super.
F-44	149.50	Phono.-Comb.	Table	1500-545 23,000-150	AC	24½x16 x 17½	58, 58, 58, 56, 56, 56, 57, 2A3, 2A3, 5Z3	Super.
Wilcox-Gay Corp., Charlotte, Mich. (Wilcox-Gay)								
3KE5-26	\$29.95		Midget	1580-545	Univ.	11½x 7½x 5	77, 77, 78, 25Z5, 43	Super.
4CD5-29	35.50		Table	16,700-6000 4000-1500	AC	14½x12 x 7	6A7, 78, 75, 42, 80	Super.
35B-566	38.60		Table	1500-545 4000-1500	AC	13 x 7½ 10	6A7, 78, 75, 42, 80	Super.
3VB6-73	53.25		Table	16,700-6000 4000-1500	AC	13½x16½x 8	78, 78, 6A7, 42, 75, 80	Super.
3VB6-710	69.90		Console	1500-545 16,700-6000	AC	38½x23 x 12	78, 78, 6A7, 42, 75, 80	Super.
4B6	47.90	Auto.		1500-545		10½x 6 x 7½	78, 78, 77, 75, 84, 41	Super.
Zenith Radio Corp., 3620 Iron St., Chicago, Ill. (Zenith)								
801	\$34.95		Midget	535-1750	Univ.	7½x12½x 5½	6D6, 6D6, 75, 43, 25Z5	Super.
805	29.95		Table	535-5000	AC	15½x12½x 8½	6F7, 6D6, 75, 42, 80	Super.
807	39.95		Table	535-1600 5600-18,000	AC	16½x11½x 8½	6A7, 6D6, 75, 42, 80	Super.
808	49.95		Table	537-15,800	AC	16½x12 x 8½	6D6, 6A7, 6D6, 75, 42, 80	Super.
809	54.95		Table	537-15,800	AC	16½x12½x 8½	6D6, 6A7, 6D6, 75, 42, 80	Super.
311	49.95		Table	537-18,200	Univ.	13 x 12½x 8½	6D6, 6A7, 6D6, 75, 43, 25Z5	Super.
825	49.95		Midget	535-12,000	AC	8½x16 x 7½	6D6, 6D6, 6D6, 37, 75, 42, 80	Super.
827	54.95		Midget	535-12,000	AC	8½x15½x 7½	6D6, 6D6, 6D6, 37, 75, 42, 80	Super.
829	69.95		Table	535-12,000	AC	18½x16 x 8	6D6, 6D6, 6D6, 37, 75, 42, 80	Super.
835	89.95		Table	535-46,150	AC	21½x16 x 11½	6D6, 6A7, 6D6, 6D6, 75, 42, 42, 42, 76, 52B	Super.
845	39.95		Console	535-5000	AC	40 x 23½x12	6F7, 6D6, 75, 42, 80	Super.
847	49.95		Console	535-5000	AC	37½x20½x12	6F7, 6D6, 75, 42, 80	Super.
850	59.95		Console	535-18,000	AC	36 x 22 x 12½	6A7, 6D6, 75, 42, 80	Super.
860	69.95		Console	537-15,800	AC	39½x22½x12½	6D6, 6A7, 6D6, 75, 42, 80	Super.
861	79.95		Console	537-15,800	AC	40 x 24 x 13	6D6, 6A7, 6D6, 75, 42, 80	Super.
870	79.95		Console	535-12,000	AC	40½x22½x13	6D6, 6D6, 6D6, 37, 75, 42, 80	Super.
871	99.95		Console	535-12,000	AC	40½x27 x 13½	6D6, 6D6, 6D6, 37, 75, 42, 80	Super.
880	120.00		Console	530-46,150	AC	40½x24 x 13	6D6, 6A7, 6D6, 6D6, 75, 42, 42, 42, 76, 52B	Super.
462	49.95	Auto.					6C6, 6F7, 6D6, 75, 42, 6Z4	Super.
7	29.99	Auto.					6D6, 6C6, 75, 42, 84	Super.
De Luxe	750.00	Auto. Phono.-Comb.	Console		AC		(25)	Super.

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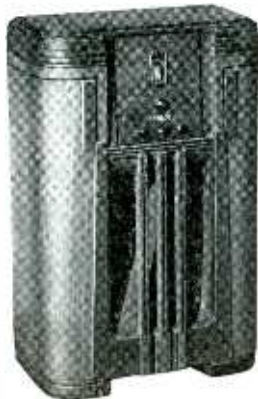


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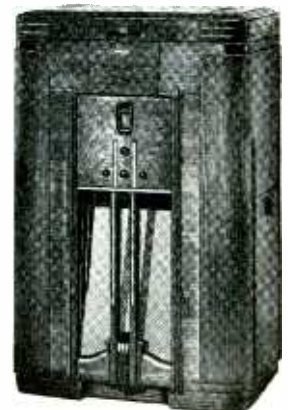
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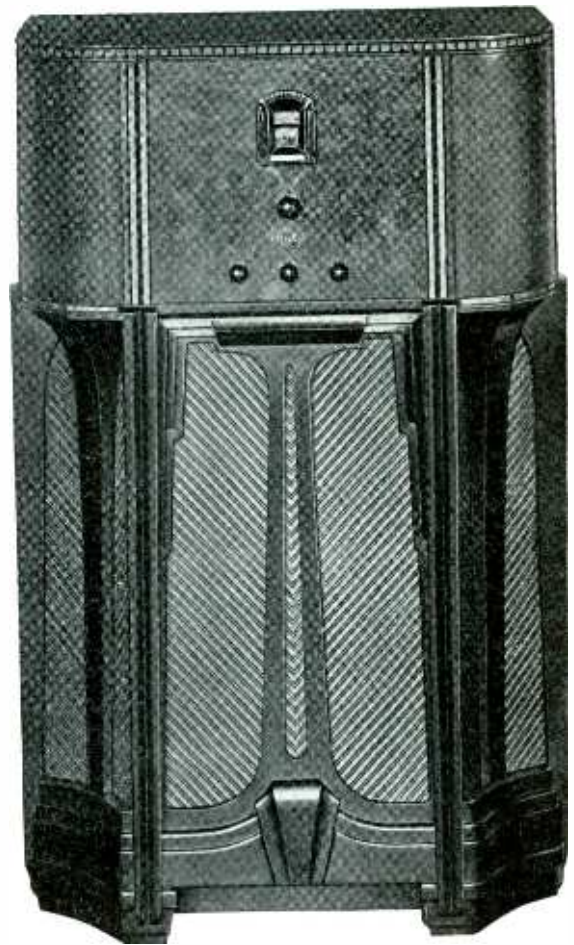
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D. W. MAY TO MANUFACTURE FULL LINE OF RADIOS, AND REFRIGERATORS

Plant at Newark, N. J., Now in Operation—

Nate Hast, Sales Manager; Herman Rose in Charge of Production

D. W. "Winnie" May, one of the best known figures in the radio field, has thrown his hat into the manufacturing ring. He will head May Radio and Refrigeration Corp. with a large plant and general offices in the May Building, Newark, N. J. Mr. May has been prominent in every phase of the industry since its inception. His pleasing personality and dynamic activities have won for him hosts of friends throughout the trade. He was the first to sponsor dealers' trips, taking retailers to Bermuda one year and also to Havana.

Mr. May points out that rather than refer to his manufacturing project as a new organization, he prefers to call it a "merger of men and minds." He stated "these men associated with me have won their spurs in their respective fields and we are merging their experience and talents to the ultimate benefit of our distributors and retailers."

In outlining plans for his organization Mr. May said, "We will first market our radio line which will have its initial public showing at the National Electrical Exposition, to be held in Madison Square Garden.

"The May radio is a new kind of radio and, with its many new and exclusive features, represents one of the greatest values on the market today. We have paid a great deal of attention to the styling and engineering of our line. The chassis is directly and fully licensed under patents of RCA, Hazeltine and Latour. It was designed by our chief engineer, Frank M. Squire, formerly connected with DeForest, Grebe, Kolster and Fada."

The new "May" line is now in production in a complete range of models from a.c.-d.c. compacts to deluxe consoles. The majority of the models are equipped for all-wave reception and feature the patented May Chromatic dial.

Announcements relative to the refrigeration and air conditioning lines will be forthcoming soon. Advance plans indicate that these lines will also incorporate many original features.

Mr. May enthused over his distributor plan. "It really gives the distributor a break and his interests are protected."

This new organization brings together again two popular men in trade circles.



D. W. May

Nate Hast and Herman Rose, who manufactured the Shamrock radio when the industry was in its swaddling clothes. Nate Hast, as vice-president in charge of sales, will direct all the sales efforts of May Radio & Refrigeration Corp. His popularity is wide-spread and the distinctive, peppery Hast method of operation bespeaks a healthy volume for the May products. Mr. Rose, another veteran of the industry, will be in charge of manufacturing and brings with him many years of production experience.

Advertising and sales promotion will be directed by Charles P. Englehardt, who has been connected with D. W. May for several years in a like capacity.

the radio as a musical instrument, the majority agreed that it was imperfect and showed an eagerness for immediate improvement.

Trav-Ler Mfg. Company Sold

Harold J. Wrape, president of the Benwood-Linze Co., announces he and his associates have disposed of the Trav-Ler Mfg. Co. to Max Hoffman of the Hoffman Mfg. Co., 1400 S. Michigan Blvd., Chicago.

The business of the Trav-Ler Co. will hereafter be conducted from Chicago.

RCA Victor Service Meetings

A series of countrywide meetings, conducted by RCA Victor Company service engineers under the auspices of local

distributors in 34 principal cities were begun simultaneously on August 20 and will continue into the early part of September, to be followed by similar meetings in more than 160 other localities, according to an announcement by E. M. Hartley, service manager of RCA Victor. Over one hundred RCA service engineers will conduct meetings in the small cities for the benefit of those service men who are unable to attend the meetings in the larger cities.

Music Lovers Hear "High Fidelity" at Waldorf

On Wednesday evening, Sept. 12, in the Grand Ballroom of the Hotel Waldorf-Astoria, New York City, under the auspices of a distinguished committee of music lovers, educators and artists, and before an invited audience representing leaders in the arts and sciences, Lucrezia Bori, prima donna soprano of the Metropolitan Opera Association, introduced the Philco High Fidelity radio. This development of radio music was broadcast by the Columbia Broadcasting System.

In this new "Musical Instrument of Tomorrow" the Philco Company demonstrated natural reproduction not only of the full range of fundamental tones but of the overtones or harmonics which give the characteristic tone quality, timbre, to the different musical instruments and voices.

Miss Bori first sang in full view of the audience, then repeated the same music in a glass-enclosed booth, reproduced on the stage through the high fidelity receiver.

National Radio Show Sept. 19-30

The second annual combined National Electrical and Radio Exposition opens at Madison Square Garden at 2 p.m. on Wednesday, Sept. 19. Until the exhibit closes eleven days later, the public will be admitted from 11 a.m. to 11 p.m.

One hundred and ten various exhibits by leading manufacturers will be on display, making the coming show the largest ever held by the two industries.

The Show Committee announces the general program for the exposition with the naming of eleven show days as follows: Sept. 19, Radio Progress Day; Sept. 20, All Wave Radio Day; Sept. 21, Army and Navy Day; Sept. 22, Lighting Day; Sept. 23, Broadcast Day; Sept. 24, American Home Day; Sept. 25, Police Day; Sept. 26, Science Day; Sept. 27, Weather Control Day; Sept. 28, Health Day; Sept. 29, Exposition Day.

The crystal broadcasting studios will be erected in the Garden and radio programs will be linked with nearly 200 stations daily from 2 p.m. to 11 p.m. National and Columbia networks and such local stations as WMCA, WOR, WINS, WNYC, WNEW and WHOM are contributing the necessary talent with the cooperation of the special program sponsors.

Officially the 1934 exposition will open with the annual luncheon of the Electrical Association of New York Sept. 19 at the Hotel Astor.

Leaders in Field of Music Urge Better Radios

Calling upon American inventors to make drastic improvements in present day radio instruments, more than 100 leaders in the field of music from widely separated parts of the country, demand an improved radio instrument which will make the radio as important a musical influence in American life as it is a disseminator of ideas. The views of eminent musicians and others on this subject are contained in statements received by Pitts Sanborn, well known New York music critic, and just made public by him.

Of the many musical leaders who expressed to Mr. Sanborn their views on

Complete Government List of Shortwave Stations Available

The Department of Commerce announces the compilation of an official listing of worldwide shortwave stations. Contains information on 2,400 transmitters by frequencies. Also cross-indexed geographically with special identification of the better known stations. This 112 page booklet, including two maps, sells for 25 cents. Obtainable from the Bureau of Foreign and Domestic Commerce, Washington, D. C., or the Bureau's district offices.

ELECTRAD, INC., New York City, announces the appointment of George E. Palmer as general sales manager. Mr. Palmer formerly served in a similar capacity with Dubilier Condenser Corp.



RCA Victor Executives

Some of the leading RCA Victor executives who took a prominent part in the meetings for jobbers, held at the Steven Hotel, Chicago, last month, included: (seated, left to right) W. R. G. Baker, vice-president and general manager; E. T. Cunningham, president; M. F. Burns, merchandise manager. Standing: Ted Wallerstein, manager records and recording; Ernest H. Vogel, radio and phonograph division; and John Vassos, consultant designer.

Rochester Service Men Will Entertain Many IRSM Guests

The "key" Rochester (N. Y.) Section of the Institute of Radio Service Men will entertain a host of service men at its convention, September 16 to 18. Among them will be National President Paul McGee. Also Howard Sack and Forrest Arnold, of the New York Section; Neal Bear, chairman of the 19th Region, and Executive Secretary Kenneth Hathaway.

Due largely to the energetic efforts of Edgar Arnold, chairman of the 20th Region, the following chapters will be represented: Lake County, of Muncie, Ind., Elmira, Binghamton, Syracuse and Utica.

A comprehensive program of technical lectures has been prepared. Speakers well known nationally will appear on the platform.

Bond Electric on the Air

Starting the first week of September, Bond Electric Corp., Jersey City, N. J., inaugurated a weekly radio program in the interest of the trade handling Bond flashlights, radio tubes and condensers.

