



*There is nothing finer
than a
Stromberg-Carlson*

1931 PLACE IN A CLASS BY THEMSELVES

STROMBERG-CARLSON Dealers have little competition in sales of high quality radio. This field, the most profitable for the dealer, is being abandoned to Stromberg-Carlson. As a result the Stromberg-Carlson franchise is more valuable than ever.

For, the dealer with no quality line to which he can switch high class sales prospects, has only part of a radio business. Low unit sales alone, do not yield sufficient profit to assure a dealer continuing in radio retailing. 1931 conditions make profit percentages meaningless and DOLLARS PROFIT PER SALE more important than ever in radio.

In view of these facts and because Stromberg-Carlson's selling policy always keeps the value of Stromberg-Carlson merchandise at par, dealers who can qualify will find a Stromberg-Carlson franchise most advantageous.

Stromberg-Carlson unsurpassed quality Receivers range in price from \$155 to \$369. The Multi-Record Radio (automatic radio-phonograph combination, electrical), \$645. (Price, less tubes, East of Rockies.)

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

Listen to the Stromberg-Carlson Hour Monday Evenings in a Coast-to-Coast Broadcast of the Rochester Civic Orchestra over the N. B. C. Blue Network and Associated Stations.



No. 14 Multi-Record Radio. Price, less tubes, East of Rockies . . . \$645



No. 12 Grand Console. Price, less tubes, East of Rockies . . . \$355



No. 11 "Convertible" Console. Price, less tubes, East of Rockies . . . \$285



No. 10 De luxe Low Console. Price, less tubes, East of Rockies . . . \$259



1894

Stromberg-Carlson

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



1931

The Talking Machine, RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

ATWATER KENT RADIO

with the GOLDEN VOICE

**“The dealer must
make a profit”**

ATWATER KENT has never failed to take the dealer's welfare into full consideration, in laying the plans for each season's business.

Dealers who sell Atwater Kent Radio have always found their efforts backed up by generous and sound sales and advertising plans.

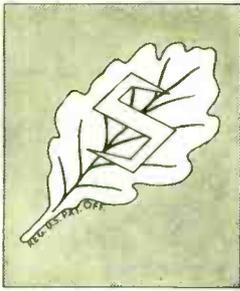
Dealers have always been able to count on the Atwater Kent models offering the fullest money's worth to the customer—the surest road to dealer profits.

As a consequence, year in and year out, the Atwater Kent dealership has proved to be the sound, sure way toward retailer prosperity.

ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, Pres.

4700 Wissahickon Ave., Philadelphia, Pa.



Sylvania

The

SYLVANIA makes it easier for you to sell Radio Tubes. Ask the average set-owner what tubes are in his set. He doesn't know. Ask the average set-owner what tubes he should buy for replacement and he can't tell you.

Sylvania makes it sure fire for you and for the set-owner —to know that Sylvania is the *right* tube.

Because the new Sylvania Tubes are "SET-TESTED". And you are able to prove it to your customers with the Sylvania "SET-TESTED" Chart.

SET-TESTED — the Sylvania way — means this: Every one of the well known radios you see listed at the right has been tested with Sylvania Tubes. Tested for selectivity, for sensitivity, for reproduction, for tone, for life.

Sylvania's specially built copper-screened testing laboratory — Sylvania's exclusive audition room — Sylvania's staff of experienced radio engineers — all are used to give you the new Sylvania SET-TESTED Tubes.

And now thousands of dealers in every part of the country are proving the success of SET-TESTED Tubes.

Clip and send the coupon

SYLVANIA PRODUCTS CO., EMPORIUM, PA.
SYLVANIA RADIO TUBES SYLVANIA INCANDESCENT LAMPS



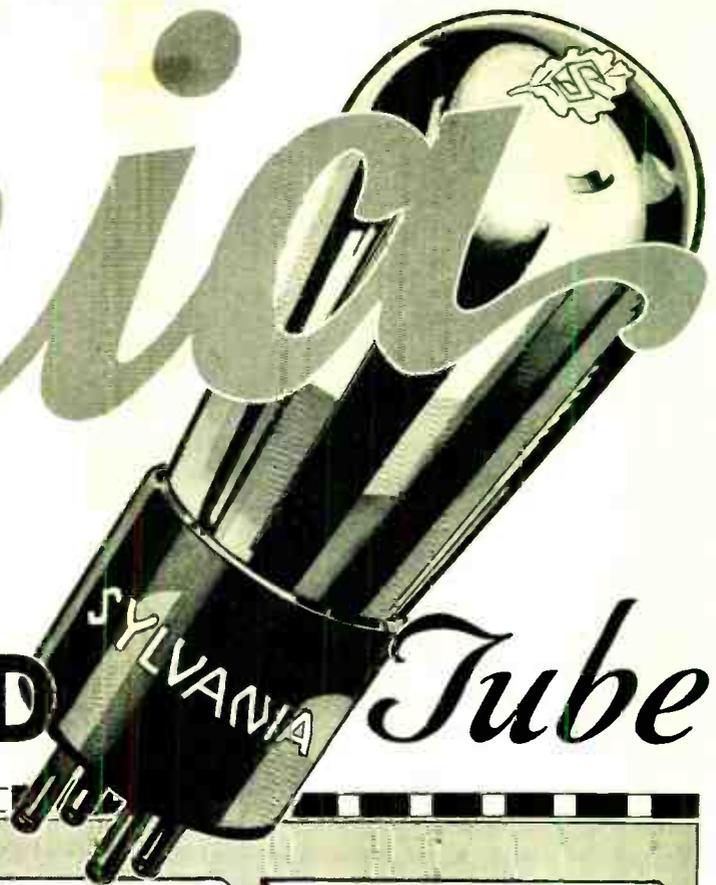
•
Licensed under RCA Patents
•



mentioned in your reply gives you a quicker answer.



SET TESTED Tube



EDISON	KENNEDY	SPARTON
ERWIN	KOLSTER	STEINITE
FADA	LYRIC	STERLING
GENERAL ELECTRIC	MAJESTIC '30	STEWART WARNER
GENERAL MOTORS	PHILCO	STROMBERG CARLSON
GRAYBAR	RADIOLA	VICTOR
GREBE	SILVER MARSHALL	WESTINGHOUSE
GULBRANSEN	SONORA	ZENITH

This is the new Sylvania Certified Test Chart, handsomely and clearly printed and giving complete instructions for selecting Sylvania Tubes, together with a signed statement by the President and Chief Engineer of the company. Size 14x27.



SYLVANIA PRODUCTS CO.
Emporium, Pa.

T. T. 2

Gentlemen: Please send, without obligation, your new Sylvania Set Tested Chart for easier tube sales.

Name.....

Address..... City.....

Jobbers.....

To secure the best service to your reply, be sure to mention



Ken·Rad

Fine Radio Tubes & Incandescent Lamps



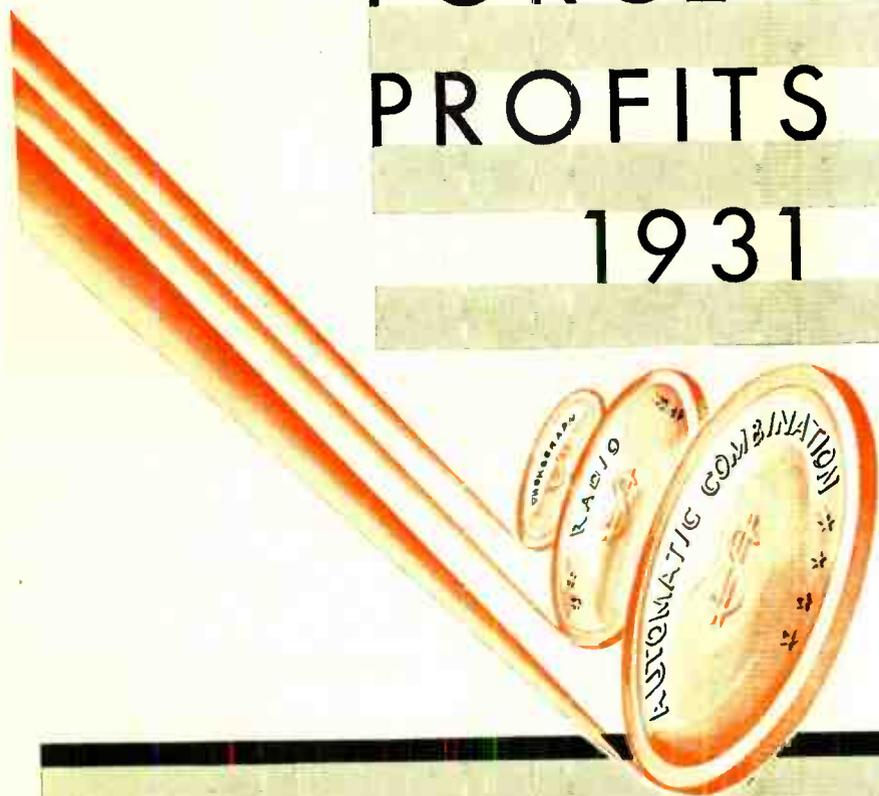
☆ *You can show a profit on the time and money you invest in selling these fine tubes and lamps . . . Your Ken-Rad sales and profits are compounded like interest by the repeat business you do . . . And your investment is secured by one of the oldest and strongest manufacturers in the industry.*

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY
Licensed Radio Tubes and Incandescent Lamps

Capehart

now brings to
the Entire Radio
Industry

A POWERFUL
FORCE FOR
PROFITS IN
1931



For Details See
the Following Pages

To secure the best service to your reply, be sure to mention

The Talking Machine
& RADIO JOURNAL

a **M**arvelous New



Capehart Model No. 10-12, for Home Instruments

World's Smallest Automatic Record Changer
 Playing 10 inch or 12 inch Records—with Encore on Any Record
 A Triumph of Engineering Skill

Developed for the Trade by the Pioneers and Leaders
 in Automatic Record Changing Devices

Automatic Record Changer for the Home

A NEW achievement by Capehart — pioneer and leader in record changing mechanisms — designed especially for use in home instruments — to put the profit punch into 1931 sales!

This new mechanism handles both 10 inch and 12-inch records. Its compactness enables a fully automatic combination in a smaller cabinet than has ever before been possible.

Simple and dependable in operation, it embodies exclusive features of design and manufacture such as might be expected only of Capehart, with its background of leadership in the field of record changing devices.

In a word, the new Model 10-12 record changer adds that final factor of completeness to the radio phonograph combination which alert dealers will recognize as the outstanding sales opportunity of the year.

Here is an automatic record changer that gives the entire radio industry a golden opportunity to capitalize the public's preference for effortless entertainment. It gives the user an instrument that is *entirely* automatic — and therein lies the tremendous force of its appeal.

The radio-phonograph combination is by all odds the in-

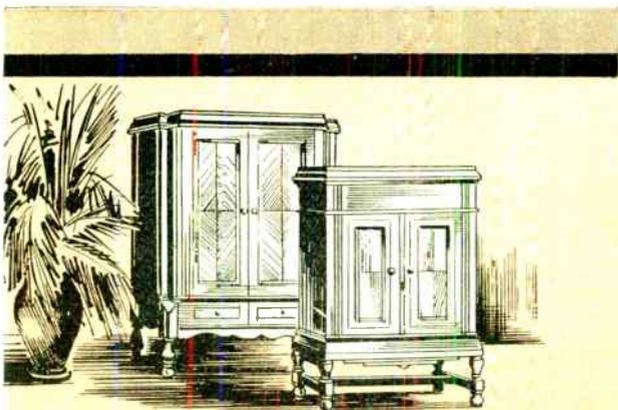
makes possible a Vastly Improved Super-Type Radio Phonograph Combination
. . . which Leading Manufacturers will offer to their trade

strument of the day. Radio's natural limitations have forced the combination onto the market. You have watched its amazing development. Now, with the perfection it attains through the Capehart record changer it is destined to become the giant of the trade.

In planning for 1931 it is up to you to face facts squarely. You know the trend in radio. You know the radio-phonograph combination is the logical development of this year. Remember then, the dealer who fails to feature the mechanism that makes the super combination possible, is passing up profits that can be his for the taking.

Ask your jobber about Capehart-equipped combinations. Get in touch with the manufacturers whose lines you handle. Or write direct to us for further information.

THE CAPEHART CORPORATION, Fort Wayne, Indiana



The compact size of the new Capehart record changer—14 3/4" x 14 3/4" x 21 1/2"—makes possible a fully automatic instrument in a considerably smaller size than ever available before. This unit is equally adaptable to standard and full size instruments. The illustration above gives an idea of relative sizes.

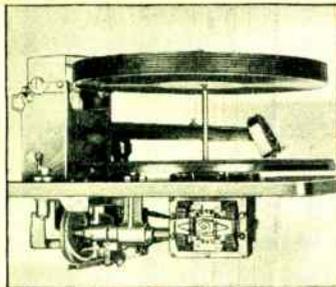
Capehart

To secure the best service to your reply, be sure to mention





Model 10-12 in loading position. Note the lever on right side which throws the unit into position for 10-inch records when down or 12-inch records when up. With a special arrangement incorporating a double-throw master switch, one record can be placed on the turn-table, the adjustment set according to the size of the record and the magazine can be loaded while the pick-up automatically comes into position and the first record is being played.



Model 10-12—left elevation. Note the simple rugged construction. There are no adjustments to be made. All the timing revolves about one cam which insures positive operation.

Capehart Model 10-12 Condensed Specifications

Base Dimensions: 14 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ " x 8 $\frac{1}{8}$ "

Overall Dimensions: 14 $\frac{1}{4}$ " x 14 $\frac{1}{4}$ " x 7 $\frac{1}{4}$ " above mounting board in playing position—to mount in a compartment as small as 15" x 15" x 7 $\frac{1}{4}$ ", under the lid to top of mounting board

Capacity: 10 Records—either 10-inch or 12-inch size. This is the only unit of such compact dimensions that plays either 10-inch or 12-inch records. Thin paper records can be individually played as on any conventional phonograph.

Oilless Bushings: No oiling required except for turn-table motor.

Pick-up Connections: Pick up automatically cut off when it reaches top groove, thus eliminating unnecessary scratching when instrument is not playing or records are being changed.

Tone Arm: Mounted on pivot and ball bearings to eliminate mechanical chatter. Highest type development to produce best quality of music over entire range of frequency.

Record Encore: Simply by lifting the magazine arm, the record then playing will repeat until magazine arm is lowered or current turned off. Last record in magazine will repeat until current is turned off.

Finish: Standard finish, DeWitt Brown lacquer. Parts subject to wear or handling are plated—presenting a highly attractive appearance.

Weight: 25 pounds.

Materials: Highest quality materials used throughout.

TWO

Avenues to Profit with the New Capehart Model 10-12

NOTE particularly that Capehart's new Automatic Record Changer adds a great plus value to every radio-phonograph combination in which it is used. This plus value justifies a price which affords the dealer a splendid margin of profit. It guarantees, therefore, a substantial profit increase—even without the aid of the increased sales it is bound to produce.

And that is only the beginning. Each customer represents two profits instead of one. In addition to the original profit you gain a re-occurring profit on records.

Do not confuse these record profits with the kind you knew in the past. The Capehart Automatic Record Changer popularizes a *new* method of playing recorded music—the continuous method. Customers become interested in *whole* programs instead of single records. They buy accordingly.

Sell the combination! Sell the combination that is *entirely* automatic. Sell the combination that performs a *complete* function in the home. Sell the Capehart! *Write direct to us for further information.*

THE CAPEHART CORPORATION, Fort Wayne, Indiana.

Capehart



When radios travel in Atlas Plywood Packing Cases, there's no question about their condition at the end of the trip. They can go on display at once. Atlas Cases are proof against shipping hazards—not even dust can get past their smooth, tough plywood sides.

**ATLAS CASES
COMBINE HIGH-
EST PROTECTION
WITH ECONOMY**

There's another reason why leading radio and phonograph manufacturers ship in Atlas Cases—economy. Strong as they are, Atlas Cases are light. They cut freight charges.

Let us show you how you can ship your instruments more safely—and more economically—in Atlas Cases.



PARK SQUARE BUILDING, BOSTON, MASSACHUSETTS

New York Office: 33 W. 42nd St.

Chicago Office: 649 McCormick Bldg.

Factories: Richford, Vt.; Montgomery Center, Vt.; Morrisville, Vt.; Greenville, Me.; Stockholm, Me.; Goldsboro, N. C.; Waterloo, Quebec
Branch factories in twelve cities.

“Due to their uniform characteristics, we find CeCo tubes require the minimum of matching.”

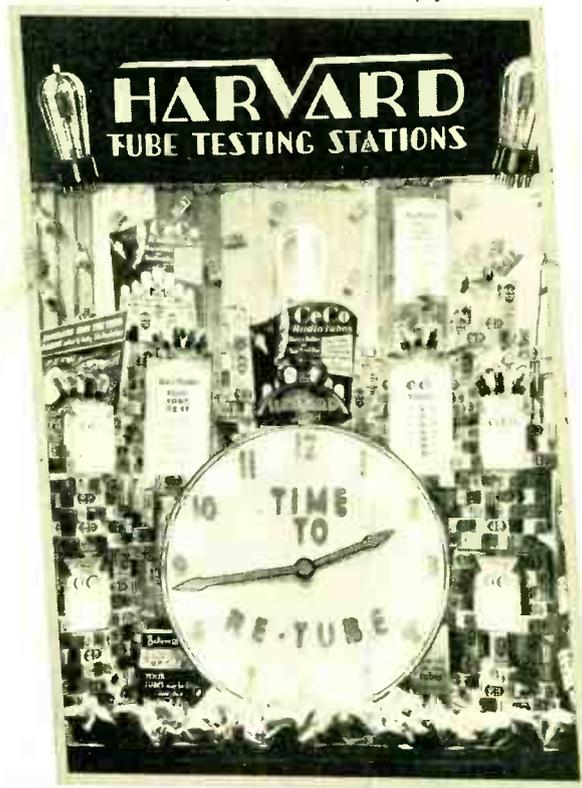
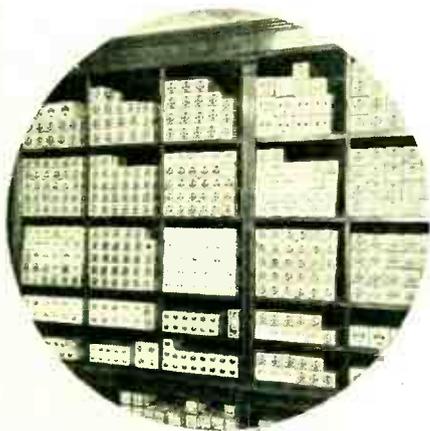
Alexander Wellington, Exec. Director, Harvard Tube Testing Stations, N. Y. C.

“Why do the biggest radio chain stores concentrate on the CeCo line? The answer is simple. The CeCo franchise means more profitable business. The quality must be better—the consumer demand greater—the discounts liberal—or else these large retail outlets would not be interested. The CeCo line offers greater opportunities to the independent dealer and chains.”

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

No. 5 of a series of unsolicited CeCo window displays

● Look at that window display—and the stock on the shelves—in the Harvard Tube Testing Station at 58 Cortlandt St., New York City. There is real money to be made in the tube business when you go after it in the right way. All stores in the Harvard chain concentrate on the CeCo line—as does the Atlas Stores Corporation ... “The World’s Largest Radio Dealers.”



CeCo

RADIO TUBES

Licensed under Patents of Radio Corp. of America

They're Better or You Don't Pay!

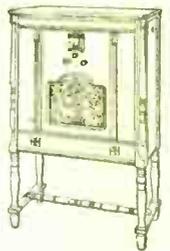
A "HOT" Line— for the Radio Dealer who wants business today . . . and in the FUTURE



THE RADIO-
PHONOGRAPH
COMBINATION
List Price \$285
less Radiotrons



THE
HIGHBOY
List Price \$179.50
less Radiotrons



THE
LOWBOY
List Price \$142.50
less Radiotrons
Tone Control at
\$5.00 additional



AT no time in the history of radio is the average retailer in greater need of a HOT line—and at no time has it been so imperative that the line *remain* HOT.

Here are the reasons why General Electric Full Range Radio is a *hot* line that will *remain hot* and will create profitable business *NOW*—and in the *future*:

(1). General Electric sets bear a name and monogram that have tremendous *acceptance* on the part of the public.

(2). G-E Radio is one of a family of many reliable products which have justified public confidence—there are more than 200,000,000 G-E monograms on products doing service in American homes.

(3). Two billion advertisements every year are helping to create acceptance for the General Electric name and monogram.

(4). The research and engineering facilities supporting General Electric are assurance that

as new developments are introduced they will be incorporated in General Electric products.

(5). General Electric Radio is supported by a tremendous national magazine and newspaper advertising campaign.

(6). The General Electric Radio dealer has an opportunity to capitalize the exceptional prestige of the G-E name and monogram and to obtain the advantage of G-E advertising support through a well-organized sales promotion campaign.

(7). General Electric's policies are made to protect the dealer—are founded on stability and permanence.

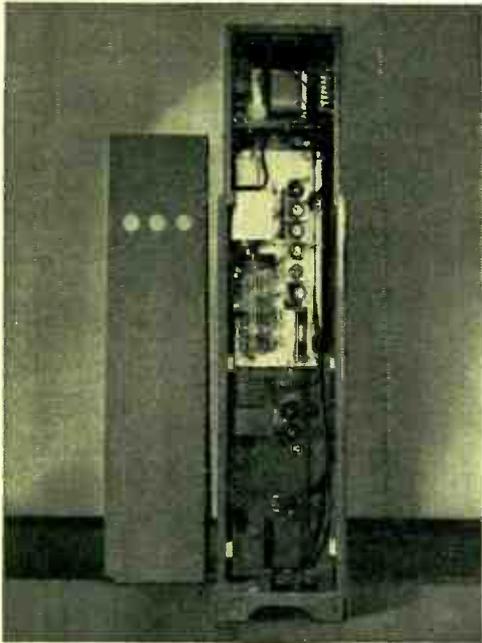
(8). General Electric is in the radio business, not for one season, but for many years to come.

(9). General Electric does not intend to jeopardize the profits of its dealers by drastic price reductions or other demoralizing practices which have made the radio industry chaotic in the past.

GENERAL ELECTRIC FULL RANGE RADIO

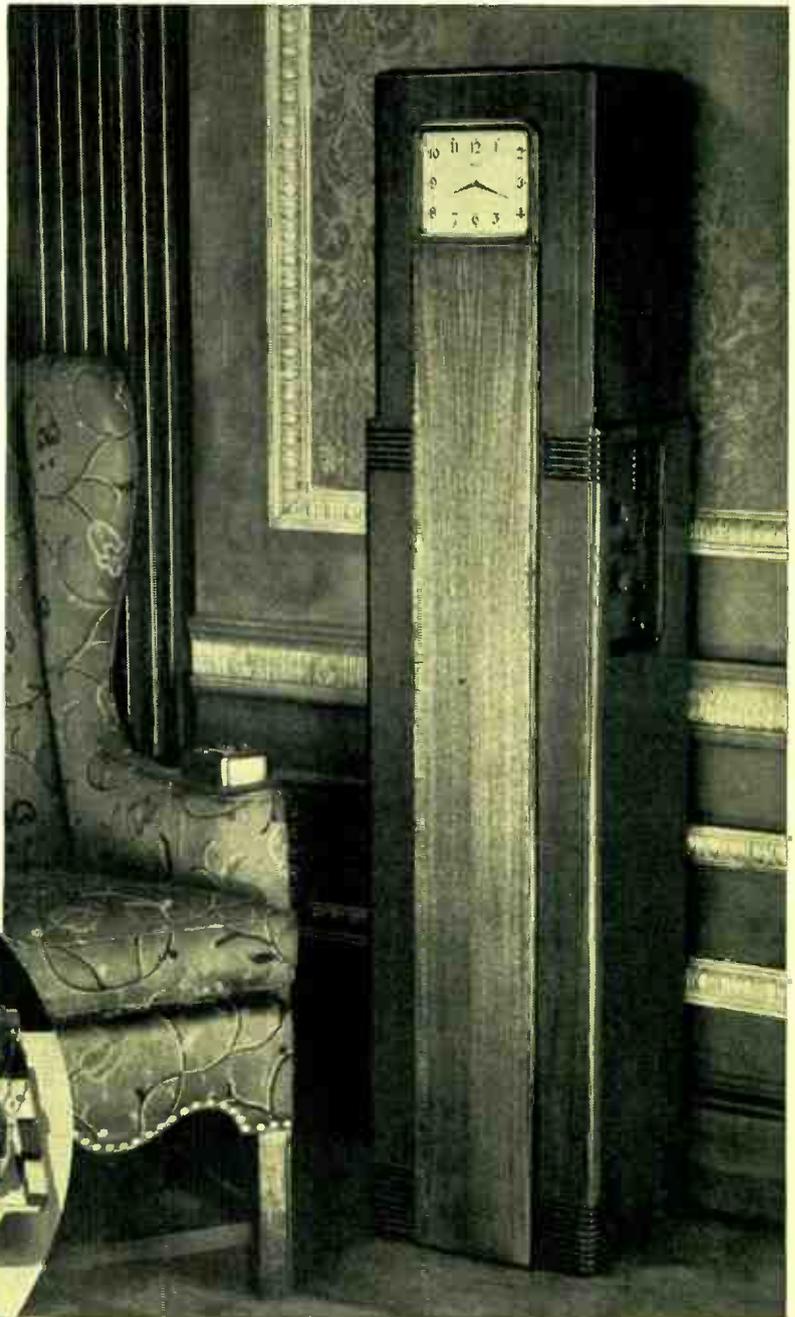
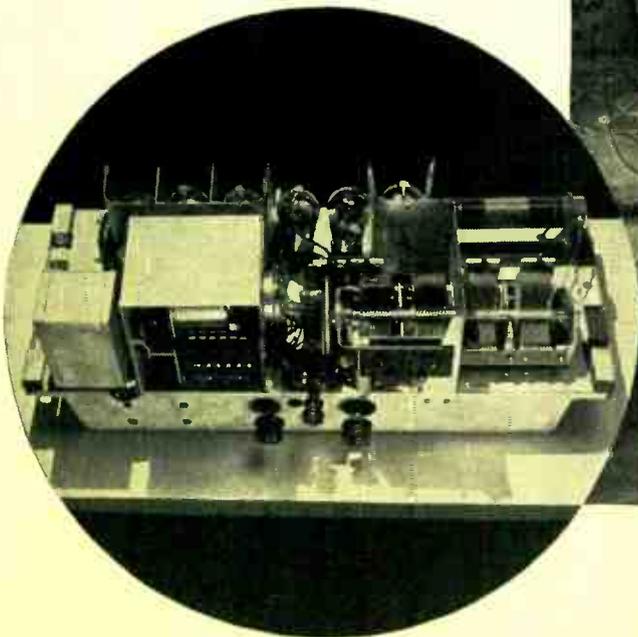
Radically New! . . .

Presents *the*



CONVENIENCE IN SERVICING. Here's the "Columaire" with back removed. It's easy to get at any part—far more easy than any other set. And being so compact it's a one man job to install!

YOU KNOW THIS CHASSIS! It's the nine-tube screen grid superheterodyne that's found in the WR-6 and WR-7. The same circuit that gives Westinghouse Radio its ability to lick the "tough-spots".



SMALL HOMES AND SMALLER APARTMENTS find in the "Columaire" the answer to a radio fan's prayer! Here is full size radio—radio with unmatched tone—sharp selectivity—high sensitivity—and it takes up less than a single square foot of floor space! It fits in anywhere.

Westinghouse Radio

"Columaire"

TRADE-MARK REGISTRATION APPLIED FOR

A FULL-SIZE, FULL-TONE RADIO THAT TAKES LESS THAN ONE SQUARE FOOT OF FLOOR SPACE! NEW SET HAS 24 EXCLUSIVE FEATURES

One look at the "Columaire" tells you—Westinghouse has pioneered again! Look again and see how much!

The "Columaire" is less than one-foot square at the base. That's new. It stands five-feet high. That's new.

It has an inbuilt electric clock. That's new. It has controls and dial on the side—out of sight, yet easily reached and read. That's new.

The "Columaire" is a rectangular, wood pipe, open at the bottom, with the speaker at the top—directed upwards. That puts a five-foot air column directly behind the speaker.

And gives a long baffle—double that of the usual cabinet—bringing out low tones that have been missed before.

And a new feature—an acoustic harmonizer in the speaker—sharpens and clarifies articulation.

No set—even the most costly—ever before gave such perfect re-creation of the broadcast studio's output!

Nine-tube, super-heterodyne, screen grid circuit, with tone control, identical with the WR-6 and WR-7. Available with remote control.

FEATURES OF THE NEW "COLUMAIRE"

SMALL FLOOR AREA. The "Columaire" requires 7/8 of a square foot.

UPRIGHT CABINET. The "Columaire" is a 5-foot column with the graceful lines of a modern skyscraper.

SIMPLE IN DESIGN. There is no grille-work, no intricate carving, to catch dust in the "Columaire."

ADAPTABILITY. The "Columaire" goes any place in the room . . . in a corner, against a wall, between windows . . . and harmonizes with any type of interior decoration, regardless of period.

CONVENIENT OPERATION. Controls are out of sight, yet handy.

ELECTRIC CLOCK. An electric clock with 3 minute control feature is a part of the "Columaire".

That—in brief—is the "Columaire". The set that millions want . . .

Westinghouse Electric & Mfg. Co.
Radio Dept., 150 Broadway, N.Y.C.

PIONEER OF RADIO IN THE HOME



LESS THAN ONE SQUARE FOOT . . . THAT'S ALL! Keep a ruler handy to the "Columaire"; show your prospects how little floor space it occupies. 10 inches wide, 12 inches deep.

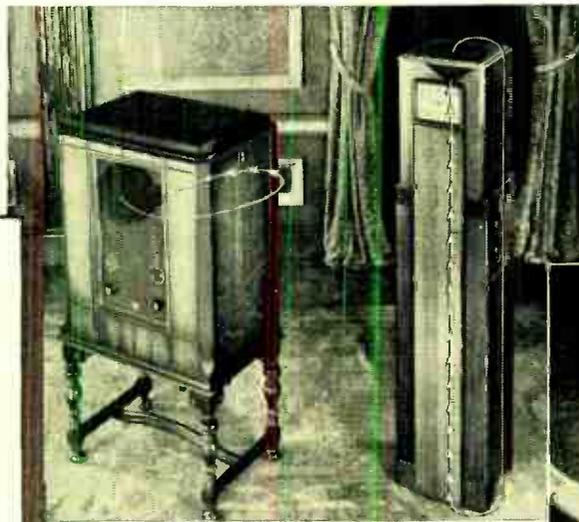
TELLING THE STORY TO 29,000,000 FANS!

The new "Columaire" will be announced in—

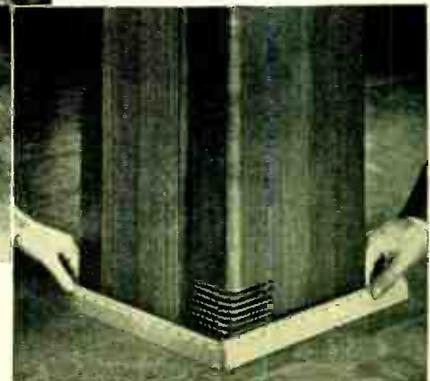
National Magazines: Double-page advertisements in Saturday Evening Post, March 7th; Collier's, March 21st.

Radio Broadcast: N. B. C. hook-up January 27th featuring "tough-spot" tests. And on March 3rd announcing the "Columaire", with special music, special announcements, Broadway stars!

"Talkies": 3,000,000 people will see and hear the Westinghouse talkie picture, showing the new "Columaire" at Paramount Publix Theatres throughout U. S.!



HERE'S THE LONG BAFFLE. The shorter the baffle, the fewer low tones you hear. Notice the difference in baffle in standard style cabinets (left) and the "Columaire" (right).



To secure the best service to your reply, be sure to mention

World Radio History

The Talking Machine & RADIO JOURNAL

IT'S EASY TO IDENTIFY 1931 TUBES

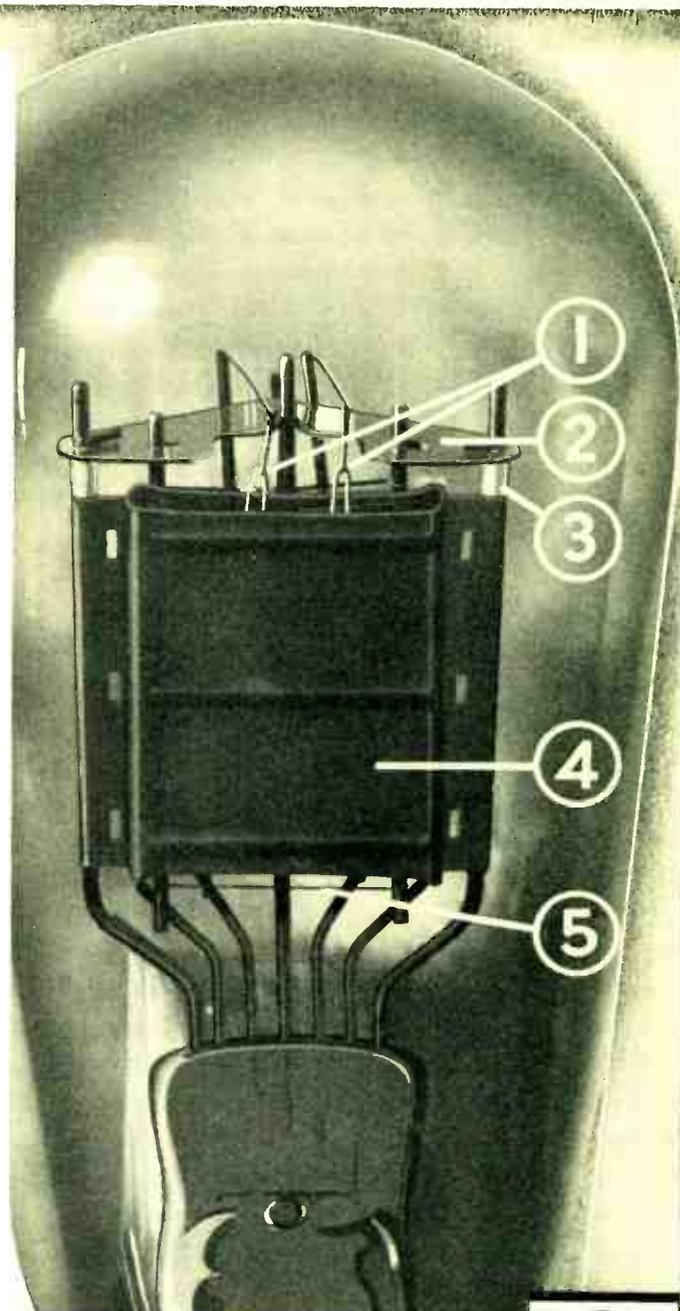
② Look for these Power Tube Refinements

The loud-speaker voice can be no better than its power tube lungs. That is why De Forest engineers have spared no efforts in refining power tube design. In the De Forest 445 Audion:

1. Special alloy filament insuring intimate contact between coating and base metal. Extreme ruggedness. Uniform resistance throughout life.
2. Mica spacer maintaining proper spacing of elements for positive characteristics.
3. Ceramic spacers keeping mica spacer clear of grid.
4. Ribbed or reinforced plate insuring uniform operation at all temperatures. Buckle-proof.
5. Molybdenum grid wire—20 times the cost of usual nickel—with extreme melting point permitting complete degasification.

These and many other advanced features found in every type of fresh De Forest Audion, insure the 1931 performance of the 1931 radio sets.

This is the second of a series of debunking messages dealing with 1931 radio tube features. The entire story, of vital interest to radio consumer and trade alike, is yours for the asking.



de Forest
AUDIONS
RADIO TUBES



DE FOREST RADIO CO., PASSAIC, N. J.

After all, there's no substitute for 25 years' experience



FADA
Radio

NEW!

FADA
Radio

First with Hi-Gain Super-Neutrodyne



The Newest Member of the Fada Profit-Making Family

FADA Leads Again!

WITH this amazing new Fada selling at \$84.50, complete with tubes, you can now profit from Fada's reputation in the lower, as well as the upper price levels!

The new model No. 43 will reach that vast public who want to pay less than a \$100.00 for a radio and still want a good one. It will also sell high-priced Fadas for you. It lights new interest in the Fada line. It permits easy "trading up" on increased traffic.

In other words, Fada now gives you a line that takes in every established price market in radio, from top to bottom — a line that you can concentrate on to the increase of volume and profit!

A Powerful Compact Seven-Tube Full Fledged Radio Receiver

MODEL 43 **\$84.50** Complete with Fada tubes

- Push Pull Amplification**
(Two E-215 Power Tubes)
- Four Variable Tuning Condensers**
- Three Screen Grid Tubes**
- Screen Grid Power Detection**

- Tone Quality**—Surprisingly good—superior by far to that ordinarily expected in merchandise of this classification.
- Sensitivity**—The ability to secure distant stations far beyond that ordinarily encountered even in high priced sets.
- Selectivity**—The ability to separate stations on close wave lengths—and of a degree heretofore encountered only in radio sets many times the price.
- Volume**—Undistorted—more than can be used in the average home and more than ample for most effective store demonstrations.
- Dynamic Speaker**—FADA full tonal range extremely efficient in all frequencies.

Pre-Selected Tuning—Eliminates cross talk or domination by powerful local stations—a desirable element heretofore encountered only in the highest price merchandise.

Double Contact Volume Control—Establishes distortionless operation and assures satisfactory results even when close to a powerful station.

Chassis Vibration Control—New system of condenser mounting permits full power output from push pull audio stage without internal vibrations.

Shielding—Complete metallic shielding and double shielding on important points.

Pilot Lamp—For illuminating dial and indicating whether receiver is 'On' or 'Off.'

Dial Marking—Not only in kilocycles and wave lengths but also in the regular 0-100 scale to permit easy identification and easy refinding of any station.

Cabinet—Undisputed and unrivaled beauty. The "How can it be done for the money?" variety.

Approximate cabinet dimension: 12" high, 15 3/4" wide, 12" deep. Approximate shipping weight 38 lbs.

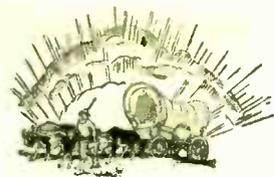
(Same price west of the Rockies—also available for 25 cycle operation at slight increase in price.)

F. A. D. ANDREA, Inc., Long Island City, N. Y.

1920 • SINCE BROADCASTING BEGAN • 1931

To secure the best service to your reply, be sure to mention
World Radio History

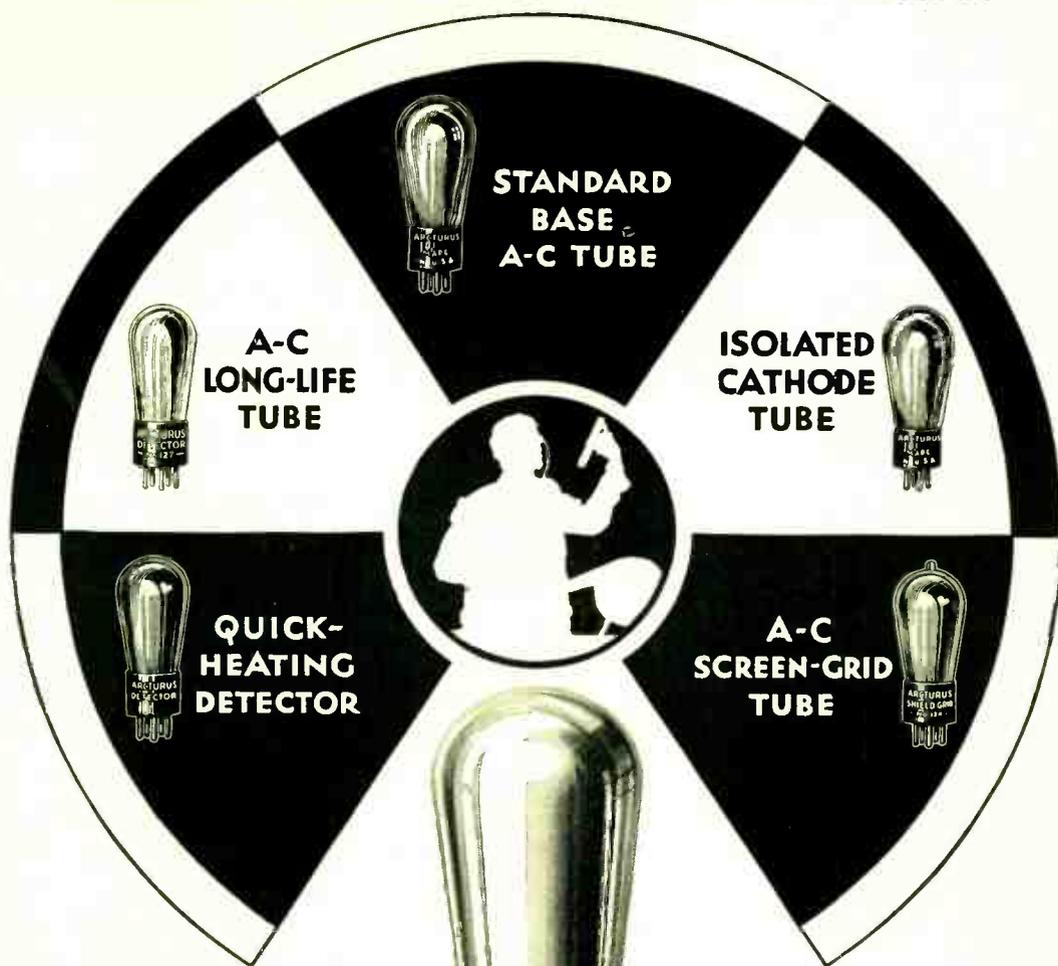




ARCTURUS

TRAIL BLAZER *of the* **RADIO INDUSTRY**

has won its leadership in the industry by consistently pioneering new tube developments



Five times in three years Arcturus has been the first to blaze the trail with these new and important contributions in radio tube design. These guiding principles in the art have been backed by advanced sales and merchandising policies which spelled greater profits for the dealer and gained for Arcturus a dominant position. Each time the radio industry has fol-

lowed the trail blazed by Arcturus; each Arcturus development has accurately forecast the trend of radio progress; each new Arcturus contribution quickened the public acceptance of radio.

In formulating your own plans for the future, consider this—

Consistent retail profits are insured by products that have the Habit of Success.

ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.

"The TUBE with the LIFE-LIKE TONE"



Glad. Henderson, *Editor*
 Daniel Webster, *Managing Editor*
 Raymond Ganly, *News Editor*

Vol. XXX FEBRUARY, 1931 50c a copy
 No. 2 \$5.00 a year



As we see the business

ARE RADIO WHOLESALERS contented to run things like war scouts, each one strictly on his own individual merit? The situation in radio wholesaling today deserves and commands a close co-operation between all the wholesalers of the country, because if radio is properly handled this group will gain a control over the distribution that will be of marvelous aid to manufacturers in an attempt to clean up a marketing condition that is now what the French call "pouilleuse."

SO FAR, THE RETAILERS HAVE been able to throw not only a monkey wrench but a couple of steam rollers into the merchandising mechanism, which manufacturers have been trying to operate smoothly. It was no fault of the lubricant, because oil galore has been used by manufacturers to maintain an interest on the part of dealers to sell radio, but the condition has been so exaggerated, with the aid



of wholesalers, that radio manufacturers are now buying business, in addition to paying for all the other marketing forces which should be exerted by wholesalers.

MANUFACTURERS ARE NODDING their heads with an "I wonder" attitude, and are becoming fearful that the trend in other lines for the elimination of wholesalers might be a proper move in radio. The trouble seems to be that all wholesalers are considered as one group, whereas there are two types of wholesalers: good wholesalers who understand marketing, and the chiseling wholesaler whose grandparents were safe robbers—in those days people breaking into safes used chisels. A good wholesaler can handle the manufacturer's business in his own territory at a less cost than the manufacturer can do it direct. We have proved this over a number of years in contact with houses who use both wholesalers and branches, or sell direct in some places.

THE DISINTERESTED ATTITUDE of the wholesalers about getting together is making it exceedingly difficult for the good wholesaler who is willing to get together, and is permitting the other type of wholesaler to undermine the entire market, so that it is quite customary today for dealers to quote 40% off list in the first minute's conversation with a customer.

OUR BRINGING UP HAS BEEN IN a wholesome atmosphere where the wholesaler took great pride in having a clean market for manufacturers. A dealer who then cut prices got a sock on the nose, either by having a line taken away from him or by having some tough salesman tell him exactly what his menu should be. Today, many wholesalers aid dealers to cut prices by dangling before the eyes of manufacturers an increased order and showing that if this is done in one city, for instance, it means a greatly increased business not only there, but the prestige of the dealer will percolate through the country. The result of the first move is that the manufacturer puts out goods for nothing, the jobber gets 5% or 10%, and the dealer gets an opportunity of cutting 40% off the list for sales, either cash or no cash, and nobody in our business gets enough to take a blonde out, not even to the motion pictures. Of course, the public thinks it gets a great bargain, and no doubt it does, with the excess of money going for their gin, which produces a very low esteem of a radio set.