The program features a number of novel premiums for the audiences of 34 stations from coast to coast. There is a complete tie-up with jobbers and dealers as well as special sales offers, window material, consumer literature and more than a hundred consumer prizes.

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. Again sponsored by the Electrical Association of New York.

PHILADELPHIA OCT. 8-13

Philadelphia Elec. Exhibit

Sponsored by the Electrical Association of Philadelphia.

COLUMBUS, OHIO OCT. 2-5

Under the auspices of Columbus Radio and Refrigeration Assoc., Inc. Will be held in Memorial Hall. Henry Reinhard, show manager.

IRSM CONVENTIONS

ROCHESTER, N. Y. SEPT. 16-18

This is the first annual convention of the Institute of Radio Servicemen to discuss regional development matters. Will be held at the Seneca Hotel. Nationally known speakers — EXHIBITS

NEW YORK OCT. 19-21

The National Convention and Exhibit of the Radio Service Industry. Will be held at the Hotel Pennsylvania

"RR" at Service Show

"Radio Retailing" will have a booth at the Institute of Radio Servicemen's First Annual Convention, Hotel Seneca, Rochester, N. Y., Sept. 16-18. Technical Editor W. W. MacDonald will be on deck to receive callers. "Come up and see us sometime."

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

A new field study of radio listening habits just completed by Dr. Link of the Psychological Corp. reveals that 66% of the families interviewed listen to radio as much or more than they did a year ago. This figure shows a decided increase over the results of a study made by Dr. Link in May of this year, which indicated that 58% of the families interviewed were listening to radio as much as they did the year before.

Word reaches us that the Balkeitt Radio Corp., Chicago, will concentrate their production on one model—a "World Wide" model. Mass production of one unit will make possible many savings that will reflect itself in low price and high quality as well as some novel new ideas, 'tis claimed.

E. A. SIPP, until recently manager of the Lighting Division of Pyle-National Co., has become associated with the Burgess Battery Co. and the C. F. Burgess Laboratories, Inc., Chicago.

So substantial has been the demand for the Columbia Broadcasting System's booklet, "16 Hours a Day" (see August issue, RR) that Columbia has gone a step farther and prepared three "blow up" photographic panels suitable for radio dealers' window trims. The center one is 49 inches high and the two side pieces measure 24 inches wide by 32 inches high. Also appropriate for wall display. For your copy, write us.

In line with the rapidly growing popularity of Sprayberry's Practical Mechanics of Radio Service, F. L. Sprayberry announces his removal to larger

quarters at 2548 University Place, N.W., Washington, D. C. Mr. Sprayberry has added to his course a complete coverage of short wave radio and the all-important job of selling service.

The American Electric Ignition Co., of Oklahoma City, Okla., announces its appointment as a TUNG SOL wholesaler.

A new all wave oscillator developed by Wireless Egert Engineering Co., New York, has been made available to service dealers by National Union Radio Corp., New York City. Features of this new instrument include direct reading on fundamentals, full frequency coverage with a range of 14-3,000 meters and extreme accuracy.

Herbert E. Young will again devote his energetic self to furthering the business interests of a former employer, William Grunow. Mr. Young has been appointed eastern sales manager of the General Household Utilities Company, of Chicago, with headquarters in New York City. Goes with Grunow from a similar position with the Gibson Refrigerator Company.

The Electric Lamp & Supply Co., St. Louis, Mo., Zenith distributor, has added a complete wholesale radio parts department. James Broadwell, formerly with Van Ashe, will be in charge.

Harper-Meggee, Inc., Pacific Northwest distributor for RCA Victor, reports highly successful dealer meetings, introducing the new line of RCA sets, at Spokane, Portland and Seattle.



Lowell Thomas

Westinghouse Sets Take Name from "Home of Tomorrow"

"Every receiver an authentic model as featured in the Home of Tomorrow," is the way the Westinghouse Electric Supply Company, New York, will designate its new line of sets. Westinghouse has erected at Mansfield, Ohio, a model electrical home. In addition to serving as a research laboratory for its engineers, Westinghouse is displaying the latest equipment in electrical appliances—and a "matched" radio in every room. To date over 70,000 people have inspected this Home. In addition it has received extensive publicity in national magazines and newspapers.

Throughout, from pent house to recreation room, from book room and bedrooms to breakfast nook and living room, from kitchen to laundry, an appropriate Westinghouse radio is in use. All Westinghouse promotion material will carry the line: "As featured in the Home of Tomorrow."

This concern also has produced a three reel sound picture on this show place featuring Lowell Thomas. It will be shown to the public through audiences in stores of all types and will be available to radio dealers. A valuable sales aid to boost the multiple set idea and emphasize the all-wave models.



First Radio Baby Carriage

It's here! A commercially practical radio set guaranteed to lull baby to sleep and keep Mother awake.

Carriage by Marshall Field. Radio by Simplex Radio Co., Sandusky, Ohio. Air cell batteries by National Carbon Co., and baby by Mr. and Mrs. Don Miller, Chicago representative of "Radio Retailing."

Merchandising

Four Concerns Now Pushing Records and Phonographs Aggressively—User Interest Growing

The phonograph business, after passing through the customary summer slump, is in an unusually well-fortified position to help dealers interested in records and combination instruments get sales volume this fall. Aggressive reorganization plans are being laid by the Brunswick Record Corporation for both the Brunswick and Columbia labels. The latter concern now is controlled outright by Brunswick.

And a new concern, Decca, enters the domestic field, sharpening competition to a point which should improve the quality of all recorded products. RCA Victor remains convinced that there is a genuine future for record business. Further, the September releases reveal no less than five fine album sets of classical music and a timely array of popular dance discs. See next page for box of "Hot Hits."



Tom Joyce

Has been advanced to the responsible position of advertising manager of both RCA-Victor and RCA-Radiotron. Mr. Joyce's rise has been rapid and based entirely upon enthusiasm, initiative and a thorough grasp of his profession.

New Westinghouse Lithography

Westinghouse is out with 24 new striking and colorful display pieces which are the handsomest we have seen in many moons. It is proposed to institute a monthly service and as the pieces are in various sizes they lend themselves to many combinations so there will be no excuse for "stale" windows.

Real attention-attracting windows can be easily and quickly assembled with this material.

New Victor Product

A new RCA Victor product should interest every disc dealer for it is designed to produce repeat profits and interest many radio owners in recorded music. We refer to the new DUO JUNIOR, a humidor-appearing cabinet which holds a synchronous electric motor, turntable (for 10 or 12 inch discs), tone arm and electric pickup. This device may be attached to any radio. Records reproduce through the loudspeaker of the set with a tone quality equal to that of many of the better combinations.

We tried out this little box on several radios and were pleased at its effective-



Victor's New Duo Junior

ness. The results obtained from symphony orchestra records as well as dance discs were very fine. The whole outfit retails for \$16.50, and the dealer can add a small service charge for the necessary installation. Of course the method of connection will be different in practically every case because of circuit deviations embodied in the wide variety of models now in use. We hooked up the "Duo Jr." to a table model and were surprised at the depth of tone and variety of volume emitted. A console radio was even better. Here's an opportunity to open up many new avenues leading to record sales among radio owners who up to now haven't had the necessary turntable for records or who haven't cared to invest money in a combination because their present radio was completely satisfactory. A long lead from the pickup to set is possible without distortion or hum. Hence, remote control, a fine selling point, looms big. You don't have to get out of your chair to change discs.

EXTRA
VOLUME LX

Brunswick Journal

NEW YORK, SEPTEMBER 10, 1934.

LATE RECORD EDITION
NUMBER 1776

MELOTONE'S "NEW DEAL" PROGRAM RELEASES BING CROSBY AND GUY LOMBARDO RECORDS TO RETAIL AT 25 CENTS EACH

SOUTHAMPTON, L. I., Aug. 10.—A large audience attended the recital by Raisio Dias, tenor of the Metropolitan Opera, and Miss Maria Serrano, coloratura soprano of the Chicago Opera Company, which was held this afternoon at the playhouse on the grounds of Three Chimneys, the home of Mr. and Mrs. Jeremiah D. Macquire. Mrs. Dias sang a group of songs by Laparra, Genet, Ronald, Rogers and Gover. Miss Serrano sang the "Queen of the Night" and from Mozart's "Masio Flute" and songs by Aubert, Duranti, together with La Forge. Together, Mr. Dias and Miss Serrano sang duets from "Carmen" and "La Boheme." Frank Chatterton was "Soldier" at the piano.

Several luncheons preceded the recital and Mr. and Mrs. Macquire gave a reception and tea for the artists afterward.

Mrs. Stuart Duncan Preston gave a luncheon at Miramich, her home in Great Plains Road, her party going later to the recital. Among her guests were Mrs. Maxwell W. Hutton, Mrs. Henry Hamilton Rogers, Miss Eleanor Swayne, Mrs. L. Patterson and Mrs. Eleanor Lawrence.

Another luncheon before the recital was given by Mrs. Franklin Adams at the Meadow Club.

PHILADELPHIA, Pa., Aug. 10.—It looks now as if the defeated candidate will be invited to accept the nomination for governor.

Making in History in the Record Business

NEW MELOTONE RECORDS READY FOR DELIVERY

Guy Lombardo



- ME1317 Alpine Little Dutch Mill
- ME1318 True By a Waterfall
- ME1319 Inks Dinka Boo Jungle Drums
- ME1320 Night On The Water This Time It's Love
- ME1321 You're Mine, You Did You Ever See A Dream Walking?
- ME1322 To Morrow Shadow Waltz
- ME1323 You Ought Be In Pictures How Do I Know It's Sunday?
- ME1324 Nothing But The Best Don't Blame Me
- ME1325 Anne Doesn't Live Here Anymore Shanghai Lil
- ME1326 I Kissed My Ma Stay Out Of My Dreams

GUY LOMBARDO RECORDS

- ME1327 Black Moonlight Sweet Georgia Brown
- ME1336 Temptation Shadow Waltz
- ME1333 Little Dutch Mill Our Old Love Scene
- ME1331 Thanks Home On The Range
- ME1329 Once In A Blue Moon We're A Couple Of Soldiers
- ME1332 Beautiful Girl The Day You Came Along
- ME1328 Blue Prelude We'll Make Hay While The Sun Shines
- ME1334 Good Night, Love A Little Lady Snowdrops Of Love
- ME1335 After Sundown Doan The Old O. Road
- ME1330 Lee's Spout An Evening At Home Some Of These Days

BING CROSBY RECORDS

Bing Crosby



WATCH FOR FURTHER RELEASES

Guy LOMBARDO MELOTONE RECORDS

25¢ EACH

Bing CROSBY MELOTONE RECORDS

Brunswick Record Corporation

Executive Offices 1776 Broadway—NEW YORK CITY • BRANCHES • New York • Chicago • New Orleans • Dallas • San Francisco • Los Angeles

Jobbers' Code

(Continued from page 20)

son, American Bosch, Stewart-Warner, Graybar, Anchorlite, Westinghouse, Spar-ton, Atwater Kent, RCA, as well as many large wholesalers.

Opposing these "explanations," in addition to Mr. Skinner and those previously mentioned, were Judge Frances Neagle, a member of the Code Authority for the National Electrical Manufacturers Association, National Union Radio Corporation, The Muter Company, Chicago, and others.

Three hundred and twenty-nine pages of extremely frank, revealing testimony were taken; constituting, in itself, a complete picture of the present problems of distributing radio products. This vast amount of carefully prepared arguments for and against, and the large number of top radio executives in attendance, indicate the importance of the issues involved.

Explanation No. 11 Not Decided

Another vital point was aired at the Hotel Raleigh public hearing. This had to do with the meaning of Article IV, Section 1, Subterfuge. The fine points of this perplexing question have not been decided by Deputy Administrator Crockard as we go to press. The "Explanation," now awaiting confirmation or rejection by the Administration, reads as follows:

"Where a manufacturer sells co-incidentally to wholesalers and to retailers in any district it shall be considered a violation of Article 4, Section 2, prohibiting discrimination between dealers as said manufacturer functioning as a wholesaler sells to dealers on a price or discount basis more favorable to dealers than that at which the same merchandise is sold by the distributors in such district.

"As set forth under official Divisional Code Authority Bulletin 4, the status of the sales of a manufacturer made direct to dealers is identical with that of a wholesaler performing the same function, therefore in selling the identical merchandise you cannot avoid discrimination between dealers unless the above basic principle is observed."

Inasmuch as the context of Explanation No. 11 is so closely related to the same problems involved in Explanation No. 5, it would appear, in the opinion of many of those present at the hearing, that Explanation No. 11 must be sustained.

Must Enlarge Assessment Sources to Administer WRA Code

WASHINGTON, Sept. 7.—A revision of the present assessment restrictions is necessary if a sufficient amount of money to meet the expenses of operating the Radio Wholesalers Code is to be obtained, members of the WRA told the Administration here today. Otherwise it will not be possible to enforce the many constructive features of this Code which, already, is improving the status of radio distributors.

Hearing was held before Frank C. Felhaber, assistant deputy administrator. Testimony was presented in support of an application filed by the Code Authority for termination of that provision of Administration Order X-36 which

Low Priced Records Now Feature Top Notch Artists

Bing Crosby and Guy Lombardo, for the first time, on twenty-five cent records! In a sensational, yet credited as a constructive move to stimulate record buying at a time the public normally starts thinking again in terms of purchasing additional records, it is announced that Melotone will release ten Bing Crosby and ten Guy Lombardo records on September 15, each faced with two numbers that have been popular sellers, to retail at the regular Melotone twenty-five cent price.

Many dealers have expressed the belief that greatly increased record sales will result from the offering of these lower-priced Crosby and Lombardo records. Such releases will not stop with the September 15 group. Additional Melotone records by the same artists will follow.

An elaborate advertising and dealer service campaign appropriation accompanies the "New Deal" Melotone Crosby and Lombardo records, with display cards, window strips, and other exploitation aids made immediately available to the trade.

Among the "best sellers" appearing

freed members of the trade from contributing to the expense of administering a Code other than that embracing their principal line of business.

It was explained that there now remain few concerns whose principal line of business is the wholesaling of radio products. Unless, therefore, assessments are permitted on jobbers who sell radio products in substantial volume, but not necessarily large enough to rate as the principal line of business, the Radio Code Authority will not be able to function.

H. G. Erstrom stressed the absurdity of not levying an assessment upon a jobber whose radio sales amounted to \$200,000 a year merely because his sales of refrigerators exceeded this amount.

Utah Will Appeal

J. W. Caswell, president of Utah Radio Products, has announced that plans are under way to appeal immediately the decision rendered by Judge Brewster in Boston in the recent suit brought by it and Lektophone Corporation against the Boudette Radio Co.

Mr. Caswell states that the decision applies only to the so-called Farrand patents, which are owned by the Lektophone Corporation and has no application whatsoever to the many other patents on speakers which Utah controls.

Goldman Joins Wholesale Equipment

David F. Goldman, formerly with North American Radio Corp., New York City, has taken the position of branch manager of the newly opened Newark branch of Wholesale Radio Equipment Co., New York City, handling Stewart Warner, Zenith and RCA-Cunningham. Mr. Goldman is particularly well known throughout the metropolitan section where he has been identified with the trade for many years.

on these records are such numbers as "Once in a Blue Moon," "Home on the Range," "You Oughta Be in Pictures," "How Do I Know It's Sunday," "I Raised My Hat," "Good Night, Lovely Little Lady," "Black Moonlight," "Some of These Days," "Little Dutch Mill," "Riptide," "True," and "We're a Couple of Soldiers, My Baby and Me."

English Firm Invades Local Field

Decca Records, Inc., the American branch of the London phonograph disc bakers, has started functioning with an impressive array of recording artists. Jack Kapp, formerly with Brunswick, and E. F. Stevens, former Columbia sales manager, are president and general sales manager respectively of this new outfit. Recording studios in New York, Chicago and Los Angeles are already putting such names of Guy Lombardo, Bing Crosby, Casa Loma Orchestra, Mills Brothers, Ted Lewis and Victor Young on Decca labels. Twenty-nine more illustrious names in the music and entertainment world, including Ethel Waters, Everett Marshall, Noble Sissle, Frank Crumit, Dorsey Brothers and George Gershwin, have been signed by Kapp and Stevens. Race, Hill-Billy and Mexican as well as popular records are to be made by the new firm. Decca announces eight branches in principal cities. The portable instrument field will not be overlooked and, according to Mr. Stevens, dealers will be supplied with every assistance in the form of hangers, cross-indexed catalogues and supplements and other display and advertising material.

RECORDS FOR THE COUNTER

BRUNSWICK

TWO CIGARETTES IN THE DARK (from "Kill That Story"). ROLLING IN LOVE. Two fine vocals by Joe Morrison, of "The Last Round-up" fame. No. 6959.

LA CUCARACHA (The "Mexican Cockroach Song"). DUST ON THE MOON. The Castilian Troubadours bring out the first recording of the hit from "Viva Villa," and a Technicolor short "La Cucaracha." No. 6961.

I'LL CLOSE MY EYES TO EVERY ONE ELSE. I'M JUST THAT WAY. Abe Lyman and His California Orchestra. No. 6957.

VICTOR

I SAW STARS. I'M COUNTING ON YOU. Seeing stars with Paul Whiteman and His Orchestra is going to be a popular pastime. Push No. 24705.

PARDON MY SOUTHERN ACCENT. HERE COME THE BRITISH. Historical and geographical associations mean little in these lilted tunes, also by Whiteman. No. 24704.

THE BLUE ROOM. DANCING IN THE DARK. Not exactly new, but newly refurbished by the Revelers, old friends. No. 24707.

COLUMBIA

BY THE TAJ MAHAL. NEW MOON IS OVER MY SHOULDER. Johnny Green and His Orchestra seem all pepped up over being on the Columbia label for a change. No. 2940D.

FUN TO BE FOOLED. LET'S TAKE A WALK AROUND THE BLOCK. Henry King and His Orchestra do two hits from "Life begins at 8:40."

Now! comes RCA Victor's Duo Jr.

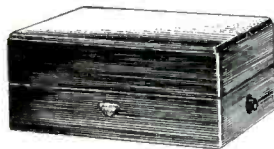
to BOOM Sales of Phonograph Records... transforms any modern AC radio into a fine electric phonograph... and every one sold unlocks a new market for phonograph records.



\$16.50
List

Now—VICTOR "Higher Fidelity" Records on ANY modern AC Radio!

Handles 10" or 12" Records



"Duo Jr." is neat, compact, size 5" high, 8" wide and 10 7/8" long. Beautiful walnut finished chest.

Let's have a frank discussion. The makers of Victor Records know that your problem, and our problem, is to get more turntables in operation. That's why RCA engineers created the Duo Jr.—a compact, efficient little cabinet that makes any radio into an electric phonograph. And it sells for only \$16.50! Can be hooked up on any modern AC radio set... and the result: people will hear recorded music with all the full, rich tone of a radio—dependent only upon the quality of the radio set itself.

That means not only a good chance for profit in selling these new Duo Jrs. (and almost every radio set owner is a prospect)... but every Duo Jr. creates a *new market* for records.

Play the new "Higher Fidelity" Victor records on a Duo Jr. Let people find out that these new Victor records have a new crispness and definition... a purity of tone never before achieved in *any* kind of reproduction.

Fill out the coupon below... get the details, also, on how you can cash in on the new Blue Birds, fastest selling low priced records.

GET THESE NEW RELEASES

- 24672—Love in Bloom—Fox Trot—Paul Whiteman and his Orchestra
Straight From the Shoulder—Fox Trot
(Both from Paramount film "She Loves Me Not")
Richard Himber and his Ritz-Carlton Orchestra
- 24704—Pardon My Southern Accent—Fox Trot
Here Come the British—Fox Trot—Paul Whiteman & his Orch.
- 24705—I Saw Stars—Fox Trot
I'm Counting on You—Fox Trot—Paul Whiteman & his Orch.
- M-220—Sylvia Ballet (Delibes—arr. Jungnickel)
(Catalog Nos. 1669-71 Inclusive)
Eugene Ormandy and the Minneapolis Symphony Orchestra

IT PAYS TO SELL

Victor Records

THEY'RE "HIGHER FIDELITY"

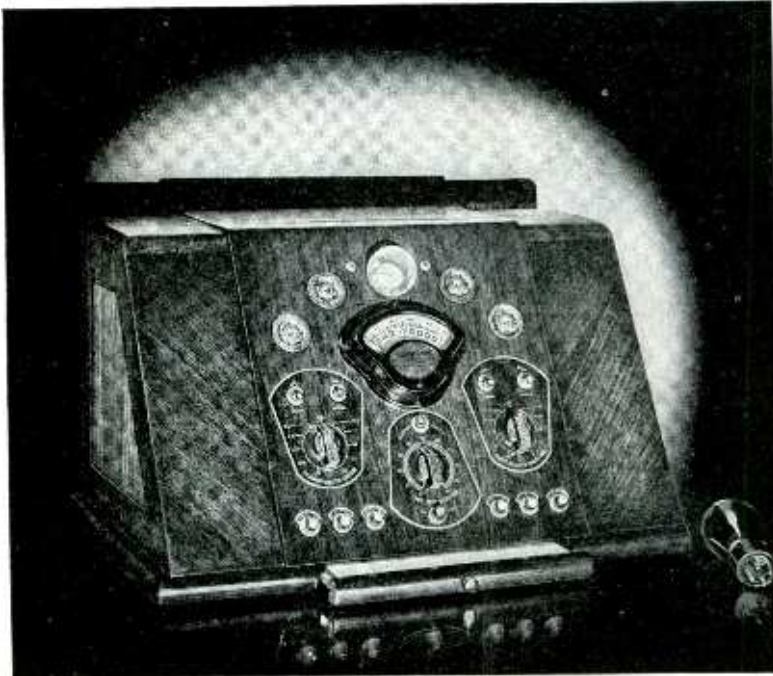


RCA VICTOR COMPANY, INC., Camden, N. J.
I want to get in on this new sales opportunity—let me know all about the new Duo Jr., and be sure to send me a complete list of the latest Victor records

Name _____

Address _____

America's Most Beautiful Low Priced Counter Tube Tester



S U P R E M E
NEONIZED
T U B E T E S T E R
MODEL 85-C

Dealers' Net Cash **\$39⁹⁵**
Wholesale Price

This new Supreme Tube Tester has such potent sales and merchandising power for increasing tube business that it will pay radio retailers to replace their present inefficient tube testers with the new Model 85-C.

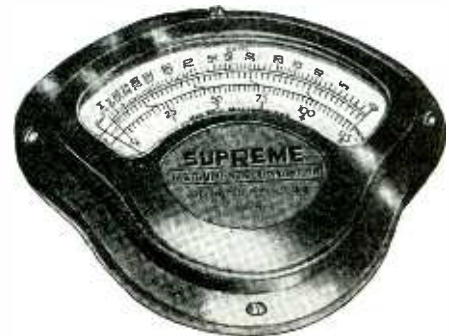
The "Neonized" feature, originated by Supreme, makes the Model No. 85-C really two tube testers in one. The true condition of tubes in terms of "good" or "bad" is instantly reflected on the new Supreme 5" full-vision meter, but much more important is the way it detects leakages and short-circuited conditions in noisy and bad tubes. As many tubes require replacement because of noisy operation resulting from internal leakages as require replacement because of any other reason. The Model 85's ability to detect these deficiencies is demonstrated by comparative tests in this new tube tester of tubes having internal leakages with tests of the same tubes in

other testers. It will be found that these tubes will pass the tests of other testers. They will not, however, generally perform satisfactorily in a radio, and **THEY WILL NOT PASS THE LEAKAGE TEST OF THE SUPREME MODEL 85.**

The 85 Counter Display Model is unquestionably the most beautiful instrument in America. Its tri-toned black Walnut cabinet is an unusually practical, yet daring design which upsets all traditions. Next year all tube testers will feature Supreme's Neon leakage test and new cabinet design. But why not buy tomorrow's instrument today—the tube tester with a money making future.

And Now Supreme's own METERS

At last. Supreme's own meters. Designed from the daily experience in home and laboratory by a radio service organization for radio servicemen. They give the final stamp of engineering skill to Supreme 1935 instruments. Model No. 310 is a 5-inch d'Arsonval meter specifically built for universal applications in radio testing equipment. Easy readability—the d'Arsonval movement moves the pointer over a range 26% longer than usual meter scale. Fan-shaped bakelite housing moulded for semi-flush mounting makes it mountable in ordinary meter circular hole. Dimensional drawing with each meter, usable as template for drilling a panel. Each meter equipped with drawing of circuit and resistance values, thus enabling serviceman to construct AC-DC point-to-point tester.



SUPREME METER.....\$6.25
SUPREME RECTIFIER.....\$2.75
SUPREME RESISTOR KIT.....\$4.00

Supreme Instruments Corporation,
504 Supreme Bldg., Greenwood, Miss.
Please send complete detailed Catalog 1935
Supreme Models.

Name

Address

City State

Jobber Preference

Ask your jobber for a demonstration. Send coupon for detailed data and complete 1935 catalog.

SERVICE SECTION

Conducted by
W. MacDonald

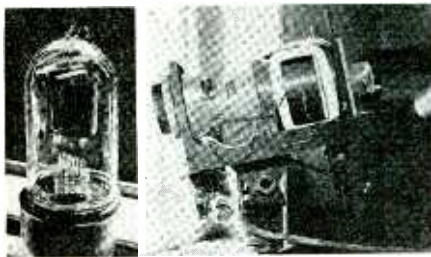
Including
Installation Data

CIRCUITS of the MONTH

New Cold Cathode Tube "Multiplies" Electrons

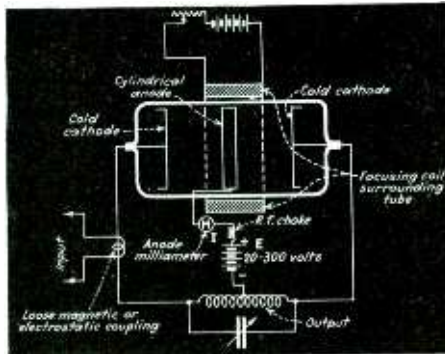
A new type of cold cathode tube developed by Philo T. Farnsworth of Television Laboratories, Ltd., Philadelphia, "multiplies" electrons, can be made to amplify or oscillate. A high-vacuum, current amplifier, the tube seems particularly suitable for use in direct pick-up television cameras.

The tube makes deliberate use of secondary emission. In a demonstration for the editors of our sister paper, "Electronics," tubes containing two cold cathodes coated to enhance the secondary emission were used. Midway between the two cathodes, which may be flat or curved to automatically focus the electrons, was an anode in the form of a metal ring. As we understand it, an electron, produced photoelectrically by extraneous light, is accelerated toward the anode which is kept at a



positive voltage compared to the cathodes. It is kept from actually hitting the anode by immersing the tube in an electromagnetic field (see diagram and photo of tube and television pick-up camera) which imparts an additional component of motion.

The electron goes through the field of the anode and, striking the second cathode, produces there additional carriers of electricity by secondary emission. These secondaries then travel to the first cathode through the anode field in exactly the same manner and produce additional electrons. The process, therefore, is cumulative, similar to that occurring in a gaseous discharge or phototube, where ionization electrons



are formed.

The diagram shows such a tube hooked up as an r.f. amplifier.

Tuning Flasher

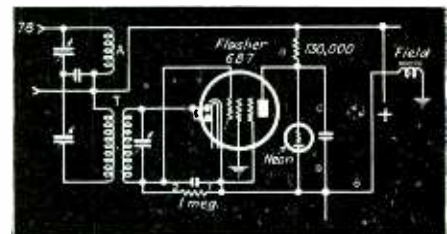
"Circuits of the Month" is indebted to John F. Rider (1440 Broadway, New York City) for the following circuit, which is just one of many fully described in his newly revised book "Servicing Superheterodynes" (\$1), a 278-page work written expressly for servicemen and including, among other things, a complete list of commercial receiver i.f. frequencies.