WE ALL REALIZE THAT THE past year has been one of vicissitudes, but every year seems to be just as crazy as the other, and no one seems to be learning anything about merchandising or marketing. Our attitude on this is that the wholesalers working together can become a most powerful force in a street-cleaning job that must be done in order to preserve

any semblance of a radio market. Wholesalers should get out of their office and get around with their traveling men, because a dealer appreciates a call from the head of the house, and the salesman also likes the co-operation. Incidentally, the head of the house can tell the dealer exactly what's what, and go so far as to stop this price cutting. I know that if a wholesaler can get a dealer to shake hands with him on a move to stop price cutting that dealer will live up to it. The dealer may sign twenty affidavits that he will stop price cutting, but the dealer is rare who will violate a mutual handshake on a deal.

FURTHERMORE, A DEALER WOULD think himself crazy were he to let his salesman sell at list price, and give the salesman 40% commission, but he won't hesitate at all in letting the customer have 40% "commission," and we are willing to bet last year's Christmas tree against a Rolls Royce that if a dealer insists that salesmen sell at full price, and gives the salesmen 30%, the salesmen will sell at full price and make that money for themselves. The worst that possibly could be done would be for the salesmen to cut off 20% and keep the 10%, which, even then, gives a dealer much more than he now gets when he offers sets at 40% off.

NATURALLY, TO CLEAN THE SITUATION in any city, for a manufacturer, the guidance of the wholesaler is required. If the price cutting situation is deplorable on a certain line in a section, the wholesaler is evidently responsible for it—at least 99 times out of a hundred. With the trend towards re-sale campaigns now under way, when the manufacturer comes into the dealer's store and sells radio at full list price (charging the dealer 15% to 20%), it seems reasonable to believe that radio wholesalers should have their clothing dry cleaned and extend a mailed fist in

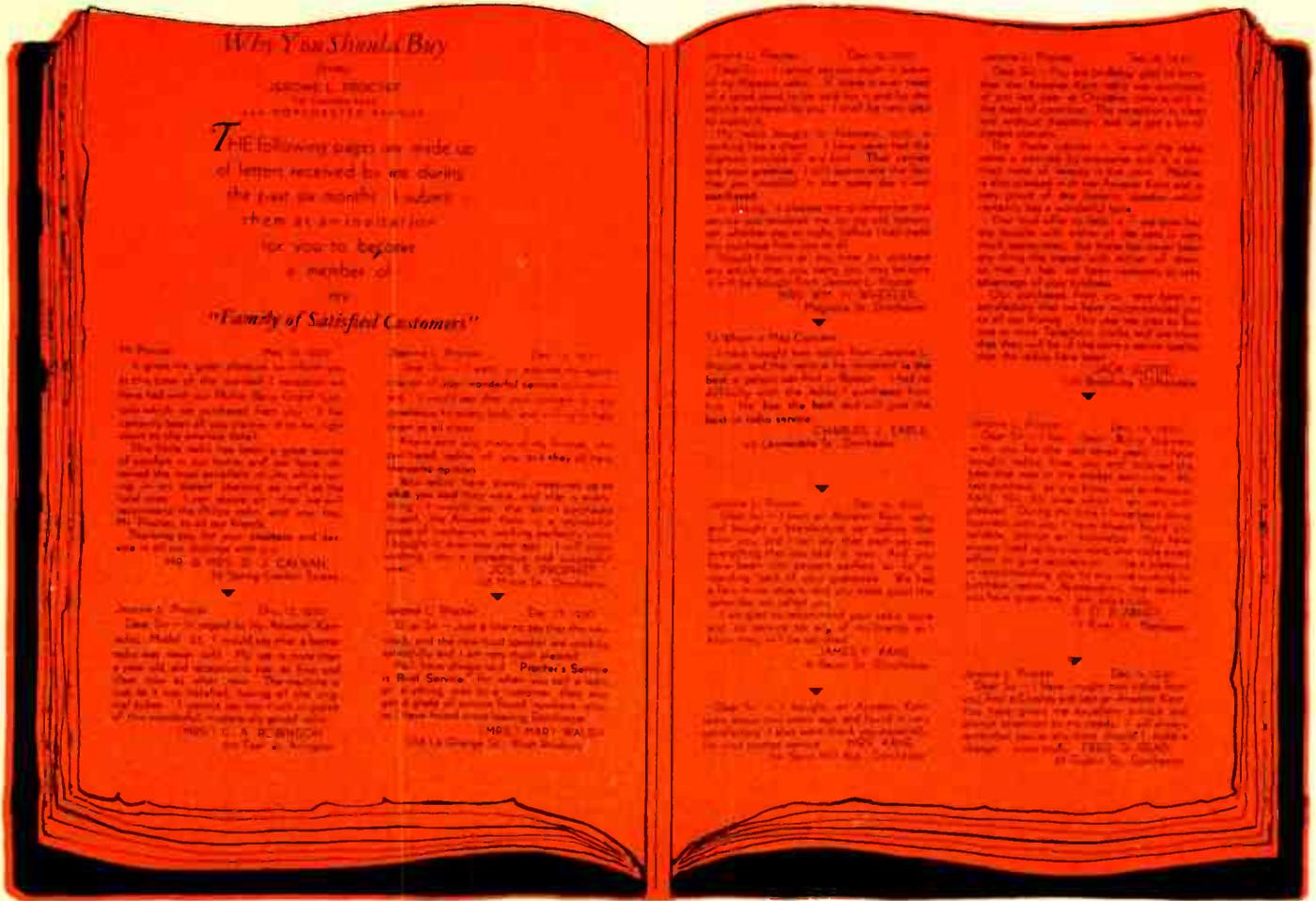
a nice white glove to dealers now, so that sets will be sold at full list prices. Conditions are certainly coming back so that full list prices will be the vogue for radio as they are with most other products.

WHAT'S THIS LULL IN THE midget business? We mean the movement of midgets from the dealer to the public, although more manufacturers are announcing midgets than ever before. Perhaps the public is taking its breath, or it may be confused with the many different prices, with midgets being advertised as low as \$24.50 with tubes. We hope the trade doesn't have to go through with midgets all the past two years' rigmarole of console earthquakes, for, if it does, Russia will be sought as a quiet health resort. There is something phoney when a midget is advertised, complete with tubes, at \$29 or \$39, or thereabouts, somewhere along the line from manufacturer to dealer. Someone is "taking it" somewhere—the supply house, the "money-sucker," the manufacturer, the wholesaler or the dealer, with the public gaining and not knowing it. \$49.50, less tubes, up to \$69.50 with tubes, is the proper price range of midgets, and even then some of the production figures we have seen on midget manufacturing would give Old King Cole an attack of acute indigestion.

A \$49.50 MIDGET, AT 40% OFF, sells to the dealer for \$29.15; at 50-10 to the wholesaler, \$22.47. About \$22 is what the manufacturer gets at regular trade discounts, but he gets less on a "deal." No matter who the manufacturer is, the materials in the set cost \$8. Some pay more, and if the materials were stolen, a "fence" would have to be paid. So to \$8 you add \$2.25 for the speaker. (Most makers pay more, up to \$3 or \$3.25, as it is "unethical" to chisel on speakers. The \$2.25 speaker price is for quantities.) The cabinet would figure \$1.50 to \$2, includ-

ing packing. At the minimum, we now have \$11.75, with no labor costs, no overhead, and no profits. Labor will run from \$5 to \$7, but let us add the half way figure of \$6, giving \$17.75, to which is now added the overhead of from \$4 to \$6 a set, depending upon the cost of selling, advertising, bringing the cost (taking the middle figure of \$5) to \$22.75, which is then sold to the wholesaler for \$22. Let's consider we are wrong, and that the manufacturer is the most skilful one in the country, so instead of \$6 for labor costs, we add the minimum of \$5, and his cost of selling is the lowest, which adds only \$4. \$5 and \$4 are \$9 (aren't we slick at figures?), added to \$11.75 (bare cost of materials) gives \$20.75, and with the price to the jobber being \$22, there remains \$1.25 net profit, per midget. These figures cannot be challenged, because they are right for midgets retailing at \$49.50, less tubes, and are based upon quantities.

SO WHEN YOU SEE MIDGETS BEING advertised at \$29 or \$39, with tubes—or even without tubes—something is wrong somewhere, taking into consideration to-day's standard of midget manufacturing. If you are offered a cheap priced midget line, you may have them for a short time and soon find yourself running an orphan asylum. If you are offered a job lot of midgets "cheap"—distress stuff—that is another story, and you handle the sets with the risk to yourself, and we're not trying to give you advice on policies in a midget analysis. For a staple selling diet, however, we do urge standard brand lines of known re-sale power as being the best type of midget for making a retail profit. Of course, we know dealers who advertise a \$28 midget, and who would fire the first salesman to sell one. Using a \$28 midget for a "shift" corresponds to the "50c Luncheon" sign on the restaurant window, which you find, when seated at the table, does not include soup, coffee and dessert.



Customers are his salesmen



WHY should people buy radio sets from you? If one of your prospects wants a set, is there any compelling reason for him to come to your store instead of any other radio shop in the town? Can you offer him anything the other dealer can't?

Jerome L. Procter, energetic radio dealer in Dorchester, Mass., solved this problem before radio prospects began "shopping around" and now he is able to offer every customer a hundred reasons why he should buy from "Jerry". It is the testimonial idea again, dressed up in a new guise for radio merchandising.

Jerry has been gathering testimonials from the people to whom he has sold radio from his earliest days to the present. These he printed in a book which is handed to every prospect that he knows is interested in radio. Out of the hundreds of testimonials, in a comparatively small city like Dorchester the prospect is pretty sure to find a letter from some he knows or has heard about. It is like a personal friend recommending that he buy from Jerry. The cumulative effect, too, of seeing the

written statements from hundreds of his townspeople, convinces him that Procter's is a good place to buy.

So that he can get the greatest advertising value from these letters, Jerry has reprinted some of them in a smaller book which he distributes freely through the mails.

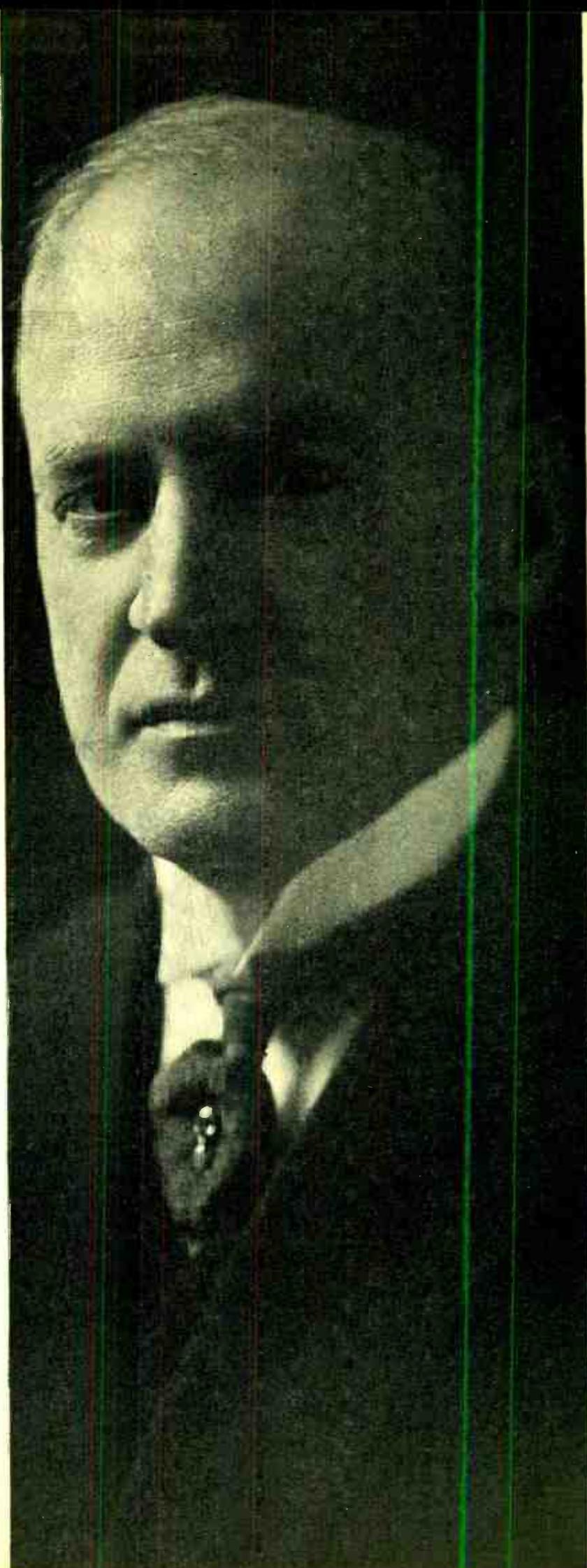
"I carry only quality merchandise," Mr. Procter told us, "which makes it easier to get testimonials. That is one of my 'Ten Commandments' and my other nine are: Every sale at a full list price. Every customer pleased or his money refunded. No distant reception promised. Every customer thanked for his purchase. Every customer shown how to properly tune his set. Every service call attended to at once. Telephone calls answered pleasantly and seriously. No employee permitted to assume an independent attitude. No time limit on my guarantee. Every customer a walking, talking billboard."

What Jerry Procter has done, any dealer can do, providing he has been selling radio in a manner to guarantee his prestige. The smaller the community, the more effective this plan, for more likely is the prospect to recognize names he knows.

T. M. Griffith

The JOURNAL presents
as prominent merchant of
our industry for February,
1931, T. M. Griffith, Presi-
dent of the Griffith Piano
Co.

February, 1931





Pooley Desk

Hiding the radio

Sets that are different close the difficult sale



RECENTLY there has been a strong revival of the idea of concealing the radio set in some useful piece of furniture. The plan is not new, but today it assumes a new importance, for it gives the radio dealer an additional sales argument that will interest more customers and distinguish his line. Macys' in New York, has been one of the biggest exponents recently of this new sales slant, and has found the idea very practicable.

From the earliest days of radio we have seen sets concealed in various pieces of furniture, ranging from desks to chairs, and even pianos. One manufacturer several years ago created a great deal of interest in his line by offering one model in the shape of a secretary desk. Dealers themselves have been alert to capitalize on this idea. Chester Abelowitz for a number of years was selling "tailored" models at prices ranging well over a thousand dollars through the simple expedient of putting the radio sets into fine period cabinets.

By switching the attention from the radio chassis to the cabinet, dealers have been able to greatly increase the unit sales price. The man in the street has a pretty good idea of what he should pay for a radio set, and no matter how fine the tone or how finely finished the cabinetry, if it is presented only as a radio set it is judged in comparison with other sets. In order to offer something different, dealers have frequently bought furniture and built a standard chassis into it. With a desk or table which retained its own innate usefulness as well as housing the radio set, they have been able to build up the price to whatever they wanted to ask. Recently a number of manufacturers have solved this problem for them by offering to the trade radio sets in useful pieces of furniture. Classical examples of this trend today are the Kiel table and the Pooley models.

With the advent of the midget radio set and the midget chassis, it has been possible to fit the radio into half the space it previously required. Manufacturers have been quick to seize this opportunity to devise cabinets which would in no way look like a standard radio set. The midget radio set has been hidden in small

pieces of odd furniture and tucked away in a drawer of a desk. With the designing of super-heterodyne midgets and midgets in combination with talking machines, this trend seems even more pronounced. Those who have objected to the low price of the midget see in this use the possibility of bigger units of sale.

One of the influences which is speeding this development is the desire of the manufacturer to offer his trade something which is obviously different than the models sold by every other dealer. Radio cabinet design has been accused of slavishly following a fixed pattern so that every set is immediately recognized as a set and not quickly identified by make.

Commenting on the necessity for "different" radio cabinets, W. M. Schneider, manager and buyer of Gimbel Bros. radio department, said in a recent interview in *The JOURNAL*: "I believe the radio of the future is either a double-purpose cabinet or a midget. With the present uniform excellence of good sets and a stereotyped cabinet, there is nothing to sell the customer on any one set. There is already a very



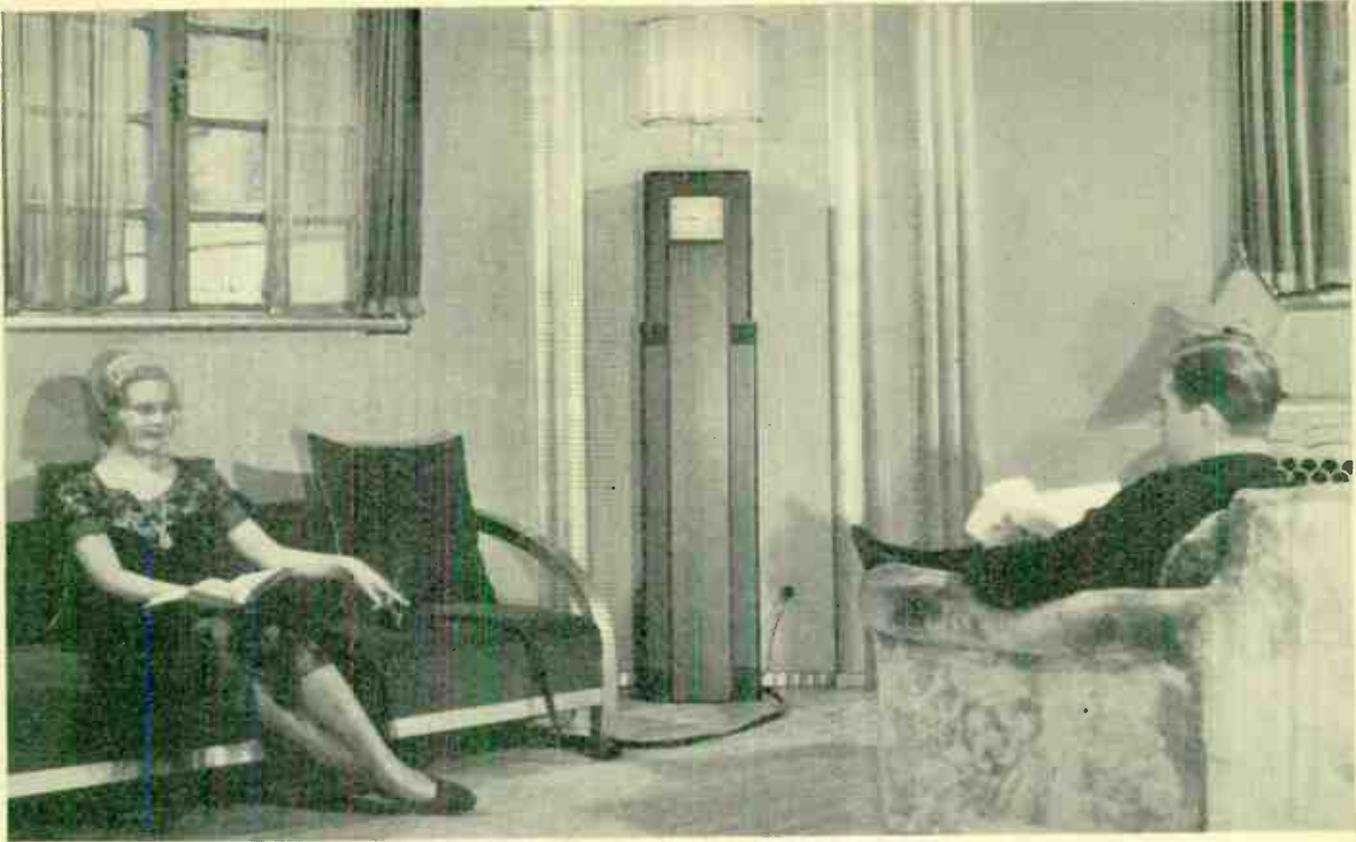
Kiel Table

real interest in a double-purpose model, and the customer can be sure of having a handsome and useful piece of furniture even if, in a couple of years, he throws the radio chassis away. The customer is willing to pay more if he feels that he is getting a usable piece of furniture in addition to a radio."

Other men intimate with radio marketing have pointed out that one of the big reasons for the popularity of the midget, in addition to its low price, is the fact that it is inconspicuous. A num-



Melody Chest



The Westinghouse "Columaire" takes less than one square foot of floor space

ber of people, they say, want a radio but they do not want a radio cabinet in the house. No matter how fine the cabinetry, they do not want something that shouts, "Radio". These people have been buying midgets because they can put the little receiver into an inconspicuous corner. They are just as much prospects for sets concealed in furniture at four and five times the price.

The recent contest conducted by Westinghouse to unearth a distinctive design for a radio set not only follows this trend but also proves it. The tremendous interest it produced among the public and the thousands of excellent designs submitted show that the average man is keenly interested in sets which are "different".

Another sales appeal, which merchandisers wise to the quirks of human nature have been quick to use, comes from the fact that there are always some people who want something different. If ninety people in a hundred have recognized radios, there are ten people who will go out of their way to find something unlike them. Regardless of the intrinsic utility of concealing the set in a desk, these people will enjoy springing such a surprise on their friends. Fortunately this is not the sole appeal of the disguised radio, but



Gulbransen Minuet



Crosley Desk

it is an important one in selling.

A word of caution should be included. Because a set is different from all others, it is not necessarily a better seller. A couple of unusual models have had tremendous sales, but many have been dead lumber. Most people will always buy what other people are buying. It is for the individual, not as a rule for the masses, that the "different"

set is designed. It brightens up the dealer's entire stock and gives him a chance to reach those customers never before satisfied with radio cabinets.

Remote control is playing its part in the trend towards making the radio set a concealed feature of furniture. With the ability of doing away with the control panel, the only part of the set that needs to be unobstructed is the speaker. This part has been the subject of many ingenious placements, pointing upwards towards the ceiling or down to the floor. Manufacturers claim that these arrangements overcome directional effects by spreading the sound evenly around the room. Thus with the chassis hidden in furniture, the control becoming a panel on an end table and the speaker hidden above or below the cabinet, these radios are practically invisible.

Demonstration records help us sell dealers and help dealers build up their radio sales

From an Exclusive Interview with

Nate Hast

Sales Manager, May Distributing Corp.



DEMONSTRATION records have conclusively proven their worth as a sales maker, in the opinion of Nate Hast, sales manager of the May Distributing Corp., Philco distributors in New York. The sales-pulling powers of the demonstration discs have influenced not only retail purchasers but radio dealers as well, he finds.