Text is from the book:

"This system is used in the Silvertone 1722, 1732 series. The illustration shows just the tuning flasher portion of the circuit. The 78 tube is the regular i.f. tube used in the receiver. The tuned i.f. transformer primary associated with the letter A, is the primary of the i.f. transformer, which links the i.f. tube with the demodulator tube. The last named tube is not shown in the schematic. Another i.f. transformer T is joined to the plate circuit of the i.f. amplifier. This transformer used litz wire so as to provide an extremely high 'Q' factor. In other words, it tunes very sharply. When a signal is fed to the 78 tube, this signal, properly amplified, appears across the two tuned primaries in the plate circuit of the 78 tube. A portion of the signal is fed to the demodulator and a portion of the

signal is applied across the diode plate-cathode circuit of the 6B7 tube.

"The control grid of the 6B7 is connected to point 2 and the cathode is connected to point 1. As the signal is tuned in on the regular tuning dial the proper i.f. signal is produced and fed into the 6B7. The voltage across the 1 megohm resistor increases because the diode current and the control grid bias applied to the 6B7 increases. The cumulative effect is to reduce the plate current of this flasher tube. The plate current for the tube flows through the 130,000 ohm resistor. Since there is but one maximum voltage available across the maximum B plus to cathode of the complete tube system, the greater the voltage drop across the 130,000 ohm resistor in the plate circuit of the 6B7 flasher, the less is the available voltage across the flasher unit, shown within a circle and connected across plate to cathode of the 6B7. Without any signal input, the plate current is maximum and the flasher is not illuminated. However, when the signal is applied, the plate current decreases for the reason stated above, and the drop across the 130,000 ohm unit is decreased, resulting in an increased voltage being available across the flasher and causing the neon lamp to glow."



Neon Leakage Test

The circuit diagrammed shows the unique method of checking tube shorts and leakage employed in the new Supreme 85 and 85C testers. The indicator itself is a 110 volt, 2-watt neon glow lamp. Being a voltage operated device, it requires negligible current for opera-



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3. SPARE SOCKETS
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Here is a tube checker and merchandiser that will help you make friends . . . help build your business. It does a thorough test job, and does it in a manner that is impressive and convincing to your customers. The design and color scheme are compelling; and the large 9" meter, set at an easy reading angle, gives direct indication of tube conditions in understandable terms.

And Model 681 has been designed and engineered to end obsolescence worries. Twenty-five sockets are provided in the panel with seven spares for use when and if new tubes are developed. It not only tests all present 4, 5, 6 and

large and small 7 prong tubes but also makes individual tests on each section of all double and triple plate combinations. It makes a complete inter-element short test, a high resistance cathode leakage test, and a mutual conductance test on all tubes.

Dealers, jobbers and engineers who have seen Model 681 have voiced their enthusiasm. All agree that its many outstanding features make it the greatest value available in tube checkers. You will want all the facts. Mail the coupon today . . . Weston Electrical Instrument Corporation, 581 Frelinghuysen Avenue, Newark, New Jersey.

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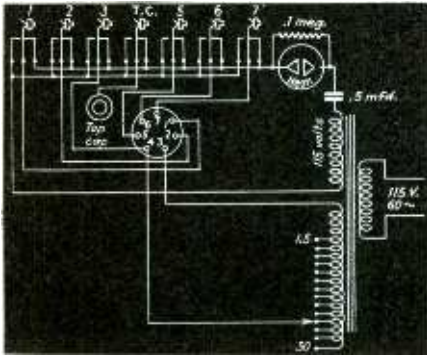
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SERVICE SECTION

tion. And since it does not possess either the mechanical inertia of meter movements nor the thermal inertia of pilot light filaments it responds instantaneously to intermittent leakage potentials.

In order to make the lamp responsive only to leakage potentials and to prevent



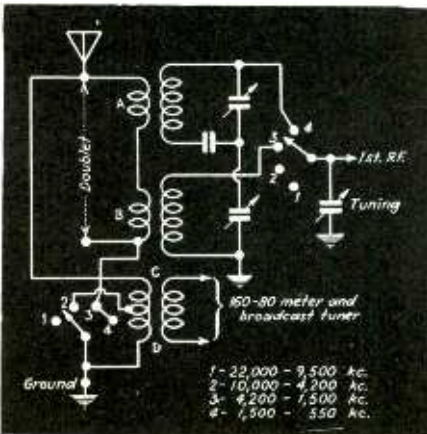
operation on rectified potentials it is connected in series with a blocking capacitor. Shorts between any two or more tube elements are detected by depressing the proper switches. This socket contact connects the element whose socket contact corresponds to the switch number to one side of a 115 volt secondary. It also connects all other elements to the other side of the 115 volt source through the neon glow lamp. Thus any alternating current flow in this circuit produces a glow.

Short and leakage tests are conducted with the heater operating so that those which would not be apparent with the tube cold may be readily detected.

Doublet-Marconi Switching

Grunow's models 7B and 11A allwave receivers are equipped with built-in antenna coil switching systems which accommodate either the straight marconi or doublet type antenna. The circuit shows the input system when used with a marconi. It is possible, however, to eliminate the marconi collector and use a doublet across the marked binding posts for greater noise reduction and increased high-frequency sensitivity.

When the doublet is used (antenna

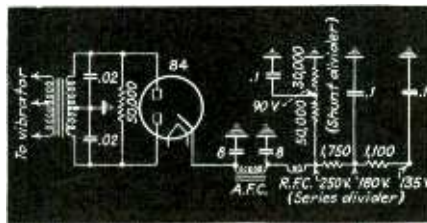


diagrammed removed) on high-frequency bands r.f. impulses pass through antenna coils A and B and C. A or B pass them along to the first tube. Coil C, through which the antenna is grounded, is of sufficiently high impedance to avoid unbalancing of the system. On ranges 1 and 2, for lower frequency amateur and broadcasting bands, the doublet is converted into a marconi, being virtually shorted out through A and B, and the whole collector system works as a straight antenna through coil C or C and D to ground.

Combination Series-Shunt Divider System

General Transformer's "multi-tap" B power unit for auto-radio sets, which uses a conventional fullwave vibrating reed interrupter and 84 rectifier, has a combination series-shunt voltage divider system.

Two hundred and fifty volts is avail-



able simply by connecting the load from filter output positive to ground. Intermediate plate voltages of approximately 135 and 180 (plus or minus 10, depending upon load) are provided for by a series divider system using a 1,750 ohm and a 1,100 ohm, 5 watt resistor connected (in series) to the 250 volt tap. The plate voltage divider system does not, therefore, place a bleeder load on the pack.

Ninety volts of screen potential is provided by the inclusion of a separate shunt divider system using a 30,000 and a 50,000 ohm, 1/4 watt resistor (in series) across the pack output. The resistance of this screen divider system is sufficiently high to minimize the circuit's bleeder requirements.

A unique feature of the pack is its use of 3,500 volt oil-dielectric condensers, one .02 mfd. unit across each half of the transformer secondary, to bypass and reduce voltage peaks.

Automatic Tuning Mechanism

The automatic tuning mechanism in Atwater-Kent's Model 511 receiver is worthy of study.

The tuning motor is a shaded-pole induction type. The motor shaft rotates in only one direction, and the required forward and reverse drive for the variable condenser is secured by an arrangement for tipping the motor, which is pivoted for this purpose. Tipping is ac-

complished by a solenoid and lever.

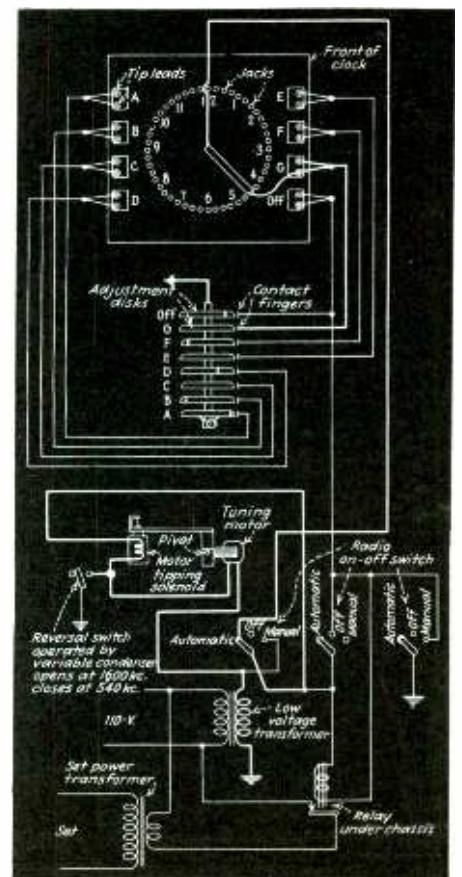
The motor drive shaft extends between two rubber-tired wheels, one large and one small. When the solenoid is not energized, the motor drive shaft rests against the small wheel and the resulting motion drives the variable condenser in the direction from 540 to 1,600 kc. When the solenoid is energized, the motor is tipped so that its drive shaft rests against the large wheel, and the variable condenser is then driven in the direction from 1,600 to 540 kc.


The current that energizes the solenoid is controlled by a switch (mounted above the top rear of the variable condenser). This switch opens at 1,600 kc. and closes at 540 kc. The switch is operated by a cam on the shaft of the variable condenser.

Eight adjustable discs are mounted on the shaft of the variable condenser, which is extended out in back of the condenser. Each disc has a small insulated sector on the rim. Each disc is held by spring tension to the shaft. Normally, the discs do not move with respect to the shaft, but by holding the front gear of the variable condenser, and using a special wrench each disc may be rotated on its shaft so that the insulated sector is in the desired position. Between adjacent discs there is a spacer which is keyed to the shaft. This prevents the movement of any disc other than the one moved with the wrench.

Eight contact fingers are mounted at one side of the discs, each contacting with the rim of its corresponding disc.

(Please turn to page 59)





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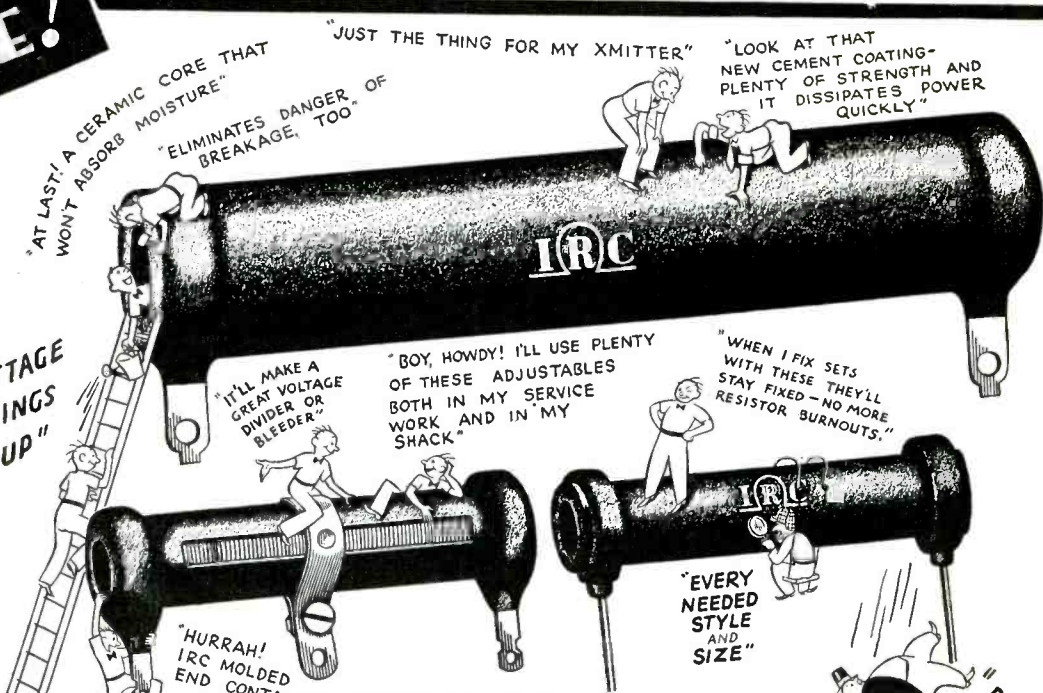
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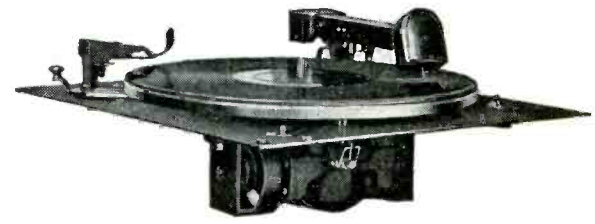
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Plays and automatically changes eight 10" records or manually plays and repeats one 12" record—78 R.P.M. or 33 1/2 R.P.M.
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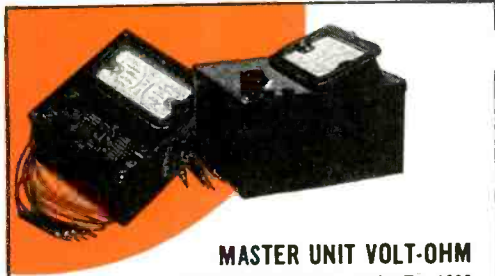
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MASTER UNIT TESTER NO. 1220

Used in connection with 1200 unit for analyzing radio sets. Tests voltages, current, resistance, continuity, capacity and point-to-point. Has plug and adapters for socket connections. Lead wires are furnished. Dealer's net price \$8.34



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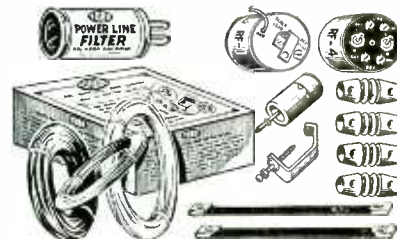
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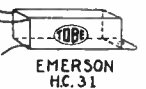
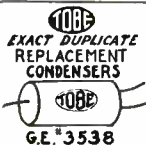
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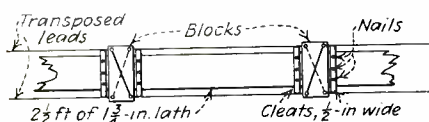
TOBE DEUTSCHMANN CORPORATION—CANTON, MASS.

SHOP SHORTCUTS

Transposition Block Spacer

By Charles W. Schafer

Transposed leads may be made up in the shop with greater ease and precision by using the simple block spacer shown in the accompanying drawing. Secure a length of lath about 2½ feet long and nail wooden cleats to it. Each pair of cleats should be just far enough apart to admit a block and hold it firmly but not



so tightly as to make removal difficult. The distance between blocks should be that recommended by the manufacturer.

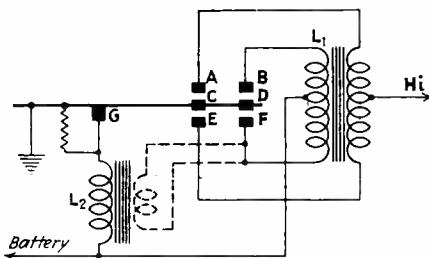
Make the cleats long enough so that their ends touch the leads. This will help keep wires parallel. It is generally best, when using the gadget in the shop, to fasten the antenna side of the lead-in assembly to a rigid support for if wires are to be taut plenty of pull is needed.

Curing Vibrator Irregularity in Auto B's

By Verne V. Gunsolley

While the title to this article suggests a general treatment of the subject, a specific case will be given that may in general solve the problem for a great many similar types of trouble with auto B-eliminators.

The diagram shows the partial wiring diagram of a well known make of



receiver. Removal was necessitated by the fact that the fuse blew and the receiver tested "dead short"; drawing a current of over fifty amperes from the storage battery.

After the ordeal of removing the receiver a four hour check up of the circuits revealed nothing wrong nor any sign that anything had ever been wrong. Fear of doing the work all over

again for nothing, caused much misgiving about replacing the chassis, consequently almost a day was spent playing with the vibrator and here is what was discovered. When contacts D and F were pressed together the short was reproduced and they would not open when released. If the receiver happened to be turned off at the right instant of the vibrator's motion it would stick on these contacts with the result that the receiver had to be taken out of the car for servicing. No amount of hammering on the case would loosen them.

Obviously the trouble was that with the contacts FD closed, the extremely low D-C resistance of the lower half of primary coil L1 in effect short circuited coil L2 which is in parallel with it, although while vibrating, these contacts and the coil L1 would present an enormously higher a.c. impedance in parallel with L2 and would not affect its operation as a vibrator. With the coil L2 thus paralyzed by the short circuit, there was no excitation with which to pull the contacts FD apart. To remedy this situation, therefore, one layer of about 25 turns of No. 18 enamelled wire was wound directly over the outside of L2, and this coil, shown in dotted lines, was connected in series with the contact F and the lower terminal of coil L1 as shown. The connection was poled by means of a field compass so that the auxiliary coil aided the vibrator coil L2.

Now should the contact FD decide to stick, the short circuit current builds up a magnetic field in the core of L2 by means of the new coil equal to about 1,000 ampere-turns, whereas in operation, the field intensity due to the coil is around 25 ampere-turns only.

The change in no way affected the operation of the set sensibly as the drop in plate voltage was only about 4%. The coil is so effective that a person of ordinary strength finds it difficult to hold the contacts together. For the sake of the uninitiated we will say that this new coil together with contact FD forms an auxiliary vibrator in parallel with the regular one L2 and G. Furthermore, for sake of simplicity, L2 and its core are shown below the armature rather than above as would be necessary for actual operation.

Electric Chassis Cleaner

By L. A. Moore

Every servicemen occasionally receives chassis covered with so much dust that they must be thoroughly cleaned before repair. Usually this is done with a rag or brush but this is unsanitary and slow.

We have mounted an old vacuum-cleaner, purchased for \$2, under the bench.

The regular nozzle was removed and a coupling made from tin to slip over a length of copper tubing, a soldered joint being made between tubing and coupling. We brought the tubing up through a hole in the bench to the top-side, leaving about an inch above the bench, and pushed a piece of rubber hose about 3 ft. long over the end of the tubing.

At the end of the hose we fitted a 3 in. length of tubing, flattening the end slightly to increase the suction but avoiding excessive flattening, which would prevent the passage of bugs, flies, etc. To the flattened end we tied and glued a bunch of bristles taken from an old brush.

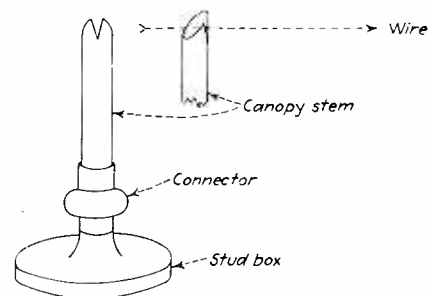
The cleaner and bag were suspended on springs to reduce vibration and a switch mounted on the bench for control.

Bench Wire-Stripper

By S. S. Balsam

An excellent wire-stripper may be made of parts available at any electrical store handling wiring accessories. Fasten a stud box on the bench. Screw a 3/8 by 3/8 in. open fixture connecting "hickey" on the box. Secure a brass canopy stem, 3/8 size, and cut it through on a 45 degree diagonal 3 or 4 inches from the threaded end.

Now, saw a sharp "V" slot in the cut end



of the canopy stem, at the high or pointed end. The slot should be about 1/4 inch across at the apex of the "V" and about 3/8 in. in depth.

Place wire to be stripped in the "V" and pull slightly downward.

Proper Care of Meters

By E. F. Stanton

Do you always get the same reading on your meters when the same voltage or current is applied? Uniform results from d'Arsonval types depends largely upon the treatment the delicate movements receive in handling and service.

Mechanical injuries are the most common causes of erratic meter performance. Throwing a test meter case on the floor of a car and knocking it about for half an hour will do more harm to the meters than a 50% overload in normal service. D'Arsonval meters have polished. (Please turn to page 63)



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• Portable Model E38-P should accompany every service man on every call. It is not dissimilar in construction to Model E38 described above, except that the entire unit is assembled in a sturdy and rugged leather covered case. Permits the service man to demonstrate effectively—new tube requirements—and make more sales and greater profits from each call.

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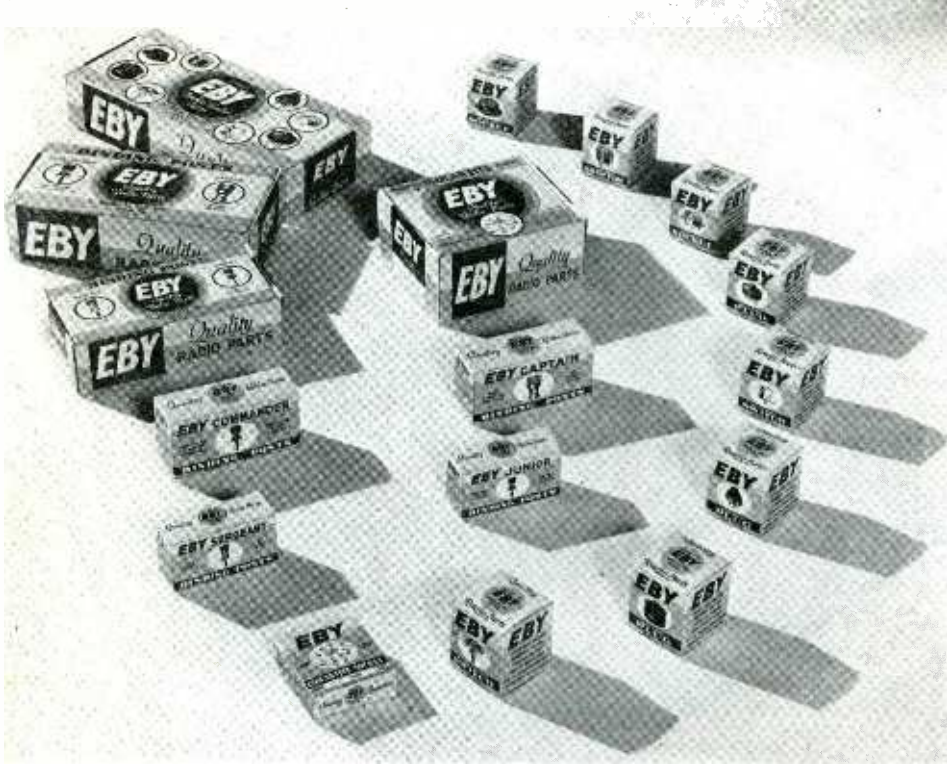
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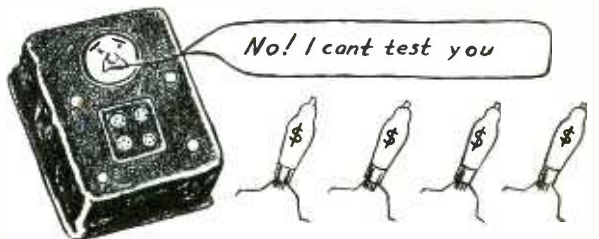
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ished sapphire jewel bearings in which are pivoted tapered steel points attached to the armature. Often the pressure on the pivot points is as high as 400 pounds per square inch. The jewel bearings are held in position with fine threaded screws and lock-nuts. Vibration eventually loosens these screws allowing a certain amount of play between the steel pivot points and the extremely hard jewels. When the pivots are loose, further vibration usually causes the steel points to curl up like the end of a phonograph needle which has been played excessively. When this occurs the action of the meter becomes erratic. Often this condition can be detected by lightly tapping the meter. Dull pivots will cause the reading to change when the instrument is tapped.

Neglect of a cracked glass, which permits dust to enter and settle in the cavities of the jewel bearings, will eventually grind the pivot points and impede the action of the meter. This is particularly true in the lower-priced instruments which have jewels that are not as highly polished as those employed in the more expensive instruments. A cracked glass also permits moisture to enter the meter case. This frequently rusts the pivot points and is the cause of "sticky meter action."

A common practice of radio servicemen which is the cause of considerable meter trouble is tampering with a meter movement with the aid of a screw driver carrying fine particles of iron dust. The magnet of the meter draws these fine particles into the most intense part of the magnetic path. These particles not only weaken the magnetic flux of the meter which then requires more current for a given deflection, but frequently impede the movement of the armature and cause a short circuit between the armature coil and the poles of the magnet.

Servicemen should know that jewel bearings require no lubrication. Never under any circumstances should oil be applied to a meter movement. Its only effect will be to attract dust particles and thoroughly gum up the movement.

Overloads are a common cause of meter trouble. The result of an overload is evident to the eye when the pointer is bent or the armature of the meter is burned. A partial overload, even a split-second application of excessive current, will often cause an expansion of the armature which will warp the pivot points out of their exact alignment. This will cause erratic readings until the meter is repaired. A serious effect of excessive current is the overheating of the springs of the meter movement. This can usually be detected by the fact that the meter reads full scale with less than the normal current required.

D'Arsonval meters are often burned out without the pointer moving from its zero position. This is caused by alternating current which exceeds the maximum direct current carrying capacity of the meter. All d.c. meters employed in circuits carrying a.c. should be protected with a by-pass condenser of the paper

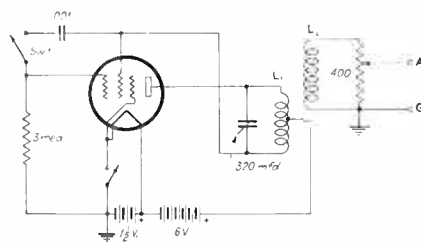
or mica dielectric type shunted across the meter movement. 0.1 mfd. is usually ample protection for a standard 1 milli-ampere meter.

Portable Broadcast Oscillator

By V. E. Willey

I have used the portable oscillator diagrammed for two years and recommend it highly to the boys in rural districts who want a completely portable broadcast oscillator.

L₁ has 92 turns of number 28 wire on

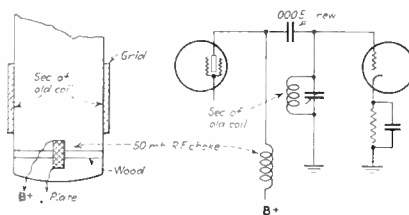


a 1 1/4 in. form, tapped at the 46th turn. L₂ is two turns on the plate end of L₁. The device produces an unmodulated signal with Sw.1 open, a 1,000 cycle modulated signal with the switch closed.

Pepping Up Old T.R.F. Jobs

By R. O. Lamb

I have been successful in selling many "renovation" jobs, installing a.v.c. and q.t.c. A regular part of such a job, where the set is an old t.r.f. model, is the pepping up of r.f. stages. This is



done by substituting a 50 microhenry pie-wound r.f. choke for the old low-impedance primary.

I have pepped up 11 models in this manner. Only one offered difficulties and these were cured by going to capacity coupling.

Brake-Noise

By Marion L. Rhodes

When a "whirring" noise occurs in car installations with the ignition cut off and the automobile coasting check front-wheel bearings. If dry repack with plenty of grease. This often cures trouble.

TRICKS of the TRADE

AC-DC SETS. Of 175 "universal" receivers serviced by a Baltimore correspondent 93 needed new filter condensers, 62 high-capacity, low voltage condensers used between cathode and ground, 12 resistors, 1 field-coil and seven small fixed condensers.

AIRLINE 05BA. Oscillation after several months of use . . . Substitute .01 condenser for .002 detector plate capacitor. If still troublesome connect another .01 from choke coil to chassis.

BOSCH 350. Low filament voltage, hum, pilot light flicker . . . One side of a.c. filament is grounded to lug on rivet holding 2A6 tube socket and base of tube shield to chassis. Imperfect connection at this point causes trouble.