"When Philco first introduced a demonstration record, in the spring of 1930, there was a surprising reluctance on the part of retail dealers we contacted to use this new selling aid," he stated recently. "Possibly there was a feeling that such an innovation merely complicated selling procedure. In every instance, however, the record invariably proved a closing argument in taking our franchise. The dealer, following the directions of the voice on the record, was quick to realize the reaction of a radio purchaser who did likewise."

"The record was a fine piece of selling work," Mr. Hast explained. "The prospect was entertained and instructed at the same time. He experienced the enjoyment of playing with the set himself, instead of watching a salesman demonstrate it. The record, in short, helped the set sell itself."

It was directly due to the demonstration record, Mr. Hast affirmed, that one of the largest furniture and radio chains in New York City was induced to carry the Philco line exclusively. The organization in question, Spear's, on 34th Street, was enthusiastic about the Philco line, but, like other chain or independent

stores, carried several other lines as well. Mr. Hast organized a meeting of Spear's salesmen in New York and in Brooklyn, and featured the demonstration record before the twenty salesmen attending each meeting. The radio sales drive on Philco was so successful that Spear's decided to carry the Philco line exclusively. Full-page advertisements in New York City newspapers, headed "We're Like a Hen with One Chick," announced Spear's concentration on Philco. Not only was a splendid showing obtained in total radio sales, but the percentage of higher-priced combinations sold by the retail salesmen was stepped up.

Since then Mr. Hast has made the demonstration record a standard feature of his talks before sales meetings of such large retail organizations as Vim, Walthal, Barrett Tire, and Ludwig Baumann's.

"While this instance shows the effect of demonstration records on sales only indirectly, I have observed several other instances of its work on the actual retail firing line," he continued. "While Spear's is a large chain carrying a variety of departments, I recall one case where the demonstration record proved its worth in a neighborhood radio store.

"The K. C. Radio Company, at 150th Street and Broadway, serves the Washington Heights neighborhood. Its proprietor, Fred Kussin, had worked up a sound radio business, but carried no record department.

"I induced him to listen to the demonstration record. He sat down before it, listened to it, and you could almost see his sales resistance wilt visibly. 'Now, take that record and try it out on your customers,' I advised him. He agreed to take a single combination, and together we worked out a plan whereby he installed a small rack of records to take care of the growing record business developing through combinations.

"That single set sold almost immediately. Mr. Kussin ascribed the sale to the demonstration record. He ordered several more, and since then he has consistently sold a respectable quota of combination sets. He has enlarged his record department; instead of an ordinary radio inside his door, he plays records over a combination Philco, and he uses the demonstration record as a sales-maker not only for combination sales but for straight radio sales as well. In several instances through its use he has switched purchasers from an ordinary cabinet model to buying a higher-priced combination."

These records help you sell radio



RADIO today is bought and sold on tone and one of the most efficient means of proving the capacities of a receiver is through specially recorded demonstration records. This does away with the local troubles of faulty installation, interference, static, and outside noises. Radio manu-

facturers offering records to dealers include a carefully-worded plug for the set, rounding out whatever the salesman may say.

One of the most important features of the demonstration record is the way it helps build up sales from low-priced instruments to combinations. No matter what model is being sold, the record demonstration can first be made from the combination.

Manufacturers are alert to the use of their own records by dealers, the recording companies early leading the way. For instance, Victor, back in November, 1929, launched a national program to put over the story of tone. One of the important features of the program was a specially prepared demonstration record containing on one side a selling talk on the importance of tone and on the other a march composed by Nat Shilkret and played by a full symphonic orchestra. More recently an instruction record was sent to dealers with the new combination.

Brunswick has several records to demonstrate its radio. One is for the automatic, another to demonstrate tone control and a couple for theatre presentation.

Columbia has used demonstration records for over twenty years, according to A. W. Roos, manager of distribution. At the present time, this company offers dealers a series of ten different electrical transcription records for local broadcast purposes.

The national broadcast of the Atwater Kent line last August, when an orchestra was taken to pieces and re-assembled over the air, caused such enthusiasm that it became the basis of a demonstration record. Dealers using this record are instructed to show to their customers that radio tone must be as good as the phonograph rendition.

Philco's demonstration record was announced at the trade show last year to assist the salesman demonstrate the shadings of tone possible on these receivers. The tone control is self-demonstrating with the record.

Stromberg-Carlson has been investigating the value of

demonstration records, according to H. A. Beach, radio manager, who points out: "Unless a record is most carefully made and high-class artists used, it could not possess value from a selling standpoint."

F. F. Paul tells us that the Sentinel organization has a demonstration record in mind and will unquestionably use one in the near future.

Interesting ways in which demonstration records have been used to clinch sales are numerous, and one of the best which has come to our attention is the experience of a Capehart dealer. This dealer was trying to sell an automatic to his city park board, but the year's budget was exhausted. He then went to thirty-six retail merchants and at the rate of \$50 each he sold them advertising which was recorded on both sides of a phonograph record. The record was placed in the Orchestrope with twenty-seven selections of recorded music. Thus, during a program of three hours entertainment, each merchant's advertising was broadcast to the crowds in the park through the sound amplifying system.

This idea proved so successful that the same dealer repeated it in three adjacent towns, completing the sale of four large-size Capehart installations, satisfying the merchants, the park boards and his own pocket-book. It is a splendid example of what a dealer can do through personal application to his own problems.

Demonstration records can greatly aid the dealer selling through home demonstrations. Frequently much effect is lost in the sales presentation when a temporary installation has to be excused. The record will prove the radio's capabilities.

Customers will pay this kind of service bill

Tell the owner exactly what service you are giving him and charge for it

THE average customer does not expect something for nothing. The experience of hundreds of successful dealers has been that customers are perfectly willing to pay for service if they are convinced they are getting the kind of service they want. The restaurant which charges for bread and butter is not going broke even if there are a hundred others giving bread and butter with meat courses. Most people know that they are paying for their rolls in one way or another.

Too much of the losses incurred by many dealers in their service departments comes from the dealer's own timidity. He is afraid to charge for service. In order to cut down his losses on free service, he trims his service department and his customers are getting exactly the kind of service they pay for. If he had the nerve to charge and then gave the kind of service that's worth money, he would find that his competitor's claims of free service wouldn't take any customers excepting the ones he doesn't want.

On this page is reproduced the service bill sent out by the Radio-Electric Co. of Jamaica, N. Y. A glance tells the customer that his set has been tested, the trouble located and remedied, and any necessary materials furnished. He sees what he's getting and he is willing to pay for it. The messages in the margin of the page help along the speedy settlement.

RADIO-ELECTRIC CO.

HILLSIDE AND MYRTLE AVENUES
(8604 - 117TH STREET)
RICHMOND HILL 9776 AND 7014

Paul Lang
Prop.

Terms are Net Cash.

By paying our own obligations promptly and in accordance with the seller's terms, we get the very best service and co-operation

Prompt payment by our customers reduces our overhead and our prices.

Special terms and time payments upon request.

Date December 30, 1930.

<input checked="" type="checkbox"/>	Call to customer		
	Inspection only, <input type="checkbox"/> Rough test		
<input checked="" type="checkbox"/>	Complete test of tubes, power & ckt's AK 40, showed reading OK, set playing, but BC in PP caused Pick-up of equipment/ins pitch to turn out		
	Shop test		
	Take apart		
	Remove and Replace		
	Materials:		
	Customer did not want anything further done		
	Rough Broadcast Test		
	Reassemble		
	Final Broadcast Test		
	Return and reinstallation		
	Charge for calls, tests, service, etc.		

Paid by check cash - Thank you - Lang Total 3

Received Payment:

Guarantees

We carry out the guarantee given by the respective manufacturers radio sets, speakers and power units.

All repair work is thoroughly tested in our shop or in customer's house before the job is approved by us. Because of its difficult and complex nature, repair work cannot be guaranteed beyond that point.

If you have any fault to find please notify us immediately. We also suggest that you keep this bill in your radio set, for future reference. Thank you.

W. J. Barkley

The JOURNAL presents
as prominent merchant of
our industry for February,
1931, Wm. J. Barkley,
Vice President, De Forest
Radio Co.

February, 1931



9 Scranton dealers get 80% of the business

Excellent conditions prevail due to concerted action of leading dealers

By Ray Ganly



ENTRE of the anthracite industry, boasting the country's largest lace mill, and identified with the manufacture of some score of prominent products, Scranton, in Pennsylvania, presents one of the cleanest radio pictures in the United States.

With an estimated population of 150,000, and a trading area embracing half a million, Scranton has 11 radio distributors and over 50 radio retailers, many of them contacted by distributors in Philadelphia and Pittsburgh.

Largely due to distributors' efforts, inaugurated in 1926 or thereabouts, and the Retail Radio Association of Scranton, the dealers of the town quote complete installation prices. Such favorable policies as the following are practiced by Scranton radio merchants:

- (1) 6 per cent carrying charge;
- (2) \$10 aerial installation charge;
- (3) \$1.50 service charge after 90-days guarantee expiration;
- (4) demonstrations not given to "joy riders"; Chamber of Commerce keeps strict tabs on all prospects who have had three or more demonstrations and didn't buy; most dealers, in any event, generally get at least a \$5 deposit before demonstrating; 48 hours the time limit;
- (5) very little dumping of distress merchandise.

Of course, things are not all to the good in Scranton. Money is tight there just as it is everywhere else. Besides the basic industry (coal) of the vicinity has been hit ever since the strike of five years ago. Other industries, too, have felt the pinch of the times. "The basic payrolls of this community," according to the Chamber of Commerce bulletin, "are those that arise from our coal mines, railroad shops, manufacturing shops, and from operations of adjacent farms, other payrolls being secondary to those mentioned, because they are largely dependent on them." Radio, naturally, looks forward to better times. Price appeal doesn't seem to influence prospects much, unless it's unusual. Profits were split up among fewer dealers in 1930.

Among leading Scranton radio retailing outlets are: The Scranton Talking Machine Co., Household Outfitting Co., Stoehr & Fister, The Edison Shop, North Eastern Radio Co., Alpertz Furniture Co., Frank Megargee,

Thomas Music Co., P. C. Peuser. These nine dealers get the bulk of the town's business, a consensus of Scranton radio wholesalers revealed. Twenty-five per cent of the Scranton dealers are doing 80 per cent of the business, is another conclusion drawn from reports. There are at least five furniture stores in the Scranton trade, about six radio and talking machine stores. Lately many automotive and accessory houses have begun selling radio, and dealers look to more new faces in the fold because of the progress being made by refrigeration as a side line.

Until recently, the city had the benefit of the Lackawanna Radio Club, composed of radio set owners and dealers. The Club was instrumental in bringing about better reception in Scranton and overcame to some extent ill effects from dampened signal strength, perhaps due to metal deposits underground. P. C. Peuser, Majestic dealer and chairman of the Retail Radio Association, functioning since 1926 and meeting every second Thursday, is anxious to eliminate all noises and interferences in the neighborhood. He wants his association to employ a "trouble shooter," and is urging the electric light and power companies to send out a man of their own to locate leaky lines. A "trouble shooter" was one of the services rendered by the recently disbanded Club.

House-to-house canvassing has been very unsuccessful in this coal mining town. The town's three newspapers, therefore, are the principal medium for solicitation. The Scranton Talking Machine Co., a pioneer in the city, advertises daily, and a rival radio dealer stated that this store "does the biggest job in the city through its newspaper ads." Its West Side location on the main street and its big foreign trade are reasons for the Scranton Talking Machine Co.'s success. Scranton radio distributors frequently utilize the two Scranton radio stations for bi-weekly broadcasts, in which their dealers are mentioned.

Scranton dealers have found that one of the most sensible things they have ever done is to eliminate "joy riders." The Commercial Association of Scranton, of which the Retail Radio Association is a division, maintains two files, one for names and the other for street and business addresses. This double checking effectually prevents the prospect from having free home

demonstrations. Members of the Retail Radio Association report to the Commercial Association the names of those to whom they have given demonstrations, what kind of set was demonstrated, how long the prospect had it, why he didn't buy, the date, etc. The Commercial Association has individual ratings on at least 8,000 up and down the Valley. Some Scranton dealers have very good averages in home demonstrations. Frank Megargee closing seven out of every ten demonstrations last year.

Most radio jobbers in Scranton expect to do 40 per cent more business in 1931 than they did last year. Radio dealers, too, are optimistic over 1931.

Deliveries, of course, are free in Scranton. Forty to 50 per cent of the dealers guarantee only for 90 days and then charge their \$1.50 service fee thereafter. Some dealers agree to service sets for a year. The down payment with some is \$30, with others \$20, excluding midgets. Practically all of the dealers have cut their stocks down to a minimum. "This year every dealer has learned to have very little inventory," according to a foremost dealer.

The Scranton dealers were not, as a whole, enthusiastic over the midget. "The sale of midgets has been felt more by lower-priced jobs than by the high-priced jobs," one distributor asserted. "The midget can't measure up very well in this locality, due to the special atmospheric conditions. We have sold a lot of them, although originally last fall we tried to condemn the midget, finally coming around to the belief that the midget set is a factor in the business, and that it will continue, probably higher in price. About 75 per cent of our midgets now in homes will, I believe, be supplanted by our higher-priced sets."

"I sold 125 midgets recently," remarked a prominent Scrantonian in radio circles. "At least 120 went out of the store with deposits of \$10 down and contracts calling for \$10 per month payments. You've got to have your money clinched in midget sales."

"With midgets," complained another dealer, "instead of getting big sales, you've now got to get two customers to the one you had before the pee-wee set. The set cuts your business in two, or you have to double your business to keep on your former financial footing."

Leading Scranton Dealers

M. Alberts & Sons 226 Wyoming Ave.	Hartman Bros. 861 Cedar Ave.	Harry Raker N. Main Ave.
John Beich 2711 N. Main Ave.	Hartman Electric Co. 500 Lackawanna Ave.	Reisman Bros. Spruce St.
Blacks Service Shop 1316 Ash St.	Hartman Radio Co. 1023 Pittston Ave.	Peter Retarkina 1302 N. Main Ave.
Bonnell & Stevens Tosch Radio Shop 2436 N. Main Ave.	Hertz Bros. Beach & S. Webster Hough Electric Co. 337 Adams Ave.	J. G. Rodriguez 1214 Mulberry St.
W. T. Bosler 236 Adams Ave.	Housers' Sporting Goods 123 N. Main Ave.	Schnoider Bros. 601 Cedar
Calvert Motor Co. 548 Wyoming Ave.	Household Outfitting Co. 312 Lackawanna Ave.	Scranton Dry Goods Co. Lackawanna Ave.
W. C. Carter Co. 535 Linden St.	Howard & Breese 302 Cedar Ave.	Scranton Easy Washer Adams Ave.
Robert E. Catherman 214 Adams Ave.	Inglis Furniture Co. 412 Lackawanna Ave.	Scranton Radio Co. 200 Sanderson Ave.
Cawley-Lovins Co. Providence Rd.	Jacobs Bros. Mulberry St.	Scranton Talking Machine Co. 305 Lackawanna Ave.
Cleland Simpson Co. Wyoming Ave.	Jerryn Bros. 205 N. Washington Ave.	L. E. Schuss 1201 Wyoming Ave.
Conrad Motor Co. Economy Furniture	Kaplan Furniture Co. 211 Lackawanna Ave.	Sears Roebuck Co. Select Furniture
The Edison Shop Washington Ave.	Kellehers Tire Co. 419 W. Market St.	Service Motors Co. 1716 N. Main Ave.
Charles Emmel 1227 S. Main Ave.	George Keller 648 Washington Ave.	Southern Nash Motor Co. Wyoming Ave.
Etzrodt Bros. Pittston Ave.	Thomas F. Leonard Co. 505 Lackawanna Ave.	Stewart-Warner Corp. 1120 Wyoming Ave.
Farbanish Electric Co. Russell E. Fern	Thomas Lynn 1919 N. Main Ave.	Stoehr & Fidler 200 Adams Ave.
Wm. Fralde 223 S. Webster Ave.	Frank Megargee Adams Ave. & Linden St.	Swick-Wild, Inc. 609 Cedar Ave.
French Cycle Co. 115 S. Main Ave.	Northeastern Radio Co. 302 Adam Ave.	Thomas Music Co. 232 N. Main Ave.
Frenchs Radio Shop 133 W. Market St.	P. C. Peuser 139 Adam Ave.	Trumbull & Penbridge Grover St.
G. W. Frishi 27 Lackawanna Ave.	Providence Radio & Electric Co. 216 W. Market St.	West. Auto Supply 218 Adams Ave.
A. P. Golka 1116 Loomis Ave.	Providence Auto Supply Radio Service & Supply Co.	Fred Westpfahl Pittston & Willow
		Williams & Riker 306 Adams Ave.
		Ziegler-Schumaker Cedar Ave.

Selling tubes by testing

**This panel has helped
our replacement sales**

By Gladys Morgan Henderson



Tube tester designed by Mr. Henderson



HENDERSON RADIO SHOP in Berkeley, California, owned by J. W. Henderson, was started by him several years ago as the first exclusive radio store in the San Francisco Bay region. It was at the time when battery sets were being sold as a side line by garages, drug stores or any shop that would give them display space, and many dire predictions were made as to the outcome of the venture. But the store was a success from the start, and it was soon necessary to enlarge, which was done as soon as the store next door was available.

Only three popular lines have ever been carried, although last year a fast-selling midget set has been added. Mr. Henderson has never been a believer in house to house solicitation to force the sale of sets, but his outside salesmen do carefully follow up all prospects. The problem of free home demonstrations and the attendant evil of "joy riders" has not been satisfactorily solved, but the losses from this source have been reduced to a minimum by a careful investigation of prospects before a set is delivered.

Expert repair men, some of them graduates of the University of California, wearing white coats imprinted with the name of the Henderson Radio Shop, are on call from 9:00 A.M. to 9:00 P.M. A completely equipped shop is maintained, with the very latest testing instruments.

Through advertising and other mediums an extensive rental business has



J. W. Henderson

been built up. A small popular set is used exclusively for this purpose, and from fifty to one hundred radios are on rental at all times. From patients in hospitals, visitors in town for a short time, and people who have always scorned radio, but who are attracted by some nationally advertised program which they feel they should hear, come the majority of calls for this service. The minimum charge is \$5.00 for two weeks, or \$7.50 for a

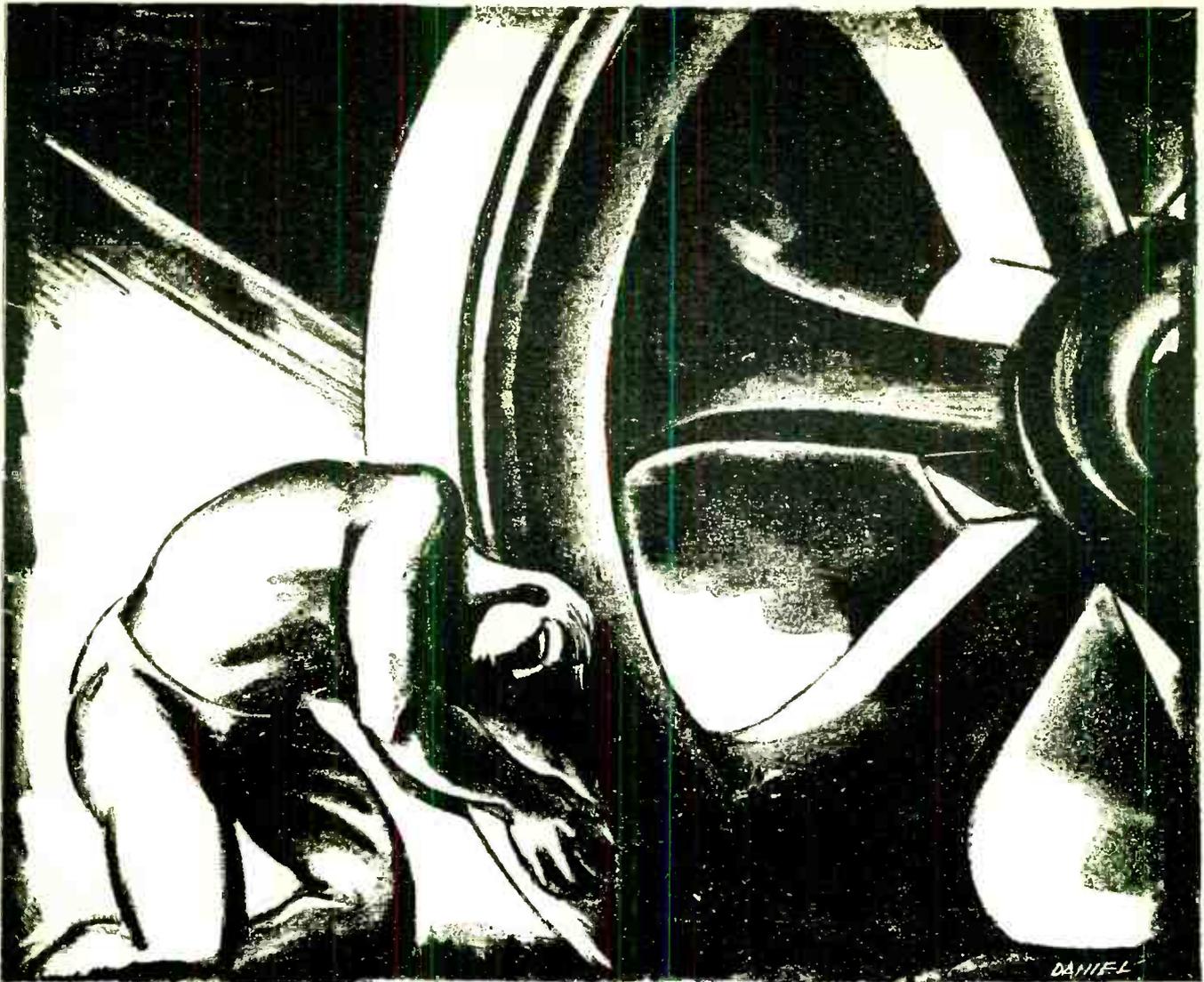


Gladys Morgan Henderson

month, which includes, of course, the installation. The first month's rental may be applied to the purchase of a new set, and in this way many sales are made to people who did not think they would enjoy a radio.

A great many customers are attracted to the store by a tube tester, designed by Mr. Henderson and made under his supervision in the service shop at a cost of \$500. This tester will give an accurate test of any tube manufactured, and will give it in such a way that the customer, without being a radio expert, can tell by a glance at the indicators whether the tube is good, fair or bad. Customers come from far and near to have their tubes tested—there is no charge for this service—and it has tremendously increased tube sales over the counter.