EDISON R4, R5, C4. Steady crackle regardless of volume control setting . . . Detector choke is usual offender. Fine wires ground partially to case. Choke may be left out temporarily, replaced later with 50 to 65 millihenries. Regeneration at low kilocycle end of dial . . . Open .001 condenser from detector plate to ground. Located under detector hum adjuster and choke sub-panel. Regeneration at high kilocycle end although properly neutralized . . . Check by-pass condensers on top chassis, especially .1 mfd. unit from 2nd and 3rd r.f. cathodes to 2nd and 3rd r.f. plate circuits. Apparent impossibility of neutralizing first r.f. stage . . . Check .1 mfd. condenser from 1st r.f. cathode to 1st r.f. plate circuit and if ok check other capacitors in same container. Distortion at low volume on weak stations . . . Usually thin edge of Jensen speaker cone rubs on pole or field housing, or filings in field housing at voice coil clearance points. Remove speaker head assembly and sandpaper all fuzzy material and wipe out voice coil space. Distortion on powerful stations at low volume . . . Defective 10,000 ohm section of volume control. Ordinary ohmmeter will not usually show it up. Shrill sound started by snapping room lights on or off . . . One of power tubes is not drawing enough plate current, either because it is a weak tube or because low voltage is applied to it. Tubes should draw not less than 25 mils. Rapid deterioration of 27 tubes, tone not just right . . . Trouble usually starts with open 10,000 ohm (8,000 in 25 cycle) loss resistor which is located in power pack. Plate voltage rises to around 150 volts instead of the normal 115 and by-pass condensers of top chassis frequently break down. This resistor should be checked annually, especially in damp locations. Burning out of detector hum adjuster . . . Usually caused by a short between primary of power transformer and 2.5 volt filament winding. If another transformer cannot be purchased easily the set can be kept in operation by discon-

(Please turn to page 67)

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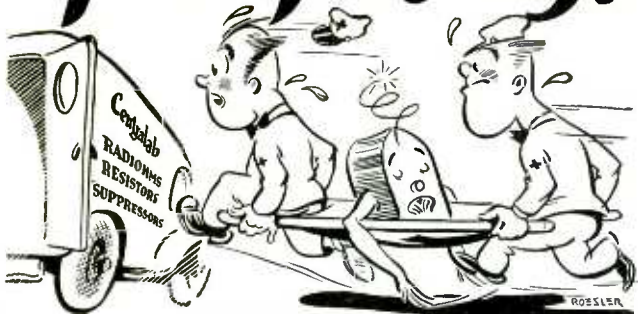
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SERVICE SECTION

necting the hum adjuster entirely, replacing the detector with a tube of later design. Installing new tone control . . . Remove on-off switch and install control of approximately 15,000 ohms, switch type. Connect one side of control to ground and other side through .1 (or .05 if less depth required) to 1st audio plate. In this position it will not reduce volume as much as if the conventional grid circuit connection is used.

GE 40B (RCA). Loud roar after set warms up . . . Check for arcing at vibrator points. If found, connect 500,000 ohm resistor across transformer secondary, the terminals of which are brought out to two insulated screws. Connect two .01 mfd. condensers across secondary, in series, grounding midpoint between them. Use 600 volt capacitors.

MAJESTIC 66. Vibrator adjustment . . . Connect d.c. ammeter (0-5 or 0-10, low resistance) in series between pigtail terminal on vibrator and battery wire which was connected to this terminal. Connect 0-300 d.c. voltmeter, 1,000 ohms per volt type, between ground and the B side (red lead) of audio output transformer. Connect 0-100 d.c. milliammeter between ground and grounded end of B filter choke (which is first removed from ground). Now, with a good A battery at 7.3 volts there should be 5.7 volts at the vibrator terminals. With normal tubes which have been heated for at least one minute the following values should be read when the vibrator is properly adjusted: Input: 5.7 volts at from 3.8 to 4.1 amperes. Output: 200 volts at 53 milliamperes. If voltage measured at vibrator is higher or lower than 5.7 then the other readings will be correspondingly more or less. Readjustment of the vibrator will be necessary if, for the above input values, the output current and voltage are down or if the input current is over 4.1 amperes.

Vibrators which have seen any appreciable amount of service will not retain readjustment unless the points are dressed or replaced with new ones. Experience has shown that it is much cheaper for the average service man to replace the vibrator head with a new head which has been adjusted and run-in at the factory. In dressing the points remove the armature from the vibrator assembly. In removing the armature, loosen only one pivot screw in order that the other may remain in position and properly locate the armature when it is put back in the frame. Before removing the armature take note of the side play on the pivots as this same amount of side play must be obtained when the unit is reassembled. In reassembling, be sure that the pivots do not bind the armature and that the side play does not exceed .003 in. to .005 in.

A file is practically useless for dressing the contact points, especially for the tungsten on the brass studs. A fine carborundum stone should be used for acquiring a final finish. When work on the contacts is finished they should be washed in alcohol (never use Ethyl gas) as any carborundum dust left on the

contacts will cause rapid failure after adjustment.

In disassembling the vibrator unit never disturb the spring tension adjusting screw, as this screw has been set at the factory at that point which will place the spring under a tension of 30 grams. It is very hard to guess what this tension is and if spring gauges for measuring this tension are not available it is apparent that the tension adjustment ought not to be disturbed.

The contact which is opposite from the tension spring is called the primary contact, that on the same side as the tension screw, the secondary contact. In adjusting the vibrator, set the primary contact all the way out so that it does not make contact to the armature. Connect the battery and after the tubes and rectifier are heated, turn the primary down until the armature begins to clatter against the core, then back it off about a half turn so that the clatter stops. Tighten the lock nut on the primary contact and then turn down the secondary until the ammeter reading begins to make an abrupt rise and at this point adjust to 3.8 to 4.1 amperes. Note that a point will be reached in this adjustment at which the output current and voltage do not increase, even though the input current rises as the contact is turned. The point at which input current is a minimum for a standard output voltage, is the point of correct adjustment. Do not attempt to turn any adjusting screw without first loosening the lock nuts and do not try any one adjustment as final without tightening the locknut as tightening the nut is apt to change things. When the vibrator is properly adjusted, clearance of the normally opened contact is .010 in. to .015 in. In attempting to measure this clearance with a feeler gauge one must rely on sight and not feel because if the gauge is thicker than the clearance of the contact, it will force its way in because of the flexibility of the spring on which the lower contact is mounted. If the gap is too small, turn the spring tension screw down a half turn. The armature may now clatter against the core and if it does, turn the primary contact back about one-quarter turn. Recheck adjustment of the secondary contact as described before.

If, on inspection of the vibrator unit, it is seen that the armature spring is badly discolored, it is an indication that the vibrator has been operated under improper conditions, as follows:

- A: Tampered adjustment.
- B: Incorrect battery polarity.
- C: Operated at no load condition.
- D: Operated at overload.
- E: Operated at too high a primary voltage.

PEERLESS COURIER. Incomplete volume control . . . Replace 800 cathode bias volume control with 5,000 or 10,000 type.

PHILCO 70, 90. Slipping dial drive shaft . . . Pull shaft down tight. Solder thin washer to bracket.

PHILCO. When shot friction drive allows dial to slide off new allwave models . . . Make a small dog-ear on each end of track engaged by driver and it won't run off the track again.

RCA R7 (WESTINGHOUSE WR10, GE S22). Slipping dial . . . Groove wears in rubber friction roller but not exactly in middle. Remove dial, loosen screws holding shaft to chassis, remove roller from shaft and reverse. Replace dial while holding shaft and roller firmly down against dial and tightening shaft holding screws. (I.F. 175 kc.)

RCA R28, R28P (GE K50, K50P). Noise, sounding like loose connection . . . Probably one of flexible leads of the 57 plate choke rubbing against green 500 ohm 2A5 cathode resistor between r.f. choke and rear of chassis. Gurgle and squawk after tubes heat . . . Probably open filter block. (I.F. 175 kc.)

RCA 60. Low volume or no signals and low plate voltage . . . Measure resistance of black carbon 20,000 ohm bleeder resistor in pack. Usually has decreased in value. Replace with 3 or 5 watt unit.

RCA DUO 380HR. To test neon level indicating lamps . . . Connect suspected lamp, in series with 200,000 ohm fixed resistor, across source of a.c. voltage. This may be the regular 110 volt supply line shunted by a suitable voltage dropping potentiometer. Connect high resistance a.c. voltmeter across output of potentiometer and vary this adjustment. The lamp should not light before 52 volts is applied and must not require more than 64. If otherwise they are defective.

RADIOLA 44, 46, 47. Squeals and howls . . . Check contact made by little wiping clips fastened to bottom of stage shields and see if they have sprung or are dirty.

SPARTON 931. Distortion, inability to handle power . . . Look for shorted cathode by-pass condenser in block mounted in base of external audio unit. Quick repair can be made without removing block by cutting shorted condenser lead and connecting a nidget 1/10 mfd., 200 volt condenser across the cathode resistor, tucking it in the bottom of the base. If slight attenuation of low frequencies is caused and customer objects mount a 2 mfd., 200 volt non-inductive replacement externally.

U. S. AIRCELL SETS. Models built for Gloritone, Apex, U. S. Radio and Montgomery-Ward develop trouble in speaker coils due to penetration of moisture to fine wire of windings . . . Magnetic speakers have two-coil driving unit designed to operate direction in plate circuit of 33. When replacement coil is received coat it with white shellac and dry.

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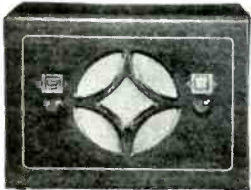
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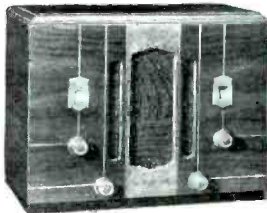
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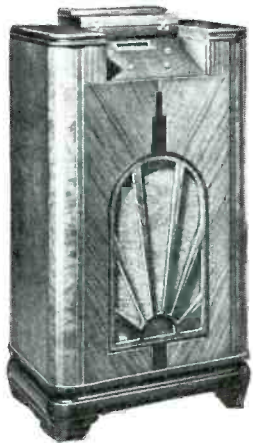
MODEL 440T—6 tube, 9-tube-performance console radio. 540 to 1600 Kilo. and short wave from 5600 to 15,500 Kilo. . . **\$54.50**



MODEL 460B—7 tube, 9-tube-performance. All wave superheterodyne console radio. 540 to 21,000 Kilocycles **\$67.50**



MODEL 480D—10 tube, 12-tube-performance. All wave superheterodyne de luxe radio. 540 to 22,500 Kilocycles **\$149.50**

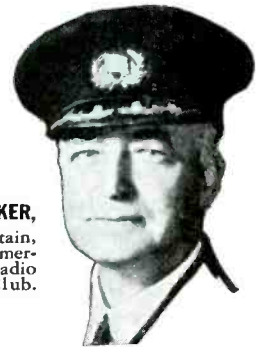


MODEL 460R—7 tube, 9-tube-performance. All wave superheterodyne console radio. 540 to 21,000 Kilocycles **\$94.50**



MODEL 440C—6 tube, 9-tube-performance. 540 to 1600 Kilocycles and short wave from 5600 to 15,500 Kilocycles **\$69.50**

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famed sea captain, conducts the American-Bosch Radio Explorers Club.

RIGHT-ANGLE TUNING, a basic new idea in design! The Multi-Wave Selector, which simplifies round-the-world tuning. Anchored Construction, which insures uninterrupted quality of performance. A new superior type of continuous tone control. This unparalleled parade of advances in radio engineering and styling establishes American-Bosch leadership in quality radio.

To tell your customers this big news, American-Bosch is sponsoring a sensational radio program every Sunday afternoon on NBC from Coast to Coast. Features include Captain James P. Barker, famous sea captain; guest explorers from the American Museum of Natural History such as Roy Chapman Andrews, Theodore Roosevelt, Jr., Trubee Davison, etc.; active participation in the Radio Explorers Club; AND an entirely original merchandising plan that will create replacement business for American-Bosch dealers in each locality!

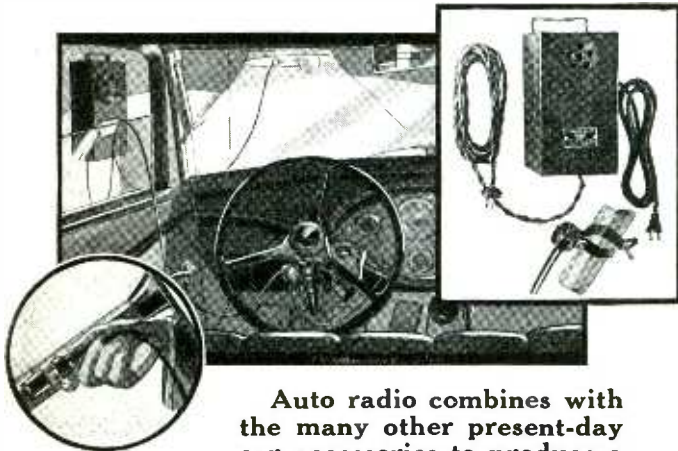
Get the full sales story. Write or wire for copy of broadside, "Your Ship's Coming In."

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

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

AMERICAN-BOSCH *Round-the-World* RADIO

**EVERY AUTO RADIO OWNER
IS A PROSPECT FOR
. . . . A G-E TUNGAR
HOME CHARGER**



Auto radio combines with the many other present-day car accessories to produce a powerful drain on batteries.

In most cases your customers blame battery trouble entirely on their auto radio . . . the last item they purchased. Complaints naturally result. If you explain to them, however, that auto radio is not the entire cause of run-down batteries, but only one of many contributing factors, you can easily convince them of the need for a G-E Tungar Home Charger. Lists complete with wiring accessories at only \$12.95. (Prices slightly higher, West of Rockies.)

The new G-E Tungar, 5-amp., Home Battery Charger not only assures perfect radio reception and proper functioning of every car accessory, but also comes in mighty handy in the winter months when zero weather takes its toll of undercharged batteries.

Every auto radio owner is a hot prospect. Convince your customers of the need for a home charger and you will turn complaints into profitable sales.

For complete information, see your nearest G-E Merchandise Distributor, or mail the coupon.

Section A-369, Merchandise Department,
General Electric Co., Bridgeport, Conn.
Please send me complete information on the new
5-amp. Mercury Tungar.

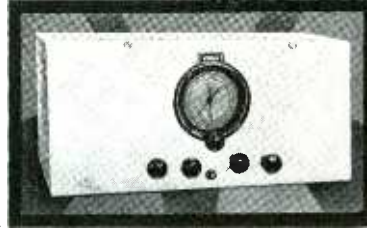
Name.....
Address.....
City.....

GENERAL  ELECTRIC
AUTOMOTIVE PRODUCTS
MERCHANDISE DEPARTMENT,
GENERAL ELECTRIC COMPANY,
BRIDGEPORT, CONNECTICUT



McMURDO-SILVER

EXCLUSIVE FRANCHISES



Now
**AVAILABLE TO THE
RETAIL TRADE ★★**

MERCHANDISING DYNAMITE!

McMurdo-Silver Radios are being featured this fall in advertisements in SATURDAY EVENING POST, GOOD HOUSEKEEPING, WOMAN'S HOME COMPANION, NATIONAL GEOGRAPHIC, PRINCIPAL RADIO MAGAZINES, and 99 NEWSPAPERS.