A modern bookkeeping system is kept, with visible files, which aid in following up credits, and an accurate statement of the condition of the business is always available. A certified public accountant makes an audit of the books once a year. Over three thousand folders contain the individual record of each customer.



Put your shoulder to the wheel!

When the cart gets stuck, a real shoulder push will start things rolling. Now is the time when an extra shove is needed—once the cart begins moving it is easy enough to keep it going along. Harder sales work, outside selling, and new merchandising ideas

are worth at least twice as much today as they ever were before or will be. Added effort applied now will get 1931 started as a real profit year!

Brunswick Radio Corporation
 MANUFACTURERS OF RADIO, PANATROPE AND
 THE WORLD-FAAMOUS BRUNSWICK RECORDS
 NEW YORK—CHICAGO—TORONTO
 SUBSIDIARY OF WARNER BROS. PICTURES, Inc.



BRUNSWICK MODEL 15
 Armored chassis. Uni-Selector and
 Illuminated Horizontal Tuning
 Scale. Tone Control. Cabinet of
 sensored and selected batt-wood
 with carved front. **\$139.50**
 panels.
 Other models \$170 up (less tubes)

BRUNSWICK RADIO

To secure the best service to your reply, be sure to mention



Automatics can best be sold by the dealer

Says James E. Johnson

*Secretary and General Manager, Western
Electric Piano Co.*



James E. Johnson is an authority on automatic merchandising. His booklet, "A Sound Line," is full of sales information.

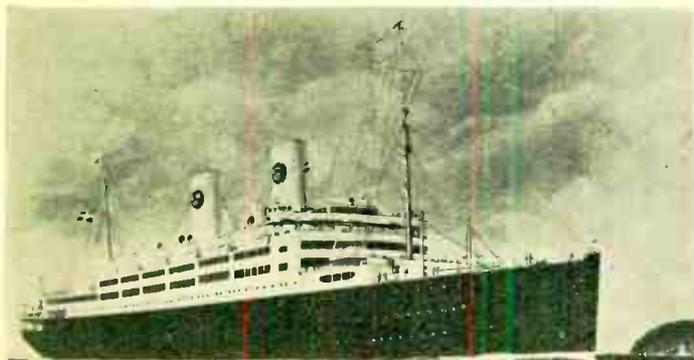


WHETHER the dealer should handle the new automatic radio and phonographs as an operator or a retailer was recently discussed by James E. Johnson of the Western Electric Piano Co. who pointed out the advantage of the sales angle. "In some ways, the dealer who resells either

for cash or on the installment plan has certain very definite advantages," said Mr. Johnson. "Perhaps the most important of these is the ability to finance his business to a higher degree of efficiency with a more constant source of income as his basis. When a good minimum cash payment is maintained, a definite amount insisted upon for each installment with a firm understanding that the full contents of the cash box each time of collection be applied to the notes, then his success depends almost entirely upon his ability to go out and sell.

"Usually the determination to operate or sell rests with the individual. Frequently the manufacturer, due

to his close contact with all manner of personalities, can judge very accurately just how to classify his agent. There is no denying the difference. Many highly successful operators fail utterly in attempting a definite program of sales methods; and vice-versa, the dealer who has built around himself a clever sales staff might be sorely disappointed in not being able to grasp the science of profitable operating. It proves the advisability of aligning with a manufacturer who understands thoroughly the ins and outs of the automatic music business."



The new motorship, "Kungsholm", pride of the Swedish American Line, has the latest Western Electric automatic model 514 phonograph, switch control, microphone and multi-speaker installation.

what do you think?

Here is the radio and music trade's arena of controversy, where anything (nearly) can be said on any subject without even being shot at. What is your "pet" aversion or your opinion on a trade topic? All dealers have a certain number of problems, and here is the space in which to discuss them. Editor—The Journal.

The Tube Racket

Dear Glad:

During the tight times that have come on the industry, 100 percent tube replacement has come to mean an unquestioned replacement of any and all tubes returned no matter how long they have been in circulation. The result has been that the replacement market, while it exists in theory, has come to be a free replacement racket.

It is definitely the attitude of the De Forest Radio Co. that prompt replacement to dealers should be made on all tubes which may prove defective or inferior within a reasonable time from date of shipment. We protest and oppose, however, replacement claims on tubes that have a normal use or that have become obsolete on dealers' shelves.

It is one thing for a distributor to deal with a tube manufacturer offering 100 percent replacement, but it is another speculation as to how long the manufacturer will be in business to make good on these boisterous guarantees. It is our purpose to issue from time to time to distributors special replacement data, consisting of confidential information with respect to code markings which have been placed on all De Forest tubes manufactured during the past few years. Each marking identifies the tube with the month of manufacture. We shall authorize the distributor to make spot replacements to dealers, we in turn making prompt replacements to the distributor providing he adheres strictly to our instructions. This will do away with the uncertainty and delay in handling dealer claims.

Yours very truly,

William J. Barkley,

Vice-President, De Forest Radio Co.

When \$8 Is Only a Scant \$6.25

A complaint has been registered with The JOURNAL regarding inaccuracy in its news columns, by a resident of Owensboro, Kentucky, who is known to the Internal Revenue authorities as Richard E. Smiley, and who is known in the trade as sales manager of Ken-Rad tubes. What does The JOURNAL care for a complaint from a Kentucky tube man? If the complaint were from a Kentucky belle, or a horse, it would be treated with dignity and with honor.

The actual complaint concerns the news story in last month's issue, about "Big Dick Smiley" phoning to The JOURNAL office from Chicago at a cost of \$8. "Big Dick" claims he spent only \$6.25 to say hello to the JOURNAL Editor, which he considers worth the money, but not at \$8. In other words, for a lousey \$1.75 an insult in the Ken-Rad manner drops onto our mezzanine.

Can a Wholesaler Sell Radio to the Public?

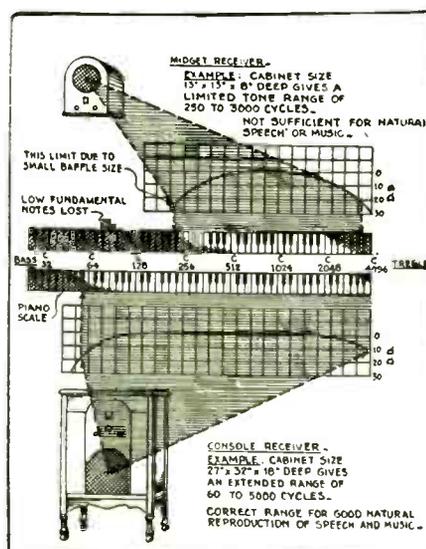
Nine radio dealers brought suit against the North Central Distributors, radio wholesalers, and secured an injunction to prevent the distributor from selling sets to the public at wholesale prices. Under the agreement approved by Circuit Judge Walter Schinz, the wholesaler must sell all merchandise on hand to retailers at prices which will enable them to meet the prices quoted in the advertising. Half of the radios must be sold to 45 Milwaukee County dealers and the remainder to those outside the county.

The JOURNAL has asked the opinion of one of the country's leading lawyers, whose advice is that it is illegal to prevent wholesalers selling their own merchandise where they wish—"like the guy in jail."

Turn On the Heat

On a zero day in January, Jack Elliott, Shepard's buyer and radio manager, Boston, was seen walking along with both overcoat and inner coat wide open, as if it were a May morning. Jack is evidently a hot baby, which will be news to a discriminating trade. Jack said that he had just bought 10,000 screen-grid midgets, which go on sale April first at \$9.95, including the leading brand of tubes.

Helping You "Build-Up" a Midget Sale



The Stromberg-Carlson Telephone Mfg. Co. offers this comparison chart to aid the dealer who wants to increase the unit of sale.

Record Makers

If H. L. Moncken, the editor of *The American Mercury*, can find a phonograph record of Brahms' *Sextette in B-flat, opus 18*, he says that his opinion of the phonograph will mount much higher. Whether this is a knock or a boost for the talking machine, no one knows, but we cannot find this record in American or European catalogs.

Here's a "business opportunity" for a record company to spend \$1,000 making this record for a sale of three bucks.

How Much Service?

Dear Glad:

You state in your editorial that sets should be manufactured properly, in which case they will require no service. This statement certainly is based on very little consideration of exact conditions. Every automobile dealer completely services an automobile before it is delivered to a customer and if every dealer would go over each radio set before it is delivered just as carefully we would have fewer returns and would have more satisfied customers. Automobile dealers and distributors are constantly keeping in touch with their customers regarding service and upkeep on the cars in which they are interested and the wide awake radio dealer who sees the possibility of profits from service which is absolutely necessary to every type of receiving set whether it be replacement of tubes, alignment of condensers or giving the cabinet a good polish is going to be the successful merchant in the future.

Yours very truly,

W. W. Boes,

General Manager, The Radio Products Co.

Tom Goold Wants to Be Remembered to You

Tom Goold, the Buffalo radio dealer, has been quite ill for the past few months, but is on the road to recovery, and is expected to be about again soon, with his old time pep and vigor. He is still confined to his home, however, at 26 Laurel Avenue, Buffalo, and would be mighty pleased to hear from his friends and members of the radio and music business.



The Talking Machine
& RADIO JOURNAL

LOOK at this Bozo! He might be a radio manufacturer, a refrigerator maker, a washer man, a cleaner producer, a clock maker, a phonograph man or a bird selling electric appliances or home amusement products. He is astounded, astonished and appalled.

The receiver of his plant has just told him that for \$10.60 he could have reached 1,000 dealers via *The Journal*—the liveliest reading and the lowest rate of any radio trade magazine—size 9x12 (type size 7x10).

Had he thought of this great marketing force his business would have been "saved", for to the dealer that doesn't know about a product it is the same as if it didn't exist.

Don't look like this guy! The *JOURNAL* rate is even lower than mailing letters, and it is **YOUR FAULT** if you write copy that prevents at least 200 dealers of our

20,000 circulation (18,000 dealers and 1,200 wholesalers) to answer the urge for a good product.

And if you don't start **NOW**, you're wasting your own time, which certainly is more than the \$10.60 per thousand cost of reaching *JOURNAL* readers. Only a manufacturer endowed by a Carnegie Foundation can ignore this.

THE TALKING MACHINE & RADIO JOURNAL

GLAD. HENDERSON, Editor

5941 Grand Central Terminal, New York



George Worthington Co., Fada distributors in Cleveland, recently sponsored a Fada contest. Here are the officials of the company puzzling over the entries. From left to right they are: H. E. Hulburd, vice-president; A. J. Gaeher, president; D. Aiken, radio manager, and L. J. Sutz, Fada representative.



Last month we told you about John Tebben joining Ken-Rad as sales promotion manager and here he is in the flesh.



Frank F. Burns, vice president and general sales manager of E. T. Cunningham, Inc., at the recent Cunningham convention, poses for us with C. R. King, vice-president and F. H. Larabee of Chicago.



One of the protuberant makers of radio hid himself to the Sunny South where we find him enjoying Ultra-Violet. "Yes," he reports, "I have no surplus."



It's a seven-day week in New York, and the seventh is given over to feasting. Stromberg-Carlson dealers at breakfast in the Hotel New Yorker planning another record-breaker for 1931.



An unusually effective window is this arranged by the L. H. McElhinny company in Spartanburg, South Carolina. Toy houses covered with snow, pine trees and realistic clouds, and a simple, straightforward selling message make it compelling.

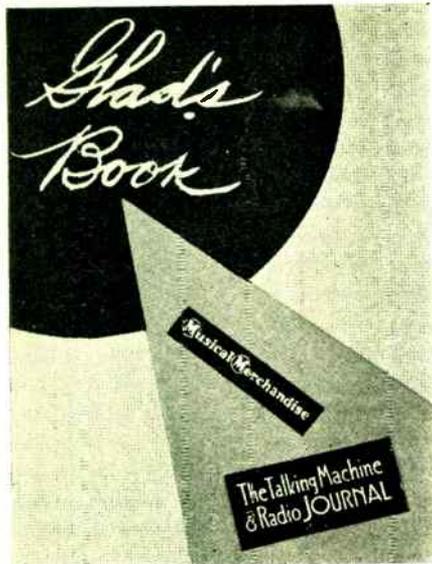


Howe & Co., New England Atwater Kent distributors, staged this special Christmas display in their showrooms as an inspiration to dealers.



And now to go a long way South. Here's the store of Juan Caronata, Autofagasta, Chile, where records are a most important sales product.

EXTRACTS FROM



Experience breeds tolerance.
What has become of all the timid ladies?

We no longer hear anything that shocks us.

Beware of the man who looks like a near-genius.

A lowbrow is a person who won't stand being bored.

When the gossip is spicy everyone seems to enjoy good hearing.

Whenever I go to a baseball, football, or hockey game, or to the theater, or to a night club, I look at the people who are present and wonder how often they take in these shows.

I had not been to a baseball park for three months, and the day I did go I found 30,000 people at the game.

I am not in a supper club five times a year, but when I do go I always find the place packed.

Although a regular visitor in New York, over a period of fifteen years, Coney Island never occurred to me as a place of interest. One Sunday I went out with my son and saw two hundred thousand people, and was told that this was just a normal day's business.

Only twice in my life have I been attracted to a manicurist's table, and on those two occasions so many were ahead of me that I had to wait for attention.

I wonder if other people are as casual as I am about their recreation, or do millions make a routine of it? Certainly it's a wise man these days who knows how his neighbor lives.

One of the greatest business geniuses of his country has always made a rule of asking himself regarding everything he sees, hears or reads: "How can I use that?"

His factory, which covers several acres, is most efficient, and in it you will find ideas at work which have been gathered from every part of the world.

"How can I use that?" is a query that should be in the minds of all of us as we go about from day to day.

Experience is of no value unless we translate what we read into life itself.

What have you done today that will make easier the doing of your work tomorrow?

How few of us are consciously striving to get the most out of this workaday

world! How greatly we could simplify our living if we would give thought to it!

Some of the shrewdest practical advice ever written was compressed into readable form by George Horace Lorimer more than twenty-five years ago.

I have before me "Old Gordon Graham's Letters to His Son," the sequel to "Letters from a Self-Made Merchant to His Son."

Lorimer, now and then, editor of the *Saturday Evening Post*, devotes one of the letters to the importance of making prompt decisions.

"The man who can make up his mind quick, makes up other people's minds for them," he says. "Say yes or no—seldom perhaps."

He cites the example of a man who asks for a job.

"There may be reasons why you hate to give him a clearcut refusal," he comments, "but tell him frankly that you see no possibility of placing him, and while he may not like the taste of the medicine, he swallows it and it's down and forgotten. But you say to him that you're very sorry your department is full just now, but that you think a place will come along later and that he shall have the first call on it, and he goes away with his teeth in a job. You've simply postponed your trouble for a few weeks or months. And trouble postponed always has to be met with accrued interest."

If a man wished to make a constructive nuisance of himself, he would inquire, whenever striking statistics were quoted, "Where did you get those figures?"

Nine times out of ten the one questioned would be compelled to admit that he read them in a newspaper or a magazine. Digging deeper, it would probably be discovered that a reckless propagandist had "invested" the figures.

Recently the statement was made that the average income of the 4,000 families residing on a certain street in New York City was in excess of \$75,000 a year.

Only one skeptic lifted his eyebrows. He forced an acknowledgment that the figure was "purely an estimate." Since in 1923 only 2,493 individuals in all New York City reported incomes of from \$50,000 to \$100,000, it is clear that the "estimate" must be slightly discounted.

For years we have been reading articles dealing with minimum family budgets, minimum wages, typical workers, and so on.

Sociologists define a typical or standard family as one in which there is an employed husband with wife and three children dependent upon him, and with no other members.

An English professor visited 4,000 families in five industrial towns, and discovered that only five percent conformed to the "standard."

In some families both the husband and wife worked; in others there were no children; some had dependent old folk.

The variations were so infinite as to make the calculations of the budget experts worthless.

Another set of figures that has become an irritation concerns the "life experiences of one hundred average men."

These statistics purport to tell how men, who start off even at 25, fare economically at ten-year intervals. Hundreds of banks and insurance companies have quoted these figures in advertisements. If true, they point a powerful moral.

But what is an "average man"? What decides?

We should like to know how these figures were compiled. If trailed to their source, we suspect the author would have to acknowledge he "just guessed"

One of the finest of human qualities is the pride that most people have in their work.

Despite disagreeable conditions, lack of appreciation, and even unfairness, the good workman does his job to the best of his ability.

I have ridden on street cars and worked in factories up to the time a long-awaited strike was to be called. Until the men were released they always gave the best of themselves to their work.

I have known newspapermen who hated their managing editor and the policies of their paper, but I have never known a good newspaperman to let these feelings interfere with the energy and ingenuity he put into his work.

Character is the answer.

The man of character cannot keep his self-respect and do inferior work. The job bosses him with a discipline that the tongue-lashing and profanity of a rough-neck foreman cannot enforce.

One day I spent the best part of the forenoon in the office of a highly successful business man—a big-time operator and a good scout. There were four of us—the boss, the managers of two of his companies, and myself. The conversation turned to razors, and the boss attempted to explain the operation of a new type. He wasn't making himself understood, so he asked that a clerk be sent out to purchase a sample. The assembly of the razor, which cost \$5, was extremely complicated, and the boss insisted upon doing the job himself. The telephone rang and callers were announced, but they were denied an audience. A long distance call had to be answered, and while the boss was on the line one of his assistants picked up the razor.

"Just a minute," he shouted to the man at the other end of the wire. Then turning to the manager he commanded: "Leave that alone! You'll have it so nobody can fix it."

Having completed the telephone call, he resumed his task with obvious delight. At last the razor was assembled, the boss marveled at the ingenuity of the inventor, and all of us expressed our wonder.

We indulged in persiflage for a few moments, the boss looked at his watch, reckoned it was time for lunch, and bade us goodbye.

I followed with one of the managers. Up to that morning he had been a stranger to me, our contact being limited to formal correspondence.

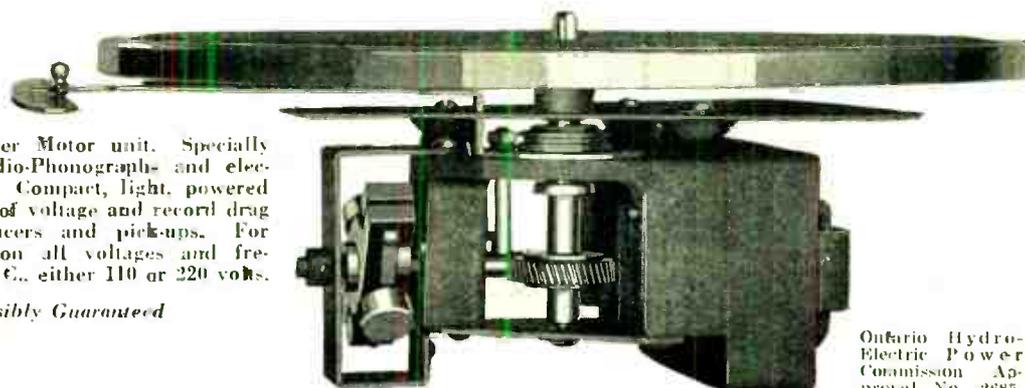
"You must find it hard to get ideas for your writing," he said.

I allowed that I did.

"It occurred to me that you might get an idea out of that experience this morning," he continued, solemnly.

I looked quickly to make sure that he was thinking as I was. I caught his eye and we laughed gleefully. The spectacle of four men spending two hours with a trick safety razor had struck us both as delicious humor. We met for dinner that evening and talked for hours about everything under the sun. We became friends just because we could get delight out of a bit of nonsense.

Satisfaction year after year IS sure . . . with FLYER ELECTRICS



The Green Flyer Motor unit. Specially designed for Radio-Phonographs and electric pick-up sets. Compact, light, powered for all variations of voltage and record drag with all reproducers and pick-ups. For A. C., operates on all voltages and frequencies. For D. C., either 110 or 220 volts.

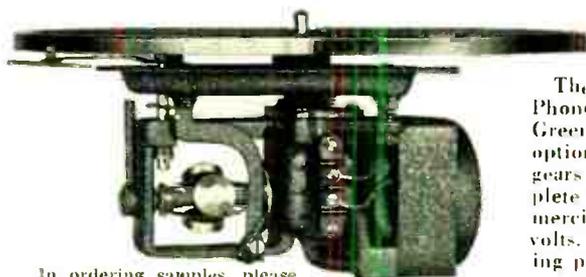
Responsibly Guaranteed

Ontario Hydro-
Electric Power
Commission Ap-
proval No. 2685.

THE record of Flyer Electric Motors shows why they are the choice of more and more leading builders of quality Radio-Phonographs. Service with satisfaction year after year. Because specially designed and produced for Radio-Phonographs under unequalled advantages.

Flyer Electrics will exactly fill your requirements too. **Due** to co-ordinated simplicity and efficiency of design. Due to

superior precision manufacturing. Due to specialized electrical manufacturing for a quarter century and leadership in large-scale production of quality phonograph motors for 15 years. Advantages obtained only in these simplest, soundest and most dependable motors. Both the Green Flyer and the larger Blue Flyer give real satisfaction . . . self-starting, abundant power, uniform speed and uninterrupted service.



In ordering samples, please give voltage. If for alternating current, also give frequency.

The Blue Flyer Motor unit. Specially designed for Radio-Phonographs. Both this motor and the smaller and lower priced Green Flyer are self starting, with automatic stop equipment optional. Induction type, and both have silent spiral-cut fibre gears and long oversize bearings. Open construction with complete ventilation—no overheating. For A. C., operates on all commercial voltages and frequencies. For D. C., either 110 or 220 volts. Flyer Motors are furnished as shown, complete with mounting plate, turn-table and speed regulator.

Responsibly Guaranteed

The GENERAL INDUSTRIES CO.

3111 Taylor Street, Elyria, Ohio

To secure the best service to your reply, be sure to mention



Advertising gains and losses

New York newspapers—1930

<i>Morning</i>	<i>American</i>	<i>Her. Trib.</i>	<i>News</i>	<i>Times</i>	<i>World</i>	<i>Mirror</i>
Jan.	128,799	242,355	55,715	390,121	179,059	41,206
Feb.	24,812	177,156	15,877	356,222	202,489	17,719
Mar.	67,466	269,076	2,612	553,482	177,676	1,972
Apr.	131,627	210,274	146,757	397,559	209,064	19,156
May	120,476	317,208	58,345	516,334	191,867	12,787
June	162,254	291,750	95,175	494,575	286,150	49,718
July	96,992	262,195	94,148	454,083	228,621	3,459
Aug.	118,579	265,841	105,471	411,181	257,074	35,421
Sept.	247,402	397,521	60,902	683,252	453,585	15,200
Oct.	181,410	523,353	125,900	633,524	380,708	16,506
Nov.	58,708	274,638	102,637	321,421	250,540	18,364
Dec.	208,580	368,573	43,869	597,535	306,164	22,385
Total	1,550,105	3,599,940	907,408	5,809,589	3,122,997	40,525

<i>Evening</i>	<i>Graphic</i>	<i>Journal</i>	<i>Post</i>	<i>Sun</i>	<i>Telegram</i>	<i>World</i>
Jan.	4,719	141,545	75,947	97,727	28,828	29,146
Feb.	16,226	59,991	95,278	103,774	43,732	41,999
Mar.	33,742	138,965	102,079	151,872	14,277	87,116
Apr.	26,763	44,421	91,455	91,564	24,358	29,465
May	74,233	115,818	90,890	219,820	14,483	69,023
June	38,093	11,249	116,486	245,255	6,139	18,392
July	1,970	34,961	102,472	231,941	10,138	39,475
Aug.	10,788	152,830	154,663	226,600	61,183	53,806
Sept.	42,779	111,526	111,678	169,006	28,867	36,889
Oct.	60,590	97,804	262,290	312,013	23,639	189,725
Nov.	122,483	147,142	184,247	271,665	35,657	193,209
Dec.	90,843	92,489	168,147	160,182	31,795	151,737
Total	519,289	1,148,741	1,555,632	2,281,419	110,922	939,982

<i>Brooklyn</i>	<i>Eagle</i>	<i>Times</i>	<i>Stan. Union</i>
Jan.	127,534	50,342	153,089
Feb.	109,809	10,097	109,513
Mar.	207,835	41,722	98,426
Apr.	152,447	16,575	130,946
May	204,405	34,955	32,377
June	139,548	27,012	47,762
July	159,381	92,012	56,500
Aug.	213,768	82,959	86,001
Sept.	230,663	29,463	77,541
Oct.	159,054	73,029	130,218
Nov.	203,699	63,539	126,776
Dec.	97,772	39,192	107,062
Total	2,005,915	399,069	1,156,211

WHY did one New York newspaper have a twelve-month's monopoly in black figures last year?

THE NEWS

New York's Picture Newspaper

220 EAST FORTY-SECOND STREET, NEW YORK
Tribune Tower, Chicago + Kohl Bldg., San Francisco

Source: Advertising Record Co.

To secure the best service to your reply, be sure to mention



New Models

Here are the latest additions to the lines offered by manufacturers

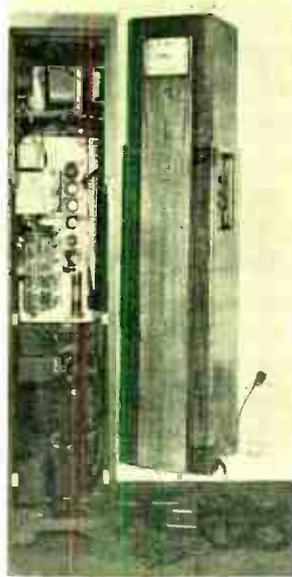
Fada



The new Fada 43, a 7-tube Hi-Gain superneutrodyne in miniature size, complete with tubes at \$84.50, includes the following features: the Fada-built, full tone-range, electric dynamic speaker; two 45's in a push-pull amplifier; 4 tuning condensers to attain maximum selectivity; 3 screen grids in 2 stages of R.F. amplification and screen-grid power detection; a new system of condenser mounting permitting full power output from push-pull audio stage without internal vibrations; 7 tubes (with rectifier) which are shipped from the factory in the sockets of the set, including three 24 screen-grids, one heater 27, two power 45's and one 80 rectifier.

The Fada pre-selected tuning is said to eliminate cross-talk or domination by local stations, while the double contact volume control, it is asserted, establishes distortionless operation even when in close proximity to a powerful station. All important points are double-shielded or protected with complete metallic shielding. The dial, which is illuminated by a pilot lamp indicating whether the set is on or off, is marked not only in kilocycles and wave lengths but also in regular 0-1000 scale to permit easy identification of any station. No hum is apparent in the set's operation, it is said. Cabinet is made of combination walnut panel with a decorative front panel and speaker grill. Approximate shipping weight is 38 pounds. Measurements are 18 inches high by 15 3/4 inches wide.

Westinghouse

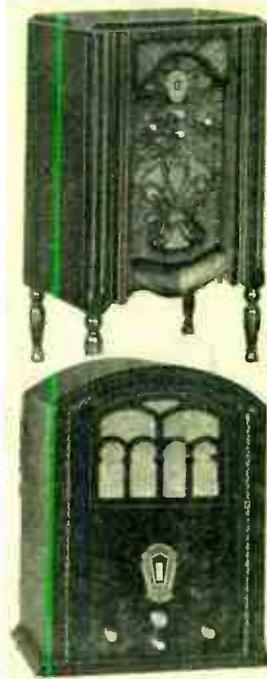


The "Columaire," introduced by the Westinghouse Electric & Manufacturing Co., is the result of the national \$10,000 Idea Contest it sponsored among the public from Sept. 27th to Dec. 24th, 1930. Occupying just 10 by 12 inches of floor space, the "Columaire" follows the skyscraper motif and is 59 inches high. Easily portable, insured stability because the bulk of its weight is at the bottom, the cabinet is of no certain period, leaning more towards the modern, is free of overlays and is made entirely of original woods.

The cabinet front contains a Westinghouse electric clock instead of the speaker grill which is situated vertically so that it is directed upward through the cabinet's top, this arrangement providing a 5-foot column of air under and behind the speaker, the latter being protected by a heavy cloth-covered grill able to support some light ornament. The cabinet design does away with appearance of antenna, ground and socket power connections. All controls and dials of this 9-tube, screen-grid superheterodyne set, are flush mounted on the sides and are readily usable from a standing or sitting position. Westinghouse remote control equipment is available; so is tone

control. The back of the cabinet which is closed except for several openings enhancing reception, is easily removed for tube replacements or servicing. One important feature is the location of a scientifically designed plug, above and within the cone of the speaker, which is said to eliminate any effect due to ceiling height. The location of the speaker, furthermore, in the 5-foot air column, is said to do away with the so-called "beam" effect of the conventional arrangement due to which the volume of sound directly in front of the speaker is greater than other locations.

Silver-Marshall



Silver-Marshall sees a great future ahead for the idea they employ in their two new superheterodynes, the Compact and the Cadet. These two new models utilize a pair of extension speaker jacks which will enable the radio set owner to operate extra speakers in his home. These extra speakers are made to work by simply plugging the jacks into the sets. The Compact and the Cadet both fall into the midget class, the former listing at \$79.90.

with tubes and the Cadet listing at \$89.90. Although really a console, the Cadet is a midget on legs. Each are 8-tube sets with continual variable tone control, a local-distance switch, push-pull 245's, and screen-grid.

Zenith



Supplementary to the regular Zenith line are two new table model sets and two new semi-highboy receivers bearing the Zenith trademark.

The Zenette table sets, Models A and B, employ 6-tube screen-grid chassis: three 24's, two 45's and one 80. A is 18 3/16 inches by 15 13/16 inches by 9 7/16 inches and weighs approximately 22 3/4 pounds. B is 17 7/16 inches by 15 13/16 inches by 9 7/16 inches and weighs approximately 24 3/4 pounds. The A cabinet uses a Cathedral design, the B a modernized Colonial style. Both stand on a satin-finished Sheraton type table with four fluted legs. This table is 24 inches by 18 1/16 inches by 11 5/8 inches. The circuit for these sets uses a 4-gang condenser with 4-tuned circuits and incorporates full volume control, tone control, vernier dial control, pilot light, dynamic type speaker.

The two semi-highboys, Models C and D have the following dimensions: 39 3/4 inches by 24 7/8 inches by 13 3/4 inches for the former, and 43 3/8 inches by 25 1/2 inches by 14 1/2 inches for the latter.

Majestic

Six models, comprising a new series of Majestic superheterodynes, three built around the type 20 chassis and three around the type 60 chassis, are announced by the Grigsby-Grunow Co. as follows: Models 21, 22, 23 and Models 61, 62 and 163.

21, a midget, is housed in a matched butt walnut front panelled cabinet edged at the sides with fluted mouldings surmounted by finials; top is of serpentine design; controls are framed in imported marquetry inlay; equipped with static modifier and dynamic speaker. Complete with 8 tubes at \$69.50.

22, lowboy console in Sheraton design, has control panel of matched butt walnut edged with attractive arched moulding and fluted corner posts and carvings in upper corners; contains static modifier and dynamic speaker. Complete with 8 tubes at \$97.50.

23, lowboy console with modernized Tudor style, grained matched butt walnut in its center and curved side panels, while arched overlay is of Australian lacewood; with static modifier and Majestic superdynamic speaker. Complete with 8 tubes at \$119.50.

61, Tudor highboy console embellished with carvings on base rail and over arched center moulding, has control panel and curved side panels of matched butt walnut, full vision dial, centralized one-point control, static modifier, 9-tube Majestic superheterodyne automatic volume control chassis and super-colotura speaker. Price, with tubes, \$137.50.

62, Hepplewhite highboy, has control panel, doors and side panels of matched butt walnut, carvings on base rail, reeded corner posts, square legs and spreader-bar, doors edged in imported marquetry inlay, the 9-tube Majestic superheterodyne automatic volume control chassis and super-colotura speaker. Price, with tubes, \$149.50.

163, radio-phonograph combination in Georgian design, has doors, control and curved side panels of matched butt walnut, doors and top rail with imported marquetry inlay, fluted and carved corner posts, gracefully cut legs, electric pick-up and turntable under a hinged top, a drawer for record albums in the bottom rail, the 9-tube Majestic superheterodyne with automatic volume control chassis and super-colotura speaker. Price, complete, \$197.50.

The new Majestic tube, "Multi-Mu" (type G-51), three of which are employed in these sets, is said to eliminate background noise, cross talk, modulation distortion and tube hiss. Other features of the new 60

line, in addition to automatic volume control in the type 60 chassis, include a uniform calibration full-vision dial illuminated from the rear; the accomplishment of the operations of tuning, setting volume level and switching on and off all at one point; acoustic control and static modifier.

Victor

Two new Victor radios, the R-14 and the R-34, have just come out of the Camden factories of the RCA Victor Co., Inc. The former, a 4-circuit, 7-tube screen grid set with Victor tone control, lists for \$91.50, complete with Radiotrons, while the latter, a 5-circuit, 8-tube screen grid receiver, is listed for \$121, with Radiotrons.

The R-14 has a handsome walnut-veneered cabinet done



in the modish Provincial English style and is built to conserve space. Dimensions are 38 inches high by 20 1/2 inches wide by 13 inches deep. It has both tone control and volume control. Three-quarters of the tuning dial is exposed to the operator's vision. Equipped with the exclusive corrugated cone speaker.

The R-34 is presented in a smart, artistic walnut-veneered



cabinet in the popular 18th Century English style, measuring 41 1/4 inches high, 25 5/8

inches wide and 15 1/2 inches deep. Equipped with the Victor dynamic speaker, with tone control and volume control, a micro-synchronous chassis, full-vision tuning dial that includes a micro-exact "hairline station finder."

Victor's new RE-17 is a low-priced combination radio-electrola and uses four 24's, two



15's and one 80. The radio is a 4-circuit screen-grid, with a super-dynamic corrugated cone loud-speaker, and an illuminated tuning dial in arc shape. The Electrola uses the Victor pick-up and inertia tone arm. The compact cabinet, of early English design, measures 41 and 7/16ths inches by 26 1/4 inches by 17 3/4 inches. The manufacturers believe that this addition to their line meets the demand for quality at a moderate price, gauged to suit the man with limited budget. List, complete with radiotrons, at \$185.50.

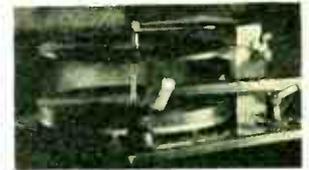
Westinghouse

Selling at \$180 F.O.B. is a new Model WL 15 electric refrigerator announced by Westinghouse Electric & Mfg. Co. This is an apartment house model and is said to incorporate many features found in the more costly boxes, such as the hermetically sealed unit. Production on the new unit starts at the company's new plant in East Springfield, Mass.

The net cubical content of the interior is 1.25 cubic feet and a total of 5 1/4 pounds of ice can be frozen at one time. The height can be decreased by the substitution of shorter legs or a steel sub base, both of which are furnished as optional equipment. The cabinet is 21 inches wide and the refrigerator itself can be built in with special kitchen cabinets through the use of a special ventilation flue furnished by Westinghouse. Each cabinet has a spacer in the back so that it cannot be pushed close enough to the wall to block the circulation of air.

The unit is protected through current variations by the Spencer thermostat.

Capchart



A new automatic recording-changing apparatus, weighing 25 pounds, which will be included in many new sets this year, is introduced by The Capchart Corp. of Fort Wayne, Ind. The new Model 10-12 is only 14 1/4 inches by 14 1/4 inches by 5/8 inch at the base and only 7 1/8 inches from the top of the mounting board to the top of the record magazine. The unit handles ten records, both sizes, at one loading. All the timing revolves around one cam. Only the turntable motor requires oiling, as all other parts which might require such attention have oilless bushings. The base is pressed out of cold rolled steel finished in DeWitt brown lacquer and construction is described as sturdy and substantial. The pick-up automatically cuts off upon reaching the stop groove. A counter-weight spring gives the tone arm the desired weight on the needle; the tone arm is mounted on pivot and ball bearings.

The operator simply places one record on the turntable and sets the adjustment for ten or twelve inch records, as he desires, and then turns on the switch. Immediately the pick-up comes into playing position. While the record is being played the operator can finish loading the magazine with the size records for which he has set the machine. Any record can be repeated. When the mechanism has played the last disc, it continues repeating the record until the switch is turned off.

Freshman

"Something new in radio," announces Freshman Electrical Products, Inc., in reference to their new triple screen-grid, all-electric, tone-control mantel radio in modernistic design. Priced at \$49.50, less tubes, the Freshman receiver is said to utilize large tuning condensers, full sized filter system, fully shielded.

The same cabinet and chassis, with the addition of an all-electric clock, is available at \$56.50, less tubes.

Details of the new Freshman mantel receiver include the following: 6 tubes—3 224's, 1 227, 1 280, 1 245; dynamic speaker, 2 stages of audio, balanced Litz wire coils, impedance coupled R.F. vernier dial, 245 power output.

A new Victor combination

for \$189⁵⁰ LIST *complete*

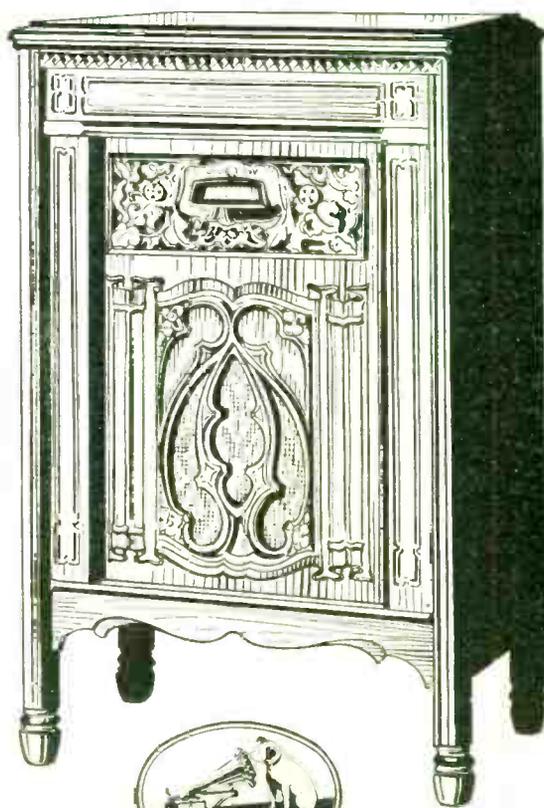
including Victor screen-grid radio, latest Electrola, RCA Radiotrons, and exquisite modern cabinet . . . all at an unheard-of new low list price!

Never before such a sensational combination instrument at a list price so unbelievably low—the new Victor R-17—including the popular new screen-grid Victor radio . . . a superb Electrola with the famous Victor pick-up and inertia tone arm . . . a strikingly beautiful modern cabinet . . . complete set of RCA Radiotrons . . . all for \$189.50 list . . . nothing else to buy . . . and despite its low price—every inch of it built to Victor's high standards! The trend is toward combinations. Watch this one SELL!

VICTOR DIVISION

RCA VICTOR COMPANY, INC., Camden, N. J.

A Radio Corporation of America Subsidiary



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The Talking Machine
& RADIO JOURNAL

The *Electric* refrigerator you have been waiting for

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- Exactly meeting the needs of radio dealers—it will help you hold your business curve steadily through the year.
- “Package merchandise,” built for “over-the-counter” selling.
- No service problems for your dealers.
- Two models, covering 80% of the household electric refrigerator market.
- A unit with 17 years’ development behind it. 12 visible demonstration features.
- Moderately priced. You can sell it at a profit.
- And electric refrigeration installment paper is the best in the whole installment field.



LEONARD *Electric*

WITH CERTIFIED REFRIGERATION

—The February 28 Saturday Evening Post (out Feb. 26) will carry the 2-page 4-color announcement of the Leonard Electric. Announcements will also appear in March Ladies’ Home Journal and March Good Housekeeping.

—Get ready. Get the Leonard Electrics in stock. Write or wire for details NOW.

LEONARD REFRIGERATOR COMPANY, 14260 PLYMOUTH ROAD, DETROIT, MICH.

The Refrigerator JOURNAL

(Section of The Talking Machine & RADIO JOURNAL)

You must SELL the refrigerator BEFORE you demonstrate

Following many hours of contacting various electric refrigeration companies and absorbing the "here's what you've got to know" of refrigeration merchandising, a JOURNAL representative found himself with a bookful of notes. Some sound observations were made by the executives interviewed. It wouldn't be amiss if the radio dealers now marketing refrigeration lent their ears to them.

Don't think you're going to sell refrigerators from the floor without preliminary work, was a conclusion deduced from one executive's remarks. "The radio dealer," emphatically stated this gentleman, "in order to successfully merchandise refrigeration, should build up an entirely separate organization of men to specialize exclusively in refrigeration sales. Selling refrigeration is somewhat different from selling radio. While the refrigerator might be classed as an electrical appliance, it is the only electrical appliance that cannot be taken into the home and demonstrated."

Expanding on this assumption by the radio dealer, that he can handle refrigeration sales without painstaking preliminary work, was Lawrence E. Mulloy, director of personnel of Kelvinator Sales Corp. in Long Island City, N. Y. Says Mr. Mulloy: "Before any make of refrigerator can be sold in the home, the idea of the refrigerator's economy, convenience, sanitary protection, etc., must be sold thoroughly to the prospect. It is usually necessary when calling to ask to see the husband, and it is necessary to sell both husband and wife on whatever make of machine you are selling. Usually, it takes three or four calls to thoroughly sell the prospect before the appointment is made to come down to inspect the appliance on the showroom floor. Your biggest competitor in the modern home is Mr. Ice Man.

"Some radio dealers have taken on refrigeration with the expectation that people would purchase them off the floor as they do radio," continued Mr. Mulloy. "This is not the case. Refrigeration campaigns are successful or unsuccessful, depending on the amount of hard outside effort of special men who know their product."

Therefore, electric refrigeration authorities will tell you, it is obvious that the refrigeration salesman who call so frequently preparatory to actual selling and lay the groundwork for the demonstration must be highly trained specialists who know how to put across their jobs.

So that is something for the radio dealer to remember—that he cannot sell refrigeration as he sells radio. Pre-arranging, pre-planning, and pre-demonstration selling are absolutely necessary if refrigeration is to be merchandised properly.

EATING BREAKFAST WITH A REFRIGERATOR manufacturer, he spoke about some of the problems, the main one being to make a box good, quickly and profitably. The cabinet factory now has 600 men, working 9 hours daily, and turning out 1,000 cabinets, daily, against when they started of 2,600 workmen, running 15 hours daily, and making only 500 cabinets daily. At the mechanism unit plant, there are now 1,500 people working 9 hours, daily, and turning out 1,500 units a day, against 5,000 persons, working 15 hours daily, and producing only 500 units daily.

THE COSTS OF MATERIALS GOING into the refrigerator were cut down by \$18 in costs in three months, and at the same time producing a better refrigerator. Labor costs were clipped to \$12 per box. The operating mechanism of this refrigerator has only two moving parts, and is said to require 64% less electric current to operate than any other box on the market. Such amazing reductions in costs prove the value of production ingenuity, and are assuring to distributors and dealers that they are handling a refrigerator of stamina. This manufacturer realizes that excessive service is "wasted effort," and he feels that by eliminating 75% of all ice-box service it is the equivalent of giving dealers an unusual profit and, at the same time, makes it an excellent type of product for a jobber to distribute.

Apartment houses are a magnet for many radio-refrigeration dealers. However, J. A. Ferrell, manager of dealers' sales for Copeland Refrigeration Co. of N. Y., Inc., warns that this field is too competitive for the dealer to sell to at a profit. "Prevailing prices are such," he declares, "that it is a matter to be handled in most cases by a factory branch. The most that the refrigeration dealer can hope to get out of this specialized field is a salesman's commission. Either he completely sells the apartment houses himself or he splits with a salesman if he has to call in help, the reason for this being that the margin between sales price

and factory cost is merely a commercial expense plus selling commission and a small profit."

The radio dealer is advised to make up his mind about refrigeration if he expects to be in the swim, all of the refrigeration experts interviewed agreeing that last year too many dealers made the mistake of waiting too long. "The radio dealers have got to have their selling organization lined up right now," asserts Mr. Mulloy. "The selling of refrigerators is really built up around a few key men, and these key men have got to be developed. Radio dealers must, therefore, be organized now if they expect to get off to a good start."