WATCH TUNING

Puts short-wave band-spreading on ONE DIAL. Spreads out short-wave bands so that European stations each cover more space than a local broadcast station.

CUSTOM-BUILT

McMurdo-Silver Radios have a world-wide reputation as the finest custom-built receivers that can be made. MASTERPIECE II was the choice of Admiral Byrd.

WRITE IMMEDIATELY FOR FULL DETAILS!

McMURDO-SILVER RADIO

3352 N. PAULINA STREET, CHICAGO, ILL. U.S.A.

Convincing!

THERE are distinct advantages in handling Ken-Rad Radio Tubes. Sales policies, advertising, merchandising, testimonials, profits are some of these. Send for the complete Ken-Rad dealer proposition.



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

"Easier To Sell It Than To Sell Against It!"

SAY HUNDREDS OF RADIO DEALERS—FLOCKING TO THIS SENSATIONAL NEW STEWART-WARNER "MAGIC DIAL" RADIO



How "Ready-Made Sales" Are Delivered To YOU—

A selling drive that will rock the industry is back of this new Stewart-Warner line. No effort or expense has been spared to send you "ready-made sales." Do your part and you'll reap a rich harvest.

1. BIG COLOR ADS IN NATIONAL MAGAZINES

Smashing "bleed" center-spreads in full color present the new Stewart-Warner "Magic Dial" line to your best local prospects in leading national magazines all through the big season.

2. POWERFUL STORE AND WINDOW DISPLAYS

All kinds of powerful displays available for your use, from paper streamers up to a startling exhibition piece that is not only illuminated but actually talks!

3. LOCAL NEWSPAPER ADS—OVER YOUR NAME

A full line of newspaper mats in all sizes and types, and a wide variety of separate cuts, are yours for the asking—for cooperative use in your local papers.

4. A "SELLING BOOK" IN FULL COLORS

This is a sales-aid the like of which you never saw before! Even the "greenest" sales clerk can do a complete selling job with it. Packed with useful information and beautiful color plates.

5. "CUSTOM-MADE" HANDBILL SERVICE

A complete advertising service. Provides you with layouts, cuts, copy, etc.—not only for Stewart-Warner Radio, but for all kinds of other merchandise. Remarkably flexible.

6. SPECIAL TABLOID NEWSPAPER—MADE FOR YOU

This is a tested sales maker—positively known to bring big results if used in simple, easy way recommended. A real little newspaper, made for your local distribution.

7. TESTED MERCHANDISING SCHEMES—GUARANTEED TO INCREASE YOUR SALES

There is not space here to describe the many local sales promotion ideas ready for your use—all proved sales producers, based on successful retail experience. Your distributor will supply them on request.

THE merchandise alone would make sales records for the new Stewart-Warner Radio line. The simplified "Magic Dial" makes other all-wave sets now seem crude and primitive! But back of this merchandise is powerful national advertising and local sales promotion material that will make it tough for competition this year! No wonder dealers by the hundreds who have seen this line and the selling material that goes with it, say, "I'd rather sell Stewart-Warner than try to sell against it!" Which side of the fence will YOU be on when this season's profits are counted?

Guaranteed Foreign Reception

First take technical quality years ahead of normal radio progress—with the "Magic Dial" that makes foreign stations as easy and accurate to tune as local. Then picture this extraordinary quality housed in a line of magnificent cabinets, created by famous designers. Even at high prices this line would be a sales sensation. But Stewart-Warner Radio covers the entire popular price

range with only one DeLuxe model priced over \$100! And they start at \$24.50!

Minimum Stock Investment!

Scientifically planned and designed, the new Stewart-Warner line gives you complete coverage of the popular price range—and round-the-world sets in every group—with the lowest stock investment you ever heard of, for such coverage. Thus you can add faster turnover to the extra profits you make with this amazing line.

A Brand-New Profit Opportunity

The demand for round-the-world radio is sweeping the country. This will make some radio dealers more profits this year than ever before. But will all of those profits stick? You know it's the dealer who takes the beating when costly kick-backs come. Tie to the PIONEERS in all-wave. Stewart-Warner has had three extra years to bring all-wave radio to simplified perfection, while others were still experimenting. Ask your distributor to give you full details at once, and judge for yourself.

STEWART-WARNER CORPORATION, 1853 Diversey Parkway, Chicago, Illinois

A FEW OF THE HOTTEST NUMBERS — EVERY PRICE RANGE COVERED



Round-The-World Dual Wave Console
Automatic volume control. 3-gang condenser. Tone control. Extra heavy 8" speaker. 35 1/2" high. \$57.50.



Round-The-World Dual Wave Table Model—Automatic volume control. 3-gang condenser. Tone control. Extra heavy 8" speaker. 16 1/2" high. \$39.50.



All-Wave Table Model—Gets everything on the air. Automatic volume control. 3-gang condenser. Variable tone control. Extra heavy 8" speaker. Console model at \$64.50. This model \$49.50.



Standard Wave Table Model—11 9/16" high. Large power unit, special speaker, good tone—quality equal to much larger sets. DeLuxe cabinets, \$27.50. This cabinet, \$24.50.



"Magic Dial" Table Model—4 tuning bands—one at a time. Automatic volume control. 3-gang condenser. Variable tone control. 8" speaker. 2 table models at \$69.50.

"Magic Dial" Console—Easiest-to-tune all-wave radio made. Extra heavy 12" speaker. This model with feet, \$94.50. With legs, \$99.50. With legs and doors, \$109.50.

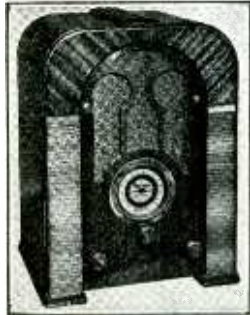


The New
STEWART-WARNER
"Magic Dial" ROUND-THE-WORLD RADIO

Halsion

In Tune with the World

Here is a sensational line of popularly priced radio receivers for 1934-35 that you will find easier and more profitable to sell! It comprises advanced All Wave Sets—14 models in table and console type cabinets—a really practical line for every market. A few models of this high quality line are illustrated below—let us send you further facts on the complete Halsion line together with details of our exceptional sales plan. A few desirable territories are available for exclusive representation.



Model 610—Take a trip around the world with this ultra short wave 6 tube A.C. superheterodyne receiver. Embodied in its construction you will find automatic volume control, illuminated full vision airplane dial, high ratio tuning control, dustproof electrodynamic speaker, base compensating tone control, and rubber mounting to ensure undistorted reception. This model is offered in a choice of the cabinets marked A, B, C or D. 530—1650 K.C., 5500—17500 K.C. also obtainable with additional long wave band, 180—400 K.C.

A

Model 620—Plug in this 6 tube A.C.-D.C. superheterodyne receiver anywhere and have the world at your finger tips. Clarity of tone, selectivity in tuning, non-distortion, and long range reception are just a few of the excellent features of this model. Ultra short wave means that a turn of the dial will bring international programs in as clear as a bell. This set has a tuning range of 530 to 1650 K.C. and 5500 to 17500 K.C. Also obtainable with additional long wave band, 180-400 K.C. The model can be obtained in a choice of cabinets marked A, B, C or D.



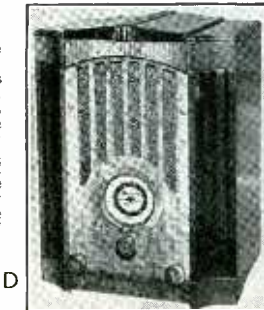
B



Model 630—Fly around the world on all waves with this 6 tube A.C.-D.C. superheterodyne all wave receiver. A tuning range of 13 to 400 K.C., 530 to 1650 K.C. and 5500 to 17500 K.C. enables one to receive almost every conceivable broadcast on the air. It employs the latest engineering developments such as full vision airplane dial, R.F. overload control, full floating dynamic speaker, tone control and other features. It is offered in Cabinets A, B, C or D.

C

Cabinet A, B, C or D—These exceptionally beautiful table model cabinets are designed for homes where space is a thing of value. They are constructed in such a manner that it is possible to house any one of the following models: Model 610, Model 620, and Model 630. The combination of one of these radio receivers with a choice of any one of the four tastefully designed cabinets will provide the perfect answer to the problem of obtaining the most entertainment from a small set.



D

Halsion Radio Mfg. Corp.

120 East 16th St., New York, U.S.A.
Cable Address: Halsionadio



H-F
(HIGH-FIDELITY)
ALL-WAVE
ANTENNA



for Satisfied Customers

It's going over big . . . all sections of country . . . providing wonderful reception in most difficult spots . . . pulling in programs from remotest corners . . . broadcast and short-wave bands alike . . . impedance selector matches any download and set . . . you should try it . . . and Oh Boy! How it Sells! To complete the job of noiseless reception—the H-F All-Wave Filter:



In black crackled finish metal case . . . handsome . . . compact

Attachment cord and receptacle . . . connects between set and outlet. Blinding post for ground.

Or installed between electric appliance causing radio noises, and usual outlet.

Positively filters out short-wave as well as broadcast noises.

Designed by same engineers who developed noiseless and multiple antenna systems. (Licensed under A.A.K., Inc.) Only \$6.00 list!

Write for Money-Making Proposition!

Don't delay. You're just coming into big DX season. Every set owner can be sold the H-F antenna system. And the H-F line filter as well. Let's tell you how!

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

A.C. CURRENT ANYWHERE

with Kato AC Electric Plants



All A.C. Models self cranking—Generates 110 Volts, 60 Cycles A.C.

Dealers: Every non-electrified dwelling is a prospect. Plant sales net you substantial profits.

Creates Potential buyers for electrical appliances.

Sizes 300 to 5000 watts.

Operates Radio, Refrigerators, etc. Ideal for sound trucks. Supplies D.C. for speakers.

YOU CAN BUY THROUGH YOUR JOBBER

Write for interesting descriptive literature.

KATO ENGINEERING CO.

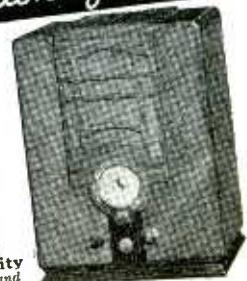
Mankato, Minnesota, U. S. A.

Garod a Quality name since the inception of Radio

ONE OF OUR LATEST
13 TO 2000 METERS
IN 5 WAVE BANDS

A beautiful AC-DC set, built to time-honored GAROD standards. PUSH-PULL output tubes give results equal to straight AC set. 8 tuned circuits give amazing sensitivity and selectivity. Only one of sixteen distinctive models. Write for our merchandising plan.

GAROD RADIO CORP.
34 East 12th Street, New York City
Licensed by R.C.A. and its affiliates



No. 58

There Is No Substitute for Experience

When the world wanted to hear America it turned to PILOT and America is now turning to PILOT to hear the world.

Dealers who turn to the PILOT line have the assurance of satisfying their customers with sets the performance of which has become a standard of excellence in all-wave world-wide reception.

PILOT'S international reputation lifts the PILOT dealer above his competitors. Perhaps there is an opportunity in your territory for another PILOT dealer—Ask your jobber or write today.

PILOT RADIO CORP., 37-06 36th St., Long Island City, N. Y.

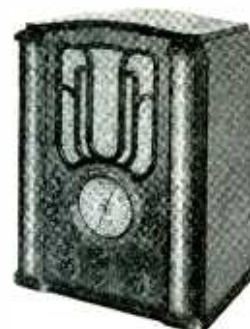
The Standard  of Excellence

PILOT **WORLD-WIDE**
ALL-WAVE RADIO

In All Wave— World-Wide Reception

PILOT "63"

Ultra modern 6-tube All-Wave Superheterodyne 16-550 Meters (18,800 to 545KC) with RF pre-amplification increasing sensitivity and selectivity. Two-speed compass dial, 10:1 ratio for fast tuning 80:1 ratio for micrometer. Short Wave tuning with illuminated triple scale showing meters and KC's simultaneously on All-Wave bands. AVC Diode detection, Class "A" power pentode output stage. Phonograph jack. Tone control for reducing treble tones. Eight-inch full-range electro-dynamic speaker.



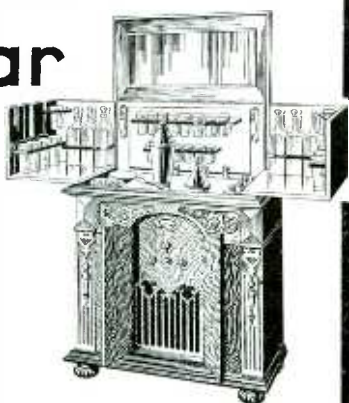
PILOT "C63" CONSOLE

A magnificent semi-"moderne" console in richly lustrous, grained, genuine tropical woods containing the same splendid six-tube Superheterodyne chassis as Pilot No. 63. Harmonizing with either period or modern furniture this new Pilot Console is a "sight-seller." Advantage has been taken of the generous baffle area afforded by this glorious cabinet to use a full range 10" electro-dynamic speaker. For other specifications read description of No. 63.



See and Hear Radiobar

Meets the demand for a quality combination of Radio and Bar. Priced from \$129 up. Display two or three on your floor. See for yourself how Radiobar will make money for you. Can be supplied without chassis. See it at Booths 212-213 at the N. Y. Show, or write for catalog.



RADIOBAR COMPANY of AMERICA
Los Angeles, California Cable Address: Radiobar
New York Showroom: 41A East 47th St.
Cable Address: Likex New York

Radiobar

REG. U. S. PAT. OFFICE

The Only RADIO GLOBE Exclusively Designed for Use with All-Wave Radios



12 in. diameter.
Seven, clear, beautiful colors.
High, glazed, waterproof finish.

Modern metal stand finished in antique bronze.
32-page book FREE with each globe.

The only globe you can purchase showing right on the map all principal international shortwave stations with their call letters, printed in red.

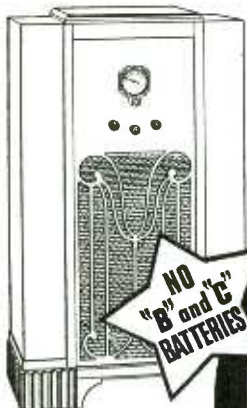
Be the first in your locality to use this globe for resale or special globe-radio combination offers. Sure to increase sales.