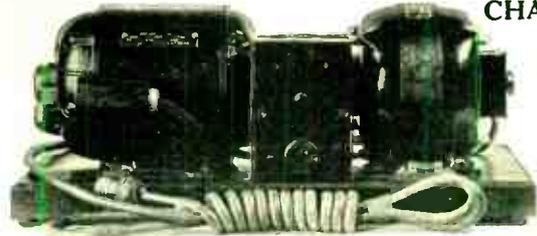
THE JOURNAL RADIO

encyclopedia

Trade Name	Model	Price	Tone Control	Tube Types	Trade Name	Model	Price	Tone Control	Tube Types	
Apex	29-A	\$105.00 (tubes)	Yes	3-24, 2-27, 2-45, 1-80	Erla	85	\$140.00	Yes	3-24, 2-27, 2-45, 1-80	
	31-B	\$127.50 (tubes)	Yes	3-24, 2-27, 2-45, 1-80		37	\$170.00	Yes	3-24, 3-27, 2-45, 1-80	
	21-C (Comb.)	\$175.00 (tubes)	Yes	3-24, 2-27, 2-45, 1-80		88 (Comb.)	\$240.00	Yes	3-24, 3-27, 2-45, 1-80	
	11-D	\$185.00 (tubes)	Yes	3-24, 2-27, 2-45, 1-80		71	\$69.50	No	3-224, 2-27, 1-80, 1-245	
	54	\$95.00 (tubes)		1-01A, 2-24, 1-26, 1-71A		72	\$77.50	No	3-224, 2-27, 1-80, 1-245	
	55	\$98.00 (tubes)		1-01A, 2-24, 1-26, 1-71A		73	\$99.50	No	3-24, 2-27, 1-45, 1-80	
Automobile Set	\$75.00 (tubes)		2-24, 1-26, 1-01A, 1-71A							
Atwater Kent	70	\$119.00	Yes	3-24, 2-27, 2-45, 1-80	Fada	47 Comb.	\$328.00	Yes	3-24, 3-27, 2-45, 1-80	
	74	\$125.00	Yes	3-24, 2-27, 2-45, 1-80		41	\$218.00	Yes	3-24, 3-27, 2-45, 1-80	
	75 (Comb.)	\$195.00	Yes	3-24, 2-27, 2-45, 1-80		42	\$159.00	Yes	3-24, 3-27, 2-45, 1-80	
	76	\$145.00	Yes	3-24, 2-27, 2-45, 1-80		44	\$188.00	Yes	3-24, 3-27, 2-45, 1-80	
	72	\$133.00	Yes	3-24, 3-27, 2-45, 1-80		46	\$228.00	Yes	3-24, 3-27, 2-45, 1-80	
Audiola	60	\$97.00		3-24, 2-45, 1-27, 1-80		82	\$172.00	Yes	3-24, 3-27, 2-45, 1-80	
	70	\$107.00		3-24, 2-45, 1-27, 1-80		84	\$201.00	Yes	3-24, 3-27, 2-45, 1-80	
	80	\$119.00		3-24, 2-45, 1-27, 1-80		81	\$231.00	Yes	3-24, 3-27, 2-45, 1-80	
	62	\$107.00	Yes	4-24, 2-45, 2-27, 1-80	86	\$241.00	Yes	3-24, 3-27, 2-45, 1-80		
	72	\$119.00	Yes	4-24, 2-45, 2-27, 1-80						
	82	\$131.00	Yes	4-24, 2-45, 2-27, 1-80						
Baldwin	40	\$79.50 (tubes)		2-24, 6-27	Jesse French	Mantle	\$49.50		3-24, 1-45, 1-80	
	50	\$99.50 (tubes)		3-24, 1-45, 1-80		Queen Anne	\$89.50	No	3-24, 1-45, 1-80	
	51	\$129.50 (tubes)		3-24, 1-45, 1-80		Junior	\$69.50	No	3-24, 1-45, 1-80	
	70	\$129.50 (tubes)		3-24, 1-27, 2-45, 1-80		Tudor (Comb.)	\$129.50	No	3-24, 1-45, 1-80	
	71	\$159.50 (tubes)		3-24, 1-27, 2-45, 1-80						
	Hydaway	\$119.50 (tubes)		3-24, 1-27, 2-45, 1-80						
Balkeit		\$125.00	No	3-24, 2-27, 2-45, 1-80	General Electric	31	\$142.50	No	4-24, 2-27, 2-45, 1-80	
Browning Drake	69	\$129.50	No	3-24, 3-27, 2-45, 1-80		51	\$179.50	Yes	4-24, 2-27, 2-45, 1-80	
	70	\$159.50	No	4-24, 2-27, 2-45, 1-80		71 (Comb.)	\$245.00	Yes	4-24, 2-27, 2-45, 1-80	
	71	\$192.50	No	4-24, 2-27, 2-45, 1-80		TRF	\$112.50	No	4-24, 2-45, 1-80	
Brunswick	15	\$139.50	Yes	4-32, 1-30, 4-71	General Motors	Hepplewhite	\$136.00 (tubes)	Yes	3-24, 2-27, 2-45, 1-80	
	22	\$170.00	Yes	4-24, 2-45, 1-80		Sheraton	\$152.00 (tubes)	Yes	3-24, 2-27, 2-45, 1-80	
	42 Auto. Comb.	\$480.00	Yes	4-24, 2-45, 1-80		Late Italian	\$172.00 (tubes)	Yes	3-24, 2-27, 2-45, 1-80	
	S-31	\$185.00	Yes	4-24, 1-27, 2-45, 1-80		Queen Anne Comb.	\$198.00 (tubes)	Yes	3-24, 2-27, 2-45, 1-80	
	S-32 Comb.	\$265.00	Yes	4-24, 2-45, 1-80		Georgian Comb.	\$270.00 (tubes)	Yes	3-24, 2-27, 2-45, 1-80	
Models 15, 22, 32, and 42 also in DC. Model 15 also battery.				Little General		\$71.50 (tubes)	Yes	4-24, 1-45, 1-80		
Bosch	58-B	\$159.50	Yes	4-24, 1-27, 2-45, 1-80	Graybar	700	\$142.50	No	4-24, 2-45, 1-27, 1-80	
	58-A	\$144.50	Yes	4-24, 1-27, 2-45, 1-80		770	\$179.50	Yes	4-24, 2-45, 1-27, 1-80	
	00-D	\$195.00	Yes	5-24, 1-27, 2-45, 1-80		900 (Comb.)	\$285.00	Yes	4-24, 2-45, 1-27, 1-80	
	60-E	\$250.00	Yes	5-24, 1-27, 2-45, 1-80	Grebe	AH-1	\$160.00	Yes	3-24, 1-27, 1-80, 2-45	
	62-C	\$159.50	Yes	4-24, 2-27, 2-45, 4-24, 2-80		AH-1	\$189.50	Yes	3-24, 1-27, 1-80, 2-45	
	59-A	\$144.50	Yes	4-24, 1-27, 2-45, 1-80		AH-1	\$225.00	Yes	3-24, 1-27, 1-80, 2-45	
	59-B	\$159.50	Yes	1-21, 1-27, 2-45, 1-80		AH-1	\$225.00	Yes	3-24, 1-27, 1-80, 2-45	
	62-A	\$144.50	Yes	4-24, 1-27, 2-45, 1-24, 2-80		SK-4	\$265.00	Yes	3-24, 1-27, 1-80, 2-45	
62-B	\$159.50	Yes	4-24, 1-27, 2-45, 4-24, 2-80	SK-4		\$285.00	Yes	3-24, 1-27, 1-80, 2-45		
Cardon 103	Auto. Comb.	\$580.00		9-484, 2-81, 2-50	Gulbransen	Champion 161	\$130.00	Yes	3-24, 2-27, 2-45, 1-80	
	234 Comb.	\$234.00		6-48, 2-82, 1-80		Champion Jr.	\$94.50	Yes	3-24, 1-27, 2-45, 1-80	
Capehart	Amperion Comb.			3-24, 2-45, 1-27, 1-80		Minuet	\$81.75		3-24, 1-27, 2-45, 1-80	
	Amperion Club Comb.			3-24, 2-45, 1-27, 1-80		Howard	Plymouth	\$165.00		3-24, 2-45, 1-27, 1-80
Carteret	M5		Yes	3-24, 1-45, 1-80			Consolette	\$185.00	Yes	3-24, 2-45, 1-27, 1-80
	Clarion	70	\$79.50 (tubes)	Yes	1-27, 3-24, 2-45, 1-80		Puritan	\$210.00		3-24, 2-45, 1-27, 1-80
		Cleartone	Table	\$85.00	Yes		4-26, 1-27, 1-10, 1-81	Hepplewhite	\$245.00	
Highboy	\$135.00		Yes	4-26, 1-27, 1-10, 1-81	Florentine	\$275.00		3-24, 2-45, 1-27, 1-80		
Highboy	\$162.50		Yes	4-26, 1-27, 1-10, 1-81	Gothic Comb.	\$325.00		3-24, 2-45, 1-27, 1-80		
Colonial	Princess	\$129.50		3-324, 1-327, 2-35, 1-80	Kennedy	826	\$199.00	Yes	3-24, 2-27, 2-45, 1-80	
	Mayflower	\$139.50		3-324, 1-327, 2-35, 1-80		726	\$229.00	Yes	3-24, 2-27, 2-45, 1-80	
	Windsor	\$149.50		3-324, 1-327, 2-35, 1-80		626	\$189.00	Yes	3-24, 2-27, 2-45, 1-80	
	Lafayette	\$275.00		3-24, 1-27, 2-35, 1-80		426	\$158.00	Yes	3-24, 2-27, 2-45, 1-80	
Columbia	C-21	\$185.00		4-24, 1-27, 2-45, 1-80		526	\$169.00	Yes	3-24, 2-27, 2-45, 1-80	
	C-20	\$145.00		4-24, 1-27, 2-45, 1-80		632	\$139.00		3-24, 2-45, 2-27, 1-80	
	939 (Comb.)	\$235.00		4-24, 2-45, 1-27, 1-80		826 A Comb.			3-24, 2-45, 2-27, 1-80	
Crosley	Elf	\$37.50 (tubes)	No	2-24, 1-45, 1-80		826 B Comb.			2-52, 3-24, 2-45, 2-27, 1-80	
	Buddy Boy	\$59.50 (tubes)	No	3-24, 1-45, 1-80		Kiel	K100	99.50		3-24, 2-27, 1-45, 1-80
	Buddy	\$64.50 (tubes)	No	3-24, 1-45, 1-80			King	218	No list	
	Pal	\$74.50 (tubes)	No	3-24, 1-45, 1-80	Leutz	Seven Seas		\$275.00	No	3-24, 2-27, 2-50, 2-81
	Mate	\$79.50 (tubes)	No	3-24, 1-45, 1-80		Silver Ghost	\$2000.00	No	4-24, 4-27, 2-50, 2-81	
	Classmate	\$85.50 (tubes)	No	3-24, 1-45, 1-80						
	Director	\$107.50	No	3-24, 1-27, 2-45, 1-80						
	Administrator	\$112.50	No	3-24, 1-27, 2-45, 1-80						
	Arbiter	\$137.50	No	3-24, 1-27, 2-45, 1-80						

Trade Name	Model	Price	Tone Control	Tube Types	
Lyric	11-D	\$94.50	Yes	3-24, 1-27, 2-45, 1-80	
	19-D	\$119.00	Yes	3-24, 1-27, 2-45, 1-80	
	29-D	\$149.00	Yes	3-24, 1-27, 2-45, 1-80	
	39-D Comb.	\$199.50	Yes	3-24, 1-27, 2-45, 1-80	
	69		Yes	3-24, 1-27, 2-45, 1-80	
	11-19	\$131.00	Yes	4-24, 2-45, 1-27, 1-80	
	11-34	\$139.00	Yes	4-24, 2-45, 1-27, 1-80	
	11-29	\$151.00	Yes	4-24, 2-45, 1-27, 1-80	
	11-69	\$184.00	Yes	4-24, 2-45, 1-27, 1-80	
	325	\$325.00	Yes	4-24, 2-27, 2-45, 1-80	
	365	\$365.00	Yes	4-24, 2-27, 2-45, 1-80	
Majestic	21	\$ 69.50 (tubes)	Yes	3-51, 2-27, 2-45, 1-80	
	22	\$ 97.50 (tubes)	Yes	3-51, 2-27, 2-45, 1-80	
	25	\$119.50 (tubes)	Yes	3-51, 2-27, 2-45, 1-80	
	61	\$137.50 (tubes)	Yes	3-51, 1-24, 2-27, 2-45, 1-80	
	62	\$149.50 (tubes)	Yes	3-51, 1-24, 2-27, 2-45, 1-80	
163 Comb.	\$197.50 (tubes)	Yes	3-51, 1-24, 2-27, 2-45, 1-80		
Marti	B	\$199.00	No	2-24, 2-27, 2-45, 1-80	
McMillan	10	\$149.50		3-24, 3-27, 2-45, 1-80	
	11	\$169.50		3-24, 3-27, 2-45, 1-80	
Mid West	A	\$118.50	Yes	4-24, 1-27, 2-45, 1-80	
	B	\$98.75	Yes	4-24, 1-27, 2-45, 1-80	
	H	\$154.00	Yes	4-24, 1-27, 2-45, 1-80	
	J	\$99.00	Yes	4-24, 1-27, 2-45, 1-80	
	K	\$110.50	Yes	4-24, 1-27, 2-45, 1-80	
	L	\$102.00	Yes	4-24, 1-27, 2-45, 1-80	
	M	\$118.50	Yes	4-24, 1-27, 2-45, 1-80	
National Transformer	Chassis			3-24, 2-27, 2-45, 1-80	
	Mantle			3-24, 2-27, 2-45, 1-80	
Orpheus	82 (Comb.)	\$220.00		3-24, 2-27, 2-45, 1-80	
	82	\$130.00		3-24, 2-27, 2-45, 1-80	
	52	\$112.00		3-24, 2-27, 2-45, 1-80	
Philco	96 Comb. (Table Set)	\$198.00	Yes	3-24, 3-27, 2-45, 1-80	
	96	\$145.00	Yes	3-24, 3-27, 2-45, 1-80	
	77 Console	\$95.00	Yes	3-24, 2-45, 1-27, 1-80	
	77 Lowboy	\$110.00	Yes	3-24, 2-45, 1-27, 1-80	
	77 Table Set	\$55.00	Yes	3-24, 2-45, 1-27, 1-80	
	41 Highboy			3-24, 2-71A, 1-27	
	41 Lowboy			3-24, 2-71A, 1-27	
	41 Console			3-24, 2-71A, 1-27	
	Concert Grand Comb. Superhet.	\$350.00	Yes	4-24, 4-27, 2-45, 1-80	
	Pierce-Airo	724 Chassis		No	3-24, 2-45, 1-27, 1-80
		725 Chassis		No	3-24, 2-45, 2-27
727 Chassis			No	1-22, 5-12	
Pioneer	100	\$186.00	No	3-24, 2-27, 2-45, 2-81	
Premier	2375 (Comb.)	\$265.00	No	4-24, 1-27, 2-45, 1-80	
	824	\$78.00		4-24, 1-27, 2-45, 1-80	
RCA Radiola	30	\$142.50		4-24, 2-27, 2-45, 1-80	
	32	\$179.50	Yes	4-24, 2-27, 2-45, 1-80	
	6 (Comb.)	\$285.00	Yes	4-24, 2-27, 2-45, 1-80	
	42	\$ 91.50 (tubes)	Yes	4-24, 2-45, 1-80	
Republic	31C	\$39.00	No	3-24, 1-45, 1-80	
	31M	\$59.50		3-24, 1-45, 1-80	
	31J	\$64.50		3-24, 1-45, 1-80	
	31L	\$90.00		3-24, 1-45, 1-80	
	31H	\$100.00		3-24, 1-45, 1-80	
	Comb.	\$175.00		3-24, 1-45, 1-80	
Sentinel	10	\$127.50	Yes	3-24, 1-27, 2-45, 1-80	
	15	\$137.50	Yes	3-24, 1-27, 2-45, 1-80	
	3	\$130.00	Yes	3-24, 1-27, 2-45, 1-80	
	11	\$99.50	No	4-24, 1-27, 2-45, 1-80	
	42 (Comb.)	\$180.00	Yes	3-24, 1-27, 2-45, 1-80	
	9 (Comb.)	\$149.50	No	4-24, 1-27, 2-45, 1-80	
	16	\$150.00	Yes	3-24, 1-27, 2-45, 1-80	
Silver Marshall	39	\$106.55 (tubes)	Yes	3-24, 2-27, 2-45, 1-80	
	40	\$121.90 (tubes)	Yes	4-24, 2-27, 2-45, 1-80	
	11	\$119.90 (tubes)	Yes	4-24, 2-27, 2-45, 1-80	
Simplex	Gothic	\$49.50	No	3-24, 1-45, 1-80	
	Moderne	\$54.50	No	3-24, 1-45, 1-80	
	Beverley	\$59.50	No	3-24, 1-45, 1-80	
Spartan	591	\$119.25		6-84, 2-82, 1-20	
	593	\$119.25		6-84, 2-82, 1-20	
	600	\$141.00		7-84, 1-80, 2-83	
	610	\$141.00		7-84, 1-80, 2-83	
	620	\$156.75		7-84, 1-80, 2-83	
	740	\$185.75		7-84, 2-81, 2-50	
	750	\$222.75		7-84, 2-81, 2-50	
	870	\$327.25		7-84, 2-26, 2-81, 2-50	
	Automobile Set	\$115.00		4-24, 1-12	
	420	\$94.50		2-24, 1-27, 2-83	
	410	\$56.00			

Trade Name	Model	Price	Tone Control	Tube Types
Steinitz	Midget	\$49.50	Yes	3-24, 2-45, 1-80
	Consolette	\$64.50	Yes	3-24, 2-45, 1-80
	606	\$69.50	Yes	3-24, 2-45, 2-27, 1-80
	605	\$99.50	Yes	3-24, 2-45, 2-27, 1-80
	630	\$79.50	Yes	3-24, 2-45, 2-27, 1-80
	635	\$119.00	Yes	3-24, 2-45, 2-27, 1-80
Sterling	Mantel	\$69.00		3-224, 1-45, 1-80
	Chorister	\$107.50	Yes	4-24, 1-27, 2-45, 1-80
	Minstrel	\$123.50	Yes	4-24, 1-27, 2-45, 1-80
	Auto-Radio	\$70.00	No	3-24, 1-27, 1-71
Stewart Warner*	Raphael	\$162.50		3-24, 2-27, 2-45, 1-80
	St. James	\$197.50		3-24, 2-27, 2-45, 1-80
	Graham	\$137.50		3-24, 2-27, 2-45, 1-80
	Avon	\$99.75		3-24, 2-27, 2-45, 1-80
*All four models also available for DC and Battery Operation				
	5 (Comb.)	\$215.00		3-24, 2-27, 2-45, 1-80
Story & Clark	36	\$208.00	Yes	3-24, 1-27, 2-45, 1-80
	43	\$248.00	Yes	3-24, 2-27, 2-45, 1-80
	51	\$317.00	Yes	3-24, 2-27, 2-45, 1-80
	Petite	\$ 89.50 (tubes)	Yes	3-24, 2-45, 1-27, 1-80
Stromberg Carlson	10	\$259.00		4-24, 2-45, 1-80
	11 (Convert.)	\$285.00		4-24, 2-45, 1-80
	12	\$355.00		3-24, 3-27, 2-45, 2-80
	14 (Auto. Comb.)	\$645.00		3-24, 3-27, 2-45, 2-80
	645	\$272.50	No	3-24, 3-27, 2-45
	652	\$239.50	No	3-24, 1-27, 1-45, 1-80
	654 (Comb.)	\$369.00	No	3-24, 1-27, 1-45, 1-80
	846	\$347.50	No	3-24, 3-27, 2-45, 2-80
Tom Thumb	Midget	\$69.50		3-24, 1-27, 1-45, 1-80
	Automobile	\$69.50		3-24, 2-45, 1-80
		\$95.00		3-24, 1-27, 2-112A
	Portable	\$49.50		3-24, 1-27, 2-112A
	\$57.50		2-22, 3-99	
	\$65.00		2-25, 2-99, 1-20	
	\$95.00		2-24, 2-27, 1-45, 1-80	
Victor	R15	\$112.50	No	4-24, 2-45, 1-80
	R35	\$152.50	Yes	4-24, 2-45, 1-27, 1-80
	R39	\$185.00	Yes	4-24, 2-45, 1-27, 1-80
	RE 57 (Comb.)	\$285.00	Yes	4-24, 2-45, 1-27, 1-80
Victoreen	345	\$345.00	Yes	4-24, 3-27, 1-50, 2-81
	395	\$395.00	Yes	4-24, 3-27, 1-50, 2-81
	595	\$595.00	Yes	4-24, 3-27, 1-50, 2-81
Westinghouse	5	\$142.50	Yes	4-24, 2-27, 2-45, 1-80
	6	\$179.50	Yes	4-24, 2-27, 2-45, 1-80
	WR7 Comb.	\$285.00	Yes	4-24, 2-27, 2-45, 1-80
	4	\$112.50	No	4-24, 2-45, 1-80
Zenith	71	\$185.00	Yes	3-24, 3-27, 2-45, 1-80
	72	\$210.00	Yes	3-24, 3-27, 2-45, 1-80
	73	\$265.00	Yes	3-24, 3-27, 2-45, 1-80
	74	\$315.00	Yes	3-24, 3-27, 2-45, 1-80
	75 (Auto. Comb.)	\$375.00	Yes	3-24, 3-27, 2-45, 1-80
	10	\$155.00	Yes	4-24, 2-45, 1-27, 1-80
	11	\$155.00	Yes	4-24, 2-45, 1-27, 1-80
	12	\$175.00	Yes	4-24, 2-45, 1-27, 1-80
	A	\$ 57.50	Yes	3-24, 2-45, 1-80
	B	\$ 57.50	Yes	3-24, 2-45, 1-80
C	\$ 81.00	Yes	3-24, 2-45, 1-80	
D		Yes	3-24, 2-45, 1-80	



CHANGES
D.C.
to
A.C.

The Rapco Radio Motor Generator sets are designed especially for supplying 60 cycle alternating current in D.C. districts for operating A.C. radios, phonograph-combinations, public address systems. It is available in 32, 11- and 220 volts at 125, 175, 250 watt capacities. Portable and furnishes noiseless reception.

Ask for Bulletin 103-C or about territory available.

RADIO POWER EQUIPMENT COMPANY
427 Avalon Blvd., Wilmington, California
(Los Angeles Harbor)

Cunningham RADIO TUBES

**Quality still paves the way
to increased profits**

WITHOUT ballyhoo and without *false* stimulant, the Cunningham Company has planned a sound, common-sense sales and merchandising campaign aimed to result in increased profits for you.

Every effort is directed at helping you sell more radios, more accessories and more Cunningham Tubes at greater profits to yourself.

Nation-wide newspaper and magazine advertising, snappy window and counter sales helps, and hard-hitting direct mail shots make up this tube selling campaign.



Standard Since 1915

If you are not now on our mailing list and receiving sales helps, we shall be glad to add your name—just write us.