Send for catalogue with dealers' and distributors' prices showing all sizes radio globes listing from \$1.00 up.

REPROGLOBES INC.

168 N. Clinton St., Chicago, Ill., U. S. A.
Telephone: Franklin 4085

ELIMINATES "A" AND "B" BATTERY EXPENSE



Operates entirely from 6-volt storage battery. High efficiency—low current consumption—UNBELIEVABLE ECONOMY!

Actual Operating Cost Less Than 1c. a Day!

L. TATRO 32-VOLT RADIO

The ideal radio for all homes without electricity.

OPPORTUNITY!

Write or wire for full details of this revolutionary new radio—it's the profit opportunity of a lifetime! Full details will be promptly sent to you.

L. TATRO PRODUCTS CORPORATION

Decorah—Iowa

Manufacturers of L. Tatro 32-Volt Farm Light Plant Radio.

And How . . .
the **ANTENNA**
has come back strong . . .

and that means



ALL-WAVE sets, the big shot in radio merchandising today, have doomed the "shoestring aerial"—and the reason why is plain to see.

The finest trans-oceanic receiver made is handicapped in picking up the comparatively weak energies from abroad, unless it be provided with an adequate antenna, specified and installed by a service man. "Man made" static, otherwise, makes good reception impossible.

CORWICO, famous for its antenna products and radio wires serves the dealer and his service man in providing the proper antenna kits for the new ALL-WAVE sets . . . also the technical information you need to do this important job RIGHT.

As always, we are here to help you. Get on the right side of this new development in radio, and let us assist you to profit accordingly.

CORWICO has a complete line of kits . . . plain antenna kits—plain doublets—matched impedance transformer kits and variable impedance matched kits.

Write or wire us for full details.

CORNISH WIRE CO.

30 Church Street, New York, N. Y.

DIAMOND RADIO TUBES

will make more money for you because—

1. Lowest prices in industry.
2. Thirty-day, money-back guarantee.
3. They are known for long life.
4. They carry 6-months' replacement guarantee.
5. Used and endorsed by radio dealers and department stores.
6. Free advertising material.

Jobbers' territory open.

Partial List of Tubes by Type and Price

Type	Net Price	Type	Net Price
2A5	\$.44	36	\$.44
2A6	.44	37	.35
2A7	.50	38	.44
2E8	1.10	39	.48
2B7	.60	41	.44
6A7	.50	43	.55
6B7	.60	45	.28
6C6	.44	47	.45
6D6	.44	50	.90
12Z3	.44	55	.44
25Z5	.60	56	.30
01A	.24	57	.44
12A	.35	58	.44
21A	.44	71A	.28
26	.28	75	.44
27	.28	77	.48
30	.35	78	.48
31	.35	80	.28
32	.55	85	.44
33	.55	89	.48
35	.44	X99	.35

Licensed by R.C.A.

Minimum order 25 tubes. All special types in stock. Complete list of net prices sent free upon request.

RADIO TUBE EXCHANGE OF AMERICA
177 Washington St., N. Y. C.

FLETON AERIAL ACCESSORIES



Radio Receptacles; Handy Taps; Lightning Arresters; Aerial Outfits; Wire for Aerial Lead-In and Ground; Masts; Ground Clamps; Screw Eyes; Aerial Tighteners; All sizes Porcelain and Glass Insulators; Lead-In Strips; Auto Aerials and Aerial Eliminators; Short Wave and All Wave Aerial Outfits.

Complete Line from One Source. Catalog R-655 free.

M. M. FLETON & SON, INC.

TRENTON, N. J.

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

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 per inch
 4 to 7 inches..... 7.00 per 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.

WANTED

Used Sound System Equipment Complete for 4-ton Dodge panel truck, D. Levitin & Son, 755 Church St., Norfolk, Va.

ANYTHING within reason that is wanted in the field served by Radio Retailing can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.

SALESMEN WANTED

To Call on Dealers and Jobbers We manufacture approved and guaranteed OIL BURNERS, \$7.50 Complete to Dealers, write at once for protected territory LAFAYETTE OIL BURNER COMPANY 28-30 Portland Street, Boston, Mass.

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.

There is a
Searchlight Section

in each McGraw-Hill paper:

- American Machinist
- Aviation
- Bus Transportation
- Chemical and Metallurgical Engineering
- Coal Age
- Construction Methods
- Electrical Merchandising
- Electrical World
- Electronics
- Engineering News-Record
- Engineering and Mining Journal
- Factory Management and Maintenance
- Food Industries
- Maintenance Engineering
- Metal and Mineral Markets
- Power
- Product Engineering
- Radio Retailing
- Textile World
- Transit Journal

For advertising rates and other information on any or all of these publications, address

Departmental Advertising Staff
McGraw-Hill Publications

YOU ... IN or OUT?

Many good service men are actually out of business, but won't admit it! They're stale—inert to the modern method of selling radio service at professional prices. Guess-work-mechanics have treated set-owners so badly, that you also are mistrusted! BUT—today progressive radio men everywhere, Chuckkerize the customer to inspire confidence. They isolate radio faults quickly with a Chuckker compiled, cross-indexed trouble-chart. Then they explain, to the set-owner, the Chuckker repair-priee feature which publishes the fee for that repair job. They must use a Chuckker because it is professional, looks official, and gets them that job at a price based upon a \$1.50 hourly labor rate, plus list-priced parts. Eliminate guesswork in What is Wrong and What to Charge! A Chuckker will keep you in business! We'll rush you a Chuckker postpaid for a \$1 bill.

SEND DOLLAR BILL NOW!

FREED'S RADIO CO.
 Publishing Division E
 5053 Baltimore Ave., Philadelphia, Pa.

ACTUAL TROUBLES IN COMMERCIAL RADIO RECEIVERS

By Bertram M. Freed

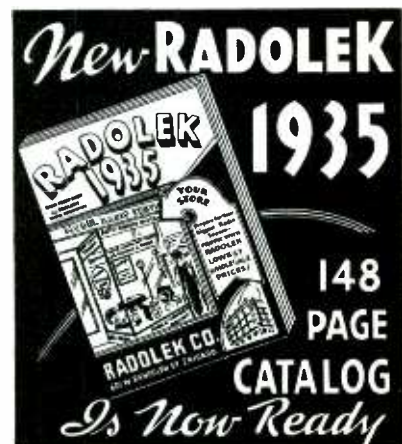
If you are a serviceman this book can be as valuable to you as your set analyzer. It points out those faults that the analyzer cannot detect. Over 500 model sets treated, includes 46 diagrams. A compilation from thousands of actual records on which the author with the cooperation of several service organizations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



MONEY REFUNDED IF NOT SATISFIED (10 DAYS).

Order from your local supply house—if it cannot serve you, send your order direct to

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



Know What You Are Buying

- Radolek's 1935 Radio Profit Guide accurately describes every piece of merchandise required in Radio Service.
- Radolek's Engineering Staff examines every new item! These technicians write the descriptions published in the Radolek Profit Guide. When you choose merchandise from this big catalog, you are assured of reading an accurate description of what the item consists and what purpose it serves!
- Lowest Prices! Our Engineers compare Radolek's merchandise with competition. Our prices are determined by comparative quality and are equal to or lower than any similar quality offered by any other Distributor of fresh new merchandise. If prices are reduced on any items after you receive the Radolek Profit Guide, you will always receive the benefit of these new lower prices.
- Radolek protects your interests by restricting distribution of the Radolek Profit Guide to active and legitimate Radio accounts. Full co-operation is extended to Radio Dealers and Service Associations to restrict wholesale prices to the Trade only. Secure Greater Radio Profits! Send for your copy of the 1935 Radio Profit Guide!

The RADOLEK Co.
 Dept. 608 West Randolph St.
 Chicago, Illinois.

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15 1/2 in. high
13 1/2 in. wide, 9 in. deep.

The NEW

Balkeit

World Wide Range :: Arresting Beauty
Fidelity of Tone

An absolutely superior value **\$34.95**

RCA and Hazeltine licensed :: RMA warranty

The guaranteed product of a well known responsible manufacturer.

Note Balkeit's new exclusive feature:

The Time Dial

Just *one* model, just *one* cabinet, hence our lower manufacturing cost and lower selling cost; and hence the tremendous value at \$34.95.

Just *one* model, just *one* cabinet; hence the dealer's inventory problem is solved.

Jobbers and retailers will be interested in our new merchandising plan. It spells quick profits for dealers. Write for explanatory circular.

Balkeit Radio Corporation

Domestic and Export Divisions
Clinton and Randolph Streets
Chicago, Illinois

... AMAZING POPULAR APPROVAL

GREETSS THE NEW
~~CROSLEY~~
CHEST
SHELVADOR

Crosley Shelvador and Tri-Shelvador models represent the greatest value in the history of electric refrigeration. Incorporating the famous Crosley Shelvador and other features, they are the outstanding successes of the 1934 season. Illustrated below are household electric refrigerators for every purse and purpose.



THE enthusiastic reception accorded the new Crosley Chest Shelvador proves that Crosley has again struck the keynote of what people want. Housewives—homeowners—everywhere see instantly that here is value beyond anything ever offered in electric refrigeration; they see the convenience, where space is limited, of a complete Shelvador electric refrigerator that is only 36" high, 23⁵/₈" wide, 20⁵/₈"



Homes



Apartments



Second Refrigerator



Beverage Cooler



Summer Camps



Roadside Stands



Hospitals

deep; they appreciate the porcelain table top. To those who hitherto could not afford electric refrigeration, the Crosley Chest Shelvador is the boon of boons. Now they need wait no longer for the food hygiene, economy, and convenience that only electric refrigeration provides. Others find it a marvelous convenience as an auxiliary electric refrigerator—both for food storage and beverage cooling.

For the many who need a second electric refrigerator to place, for example, in the entertainment room or pantry, the Crosley Chest Shelvador is ideal. It is compact, remarkably economical in operation, low in price, easily moved. It also makes an excellent beverage cooler.

In summer camps and cottages where electricity is available, the Crosley Chest Shelvador will be welcomed, with its ample supply of ice cubes—not less than two pounds—and its surprising roominess.

Small delicatessens, roadside stands, sandwich shops and other places with moderate electric refrigeration requirements will find the Crosley Chest Shelvador ideal.

In hospitals or other institutions where individual refrigeration is desirable this model, with its table top, will be found useful.

Remember that the Crosley Chest Shelvador has every essential Crosley Shelvador feature—the same quiet economical, long-life, trouble-free cooling unit that has made Crosley electric refrigerators famous—the same Shelvador convenience that adds greatly to the "usable" capacity. See your Crosley distributor at once—learn all about this new Crosley Chest Shelvador and how it opens up to you an entirely new and practically untouched market for electric refrigerators. No dealer can afford *not* to handle Crosley!



\$72.50
DELIVERED — INSTALLED
ONE YEAR FREE SERVICE

● This refrigerator is amply large for the preservation of the actual amount of food necessary in the average home, and is one for which many have been waiting and practically everyone can afford. Here—as in the most expensive Crosley model—is found the amazing Shelvador feature which provides space for small articles that in ordinary refrigerators are difficult to find and take up much room.

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.

THE CROSLEY RADIO CORPORATION

(Pioneer Manufacturers of Radio Receiving Sets)

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

POWEL CROSLEY, Jr., President

CINCINNATI

ALL PRICES INCLUDE DELIVERY... INSTALLATION... ONE YEAR FREE SERVICE



3.5 cu. ft. NET capacity, 7.5 sq. ft. shelf area, 2 ice trays—42 cubes. Dimensions: 48¹/₁₆" high, 23⁷/₈" wide, 24¹/₁₆" deep.

Model EA-35.....\$99.50

4.3 cu. ft. NET capacity, 9.15 sq. ft. shelf area, 2 ice trays—42 cubes—one double depth tray. Dimensions: 54¹/₁₆" high, 23⁷/₈" wide, 24¹/₁₆" deep.



Model EA-43.....\$117.00



5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 cubes—one double depth tray. Dimensions: 55¹/₈" high, 29" wide, 25¹/₁₆" deep.

Model EA-55.....\$145.00

4.3 cu. ft. NET capacity, 9.15 sq. ft. shelf area, 2 ice trays—42 cubes—one double depth tray. Dimensions: 56³/₈" high, 23⁷/₈" wide, 24¹/₁₆" deep.



Model E-43.....\$135.00



5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 cubes—one double depth tray. Dimensions: 57¹/₈" high, 29" wide, 25¹/₁₆" deep.

Model E-55.....\$157.50

7 cu. ft. NET capacity, 14.9 sq. ft. shelf area, 4 ice trays—84 cubes—one double depth tray. Dimensions: 58³/₈" high, 32¹/₈" wide, 26³/₈" deep.



Model E-70.....\$185.00

Rockwell Kent, with the Eskimos in Greenland,



...hears the tango played in distant Argentina

FOR the next eighteen months, Rockwell Kent, noted artist...

It's dramatic advertisements like this that are selling new G-E All-wave radios

JOE DOE AND MARY ROE never see their names in newspaper headlines.

But like Rockwell Kent, Diana Wynyard, Admiral Byrd and other famous G-E All-wave set owners, they want the best and the latest in radio—a radio set that defies distance and packs a real thrill.

So this year, thousands of Joe Does and Mary Roes have decided that their standard-range sets are woefully out-of-date... that they just can't get along without a new All-wave G-E.

They comprise a new and enthusiastic legion of buyers—a great replacement market you can serve, profitably and with pride, by stocking the complete

line of new G-E All-wave sets.

In the new G-E line, there's a model for every purpose and purse... table receivers, consoles, radio-phonograph combinations... electric sets and battery sets—priced from \$18.75 to \$375. (Prices slightly higher in the West, Mid-West and South. Subject to change without notice.)

And behind them is a dramatic advertising campaign in national magazines—advertisements that are changing old-set owners to new G-E buyers.

See your General Electric distributor. Or write the General Electric Co., Section R-369, Merchandise Dept., Bridgeport, Conn.



MODEL M-86—Typical of the many new G-E All-wave models is this smartly styled console. Priced at \$119.50. Other long- and short-wave sets as low as \$39.95.

GENERAL ELECTRIC RADIO



BORN OF THE PIONEERING ACHIEVEMENTS OF THE FAMOUS "HOUSE OF MAGIC"