E. T. CUNNINGHAM, INC.

NEW YORK CHICAGO SAN FRANCISCO DALLAS ATLANTA

Cashitivity

A page featuring goods that can be sold for cash—fast-selling products

Trimmm

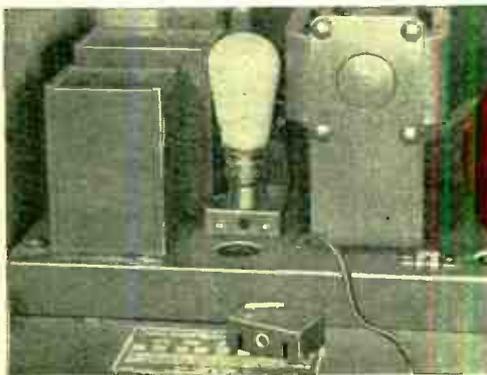
A new featherweight headset has been announced by Trimmm. The complete headset, consisting of two units, headband and cord, weighs only 4 ounces—about one-third the weight of the ordinary headset. The case and cap are moulded bakelite. Moulded in the case are six brass inserts. Three of these inserts support the pole pieces and magnets, thereby eliminating the necessity of drilling holes in the pole pieces or magnets. The fourth and fifth inserts support the terminals of the cord, while the sixth provides a means of fastening the stay cord, thus avoiding any direct pull on the cord terminals. These are entirely new features in this type of headset.

The magnet is 3/16 inches square—much smaller than the ordinary magnet. It is of cobalt steel, cadmium plated. Being cadmium plated, it is insured against rust. The pole pieces are copper plated to prevent rust formation. After they are ground, the ends are lacquered. The entire unit is so constructed and assembled that it is entirely free from exposed connections. The cobalt steel magnet is highly magnetized.

Magnavox

A midget dynamic speaker, especially designed for use with the popular miniature receiving models, has been announced by The Magnavox Co. The speaker is available for the distributing as well as the manufacturing trade. Prices are quoted F. O. B. from the factory.

Amperite



Self-adjusting line-voltage control ready to install in Victor, General Electric, Radiola, Westinghouse and Graybar sets.

Insuline



The "Conqueror," a short wave A.C. or battery receiver, and the "Companion," a self-contained, portable A.C. receiver for head-phone reception, are being marketed by the Insuline Corp. of America. The former is \$65 and weighs 25 pounds.

The two "Conqueror" models are said to be a special development of the tuned radio frequency amplifier tuned regenerative detector type with three stages of high gain perfect tone quality audio amplification. No special tubes required. The I.C.A. A.C. "Conqueror" uses three 27's, one 245 and one 221. The battery set requires a 110A power tube, two 112A's, one 222 and one 201A. Both A.C. and battery "Conquerors" furnished with one set of 8 short wave coils covering the range of from 14 to 157 meters; additional coils can be supplied to cover any range from 140 to 600 meters. Set is constructed mostly of metal, all parts being securely fastened to the metal chassis. Also uses short wave battery type tuning condensers and I.C.A. new Model Dress Dials for fine tuning. Construction arranged that the set is partly wired and can easily be assembled by anyone without technical knowledge. No soldering necessary. Blueprints, hook-up diagrams, assembly chart, etc., supplied with each set. Battery model requires 150 volts of B battery, 40 volts of C battery and 6 volts of A battery.

The "Companion" is a 2 tube A.C. set with 27's, one 227 and the other is 227's, no batteries whatsoever are required. It is only necessary to plug into the nearest 110 volt socket or receptacle and to make use of any available antenna or ground connection for immediate operation. Tuner and a sensitivity control both manipulated for maximum response from any desired signal, it is said. Three binding posts provided for "broad," "sharp" and "local" reception conditions and either an antenna or a ground connection can be used alone. Complete with tubes and headphones, it is self-contained in an attractive miniature suit-case, 13 inches by 14 inches by 7 1/2 inches and

weighing but 10 pounds. Suggested for use in sickroom, hospitals, hotels, schools, offices, for vacations, trips or at home where a personal set for individual program tastes is desired.

Glee-Heart

YOUR HOROSCOPE in a PHONOGRAPH RECORD

ILLUSTRATED—UNBREAKABLE—Full 10-Inch Size

They voice the words of Astrologers, telling what you should do in business life; how to win happiness and prosperity; whom you should marry and how to keep healthy. They name your birthmonth and sing it. All young men and women should know their destiny, or at least what path they should travel. Ninety people out of every hundred proclaim the accuracy of these unbreakable and most lasting records, which play on any phonograph.



KNOW
WHO'S
WHO!

The Glee-Heart Record Co., Inc., manufactures illustrated, unbreakable, flexible phonograph records, made entirely of celluloid in a variety of colors. The company has lined up several sets: a dozen horoscope records to sell for \$10, a set of Ac-cop Fables to sell three for \$1.

The company, it is said, will put out a double faced popular disc to sell for 25c. Glee-Heart records, aside from those sold in sets and the 25c. popular brand, will be generally priced at 50c.

Now in process of formation is a corporation which contemplates the merchandising of a home talkie machine. The machine, embodying the four principles of motion pictures and sound, either separate or synchronized, radio reception and home recording, has already been perfected, it is said, and awaits the trade name to be decided upon when the corporation has become a reality.

financial.

TALKING MACHINE, RADIO AND ALLIED STOCK QUOTATIONS

	1930				1930				1930		
	High.	Low.	Last.		High.	Low.	Last.		High.	Low.	Last.
Arcturus	24	3	7	Formica	53	25	25	Potter	17	5	9
Atlas Plywood	26	9	9	Gen. Electric	95	42	45	Q. R. S.	22	2	3
Atlas Stores	36	8	9	Gold Seal Elec.	6	1	1	Radio Corp.	70	12	14
Auto Mus. Inst.	16	2	2	Grigsby-Grunow	28	3	4	Radio-Keith-Orpheum	50	14	19
Cable	9	1	1	Hazeltine	35	14	18	Radio Prod.	25	1	3
Ceco	18	3	5	Hygrade	32	16	22	Sparks-W.	31	8	10
Columbia Grap.	38	7	9	Kellogg	6	4	4	Steinlite	3	1	1
Crosley	22	3	7	Ken-Rad	15	3	3	Stewart Warner	47	15	16
De Forest Radio	9	2	2	Kennedy	25	25	25	Tower	2	1	1
Detroit Maj. Prod. A	15	6	14	Majestic House	74	3	4	United Am. Bosch	55	15	18
Detroit Maj. Prod. B	12	5	6	Magnavox	5	2	2	U. S. Radio Television	26	6	21
Doehler Die Cast.	23	6	7	Nat. Union	14	1	2	Utah	11	2	3
Dublier Con.	13	3	3	Perryman	12	1	1	Westinghouse E.	202	88	88
Eisler	21	4	4	Pilot	16	4	7	Weston	49	18	23
Elec. Stor. Bat.	79	48	58	Polymet	19	2	3	Wextark	21	1	1
								Zenith	17	2	3

Rogers-Majestic

The corporation in 1930 had the biggest December sales in its history, both as regards units sold and dollar value. President D. H. McDougall made the announcement that up to Dec. 26 the company had done as much business in dollars and cents as in all of December, 1929, which had heretofore been the greatest December in the history of the company. He further states that the increase has been accomplished without any special promotional effort on the part of the sales staff and without price reductions or other unusual inducements.

The company is in strong liquid position, it is stated.

Hygrade Lamp

Preliminary indications are that net for the full year, after all charges, will be in excess of \$690,000. After allowance for preferred dividends, balance available for the 117,684 shares of no par common stock will be in the vicinity of \$1.90. This compares with net of \$519,910, or \$3.41 a common share, reported for 1929.

Sales for the past year will show an increase of 50 per cent over 1929.

Copeland Products

Period Ended Oct. 31—	12 Mos. '30.	10 Mos. '29.
Net sales	\$1,209,189	\$3,044,394
Cost of goods sold	2,756,445	2,009,715
Selling, general and administrative, advertising, engineering, service and purchasing expenses	1,196,593	718,071
Other deductions	149,112	107,602
Net profit	\$107,039	\$209,007
Earnings per share on 101,991 shares class A stock (no par)	\$1.05	\$2.65

Condensed Consolidated Balance Sheet Oct. 31

Assets -	1930.	1929.
Cash	\$119,526	\$46,414
Notes and accounts receivable	a516,810	372,836
Inventories	443,618	329,888
Real estate not used in business	b58,745	61,065
Officers and employees' accounts	22,572	23,691
Sundry notes and accounts, &c.	37,602
Impts. to leased prop. and deposits on leases	7,831	8,928
Land	28,927	28,927
Buildings, machinery and equipment	c399,031	325,419
Patterns, dies, jigs, &c.	d10,120
Deferred charges	29,726	31,645
Total	\$1,704,512	\$1,228,817
Liabilities—	1930.	1929.
Notes payable	\$255,817
Accounts payable	271,387	123,051
Accrued expenses	9,694	17,788
Reserve for contingencies	10,000	30,000
Land contract payable	112,599	120,000
Capital stock	e1,045,017	937,978
Total	\$1,704,512	\$1,228,817

a After deducting \$35,295 for allowance for doubtful accounts. b After deducting \$52,533 for land contract payable. c After allowance for depreciation of \$80,584. d After allowance for depreciation of \$36,537. e Represented by 101,991 class A shares and 234,980 class B shares, both of no par value.

WARNING TO BUYERS OF ADVERTISING

Please do not be confused by similarity of trade paper names. Be sure to order your "copy" in



which has a greater circulation than all these "somewhat similar name" papers put together.

Don't be "sunk" — "Remember the Maine" and Remember the name

The Talking Machine & RADIO JOURNAL

GLAD. HENDERSON, Editor

5941 Grand Central Terminal, New York

Journal rate for reaching dealers is \$10.60 per thousand—the livest reading and the lowest "rate" in the radio trade. Size 9 x 12 (type size 7 x 10).

Kolster Radio Corp.

A recommendation that an offer made by S. P. Woodward Co., Inc., investment bankers, of New York, be accepted was recently approved by Chancellor J. O. Wolcott, of the Delaware Court of Chancery. Vice-Chancellor Alonzo Church, at Newark, N. J., previously had approved the sale to the Woodward firm.

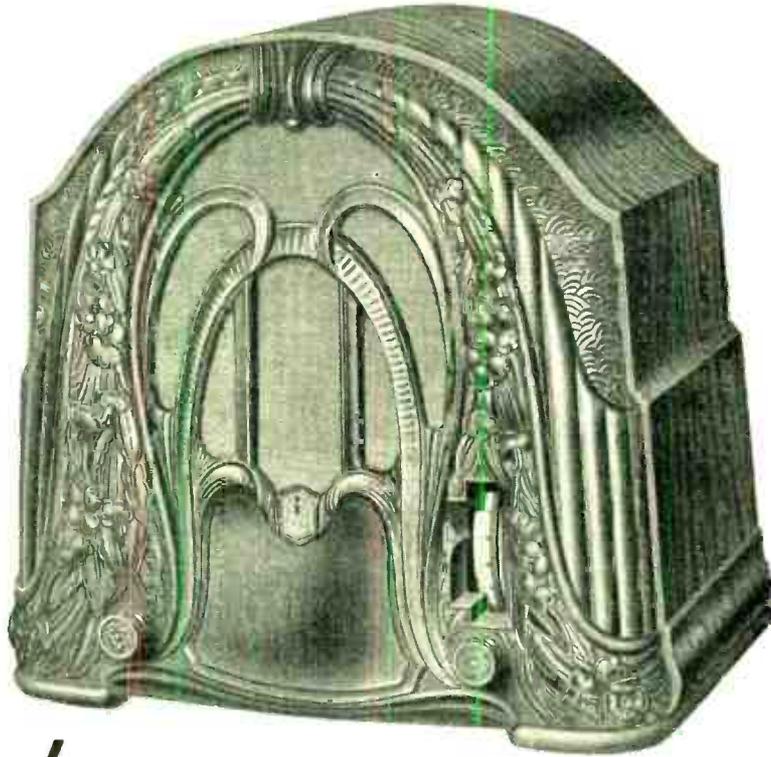
The Woodward company plans to form a new corporation and issue notes to the extent of \$1,500,000, which would be taken by the Woodward company at 90. Woodward reserves the right to substitute notes for an equivalent amount of new stock on a conversion basis of \$9 a share, payment to be made as follows: \$500,000 on delivery of assets; \$1,000,000 in three months, and \$2,550,000 within six months after reorganization of the new company. Of the \$1,500,000, three creditors of the Kolster corporation, to whom an aggregate of about \$3,000,000 is owed, are to receive bonds in that amount, so that the capital invested by the New York banking concern will be about \$1,500,000.

The reorganized company will have 5,000,000 shares of common no-par value stock, with no preferred. Holders of common stock, of which about \$25,000 shares are outstanding, will receive one share of new stock for three shares of old. Preferred stockholders, holding 100,000 shares, will receive one of the new shares for two old preferred shares held. In effect, the present stockholders will receive 325,000 shares in the reorganized company.

The common stockholders' protective committee, representing 180,000 shares, endorsed the plan.

The new company has agreed to discharge all obligations of the old as well as all administration expenses incurred by the receivers appointed on Jan. 21 last.

The Crosley Buddy Boy is now the fastest selling Radio



A personal radio receiver



Next to an easy chair



The center of the family circle



On a table

The Crosley **BUDDY BOY**

FROM the time of its introduction, The Crosley **BUDDY BOY** has enjoyed phenomenal and amazing success. Many midge radio receivers have been put on the market but none have met with such popular favor as this new sensation of the Crosley line. Never before has a radio receiver so perfectly fitted in with the needs and requirements of a vast buying public.

The **BUDDY BOY** is equipped with Crosley **TENNA-BOARD**, a flexible material not much thicker than a calling card — fitted into the top of the set — an entirely new and different development in radio — conceived and perfected by **CROSLEY** — utterly exclusive with **CROSLEY**. It eliminates the necessity for both antenna and ground when bringing in local, near-by and powerful distant stations. This makes The Crosley **BUDDY BOY** suitable for

use in any room of almost any home, at the side of an easy chair, in the dining room, in the kitchen, in a bedroom. Hotel managers are particularly enthusiastic about this radio wonder since it allows them to give their guests the ultra in modern convenience at an extremely low price.

Without a doubt The Crosley **BUDDY BOY** is the radio sensation of the year. It requires three Screen Grid tubes, type -24, one type -35, and one type -80. It is housed in an exquisitely designed one-piece cabinet of Repwood "B". Investigate this radio marvel. Its public acceptance is assured. Its performance is remarkable. Its exquisite beauty is breath-taking. It sells at the amazingly low price of only.....

\$59.50

Complete with tubes and Crosley Tenna-board

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY, Jr., President

CINCINNATI

Home of "the Nation's Station" — WLW

Also manufacturers of **CROSLEY** Battery Radio Receivers, the **CROSLEY ROAMIO** Automobile Radio Receiving Set, and the famous **AMEAD RADIO**



To secure the best service to your reply, be sure to mention

World Radio History




the
ROLA COMPANY
 MAKERS OF THE WORLD'S FINEST REPRODUCERS

ROLA Dynamic and Magnetic Loudspeakers. ROLA High-Power Theatre and Auditorium Reproducers.

2570 Superior Avenue
CLEVELAND, O.

January 1st, 1931

To the Radio Industry -

On December 8th, 1930, the United States Supreme Court confirmed the decisions of the lower courts in the recent patent litigations brought against the Rola Company.

Those who have maintained confidence in the Rola organization during these court proceedings will find this decision honoring Rola patent rights a further vindication of their faith and judgement.

To our many friends, we take this opportunity to extend our thanks, sincere in the belief that future accomplishments will justify the fine spirit of cooperation that has been extended during this period.

The industry is entering a year filled with rich promise of accomplishment. May each forward step be interpreted in terms of healthy progress for you, your organization, the radio industry.

Yours sincerely,


 B. G. Long
 THE ROLA COMPANY
 Vice President

Serviceman salesmanship

(For the serviceman who wants more money)

You can double your salary by adding SALES to SERVICE



WHAT would you think of your boss if he insisted on selling only one model of one make of radio and nothing else? He has to have enough variety in his store so that he can try to sell every person who comes in. Your service work should be figured the same way.

Do you want to make more money? Go to your boss today with this proposition. The chances are he's sore about the money your service department is costing him, but here's something that will mean profit for both of you. Ask him if he will give you a commission on everything you sell and a split on every lead you get him. Then never make another service call that isn't designed to sell something as well as satisfy the complaint.

You may know all there is about the insides of every radio on the market and know nothing about selling. You may think you can't sell because you've never tried. But if you are making ten calls a day and if you do nothing more than expose yourself to a potential buyer, you should add from one to five dollars a day to your income. It is not a matter of studying scientific salesmanship or learning a line of patter. It is merely taking advantage of your unique position in the radio field.

When we talk about you selling, we mean a whole lot more than merely suggesting new tubes to the set owner. We mean that there is not a single item in the store which you can't sell. Take electric clocks for instance. You can easily carry one with you into each home you

go. Explain that it helps you check the current fluctuations, then let the owner examine it while you fix the radio. If the owner is at all interested, tell him he can add it to his present installment payments, or broach whatever other credit arrangements the boss allows.

The same thing works with a midget. Wherever you call, they already have sets, but some of them could be sold a midget also. Take a midget into the home and hook it up with the explanation that it helps you test aerial and ground. Every now or then you will sell one. There is no extra work entailed, but there is the possibility of a very attractive extra pay check.

You are not limited in this work to the small extras that you can carry. Has your boss taken on refrigerators? Eight out of every ten homes you enter haven't got electric refrigerators. On every call, make it a point to ask the set owner if he has one and if he's interested in one. The boss will be glad to give you a split commission on any leads you furnish him in this manner. Even a split commission on a big sale is worth two minutes of your time.

If you will work this plan for all its worth there is no limit to what you can earn. Every day you are going into at least ten homes where your presence has been requested and your knowledge is respected. You don't have to sell. All you do is expose your goods. Successful service men throughout the country, who never sold anything in their lives before, are drawing down pay checks of the size you envy. Ask the boss!

The Supreme Instruments Corporation has developed the Supreme Short Tester and Preheater that not only serves the purpose of preheating heater type tubes in advance of more thorough testing, but also detects open filaments and shorts between the various elements of the tube.

As will be observed by the accompanying illustration, there are eight tube sockets located on the panel of the device; seven of these sockets being for five prong tubes of the heater type and the remaining socket taking care of all of the various types of four prong tubes.

The six five prong sockets located to the right serve the dual purpose of preheating

Supreme Announces New Short Tester and Preheater



heater type tubes in advance of more complete testing and also the detection of open filaments and cathode to heater shorts. Associated with each one of these sockets is a small 2½ volt bulb, marked "F" on the panel and a 6½ volt bulb, marked "K-H" on the panel; these symbols designating respectively "Filament" and "Cathode-Heater".

After removing from the Short Tester and Preheater the tube can be tested in whatever tube tester may be in use and the necessary tests completed without the usual loss of time required in bringing the tube up to the proper temperature. Six tubes can be preheated in the device at one time.

Mr. Dealer: Give this page to your chief service man. He'll make money for you.

What's Troublin' You?

Will you please fill in the questions below and mail this back to us immediately? We want this information so that we will know even more definitely what you're up against in your store. Then we can give you greater help in solving those problems. Please rush this back to us.

Name

Address

City State

1. What makes of radio do you sell?
2. What makes of tubes do you sell?
3. What is the most salable price range of sets?
4. Do you sell Midgets?
5. Is the trend toward lower or higher radio prices?
6. Are your profit margins satisfactory?
7. Is your radio department as profitable to you as other departments of your business?
8. If you do not sell tubes, give your reasons:
9. Do you set aside special periods for conducting special sales drives or campaigns on Radio?
- What seasons?
10. Indicate by numbers (1 to 7) what you consider to be the relative importance of the following appeals and inducements in selling:
 - Price
 - Design (Beauty)
 - Distance
 - Reputation
 - Manufacturer's Adver.
 - Easy Terms
 - Trade-in Allowances
11. What percentage of your radio sales are made to replace old radio sets?
- What percentage to new users?
12. What, in your opinion, are the obstacles which have to be overcome before more sets can be sold?
13. Approximately how many sets do you sell a year?
- Tubes?
14. How long have you handled your present line or lines?
15. What type of dealers are your hardest competitors in radio?
16. Which of the above type of dealers do the most business in radio in your city, in your opinion?
17. What type of advertising co-operation do you prefer?
 - National Magazine Adv.
 - Local Newspaper Adv.
 - Radio
 - Billboards
 - Direct Mail
18. In your opinion should the retail price be given in a radio manufacturer's national advertising?
 - Yes
 - No
19. What type of advertising co-operation do you consider the most useful which a manufacturer can give you? (Indicate your 1st, 2nd, 3rd, and 4th choice)
 - National advertising
 - Local Adv. helps, such as newspaper electros
 - Direct mail and consumer literature
 - Window and store display material
20. Do you have exclusive sale of your lines in your town?
 - Yes
 - No

Would you like to have?

 - Yes
 - No
21. Have you any general comments to make regarding the radio market, competition, advertising, merchandising methods, etc.? Your general comments will be helpful and greatly appreciated:
22. Do you sell refrigerators?
- Vacuum Cleaners?
- Clocks?
- Washing Machines?
- Electric Appliances?
- Are you interested, and in what?

Please rush back to

THE TALKING MACHINE & RADIO JOURNAL

5941 Grand Central Terminal

New York, N. Y.

No other has IT!



Only the NEW Silver-Marshall Superheterodynes have an extra-sales feature like the Extension Speaker Jack—making it possible for the owner to have the receiver in the living-room and an additional speaker in the kitchen, bedroom, the den, or anywhere in the house. The extension speaker cord plugs right into the chassis • Now that receivers sell "with tubes" — here is your extra sale! And it is an exclusive **SILVER-MARSHALL FEATURE**

THE designer of the first popular Superheterodyne in the whole world, the founder of screen-grid reception in America, the first licensee to bring out Superheterodynes exclusively, the manufacturer of the famous S-M auditorium amplifiers, short-wave receivers, tuners, and auto sets—has lapped the field again! He has produced a complete line of powerful Superheterodynes ranging in list price (with tubes) from \$79.90 to \$124.90. Even the smallest of these receivers can be ranged beside the most expensive console set and out-perform it station for station and tone for tone.

[Write your name and address on a corner of this page—mail it to us—and we will see that you immediately receive complete, detailed data on this "extra sale" line.]



COMPACT MODEL — eight tube (three screen-grid) Superheterodyne chassis with every possible advanced feature. Lists, complete, at **\$79.90**

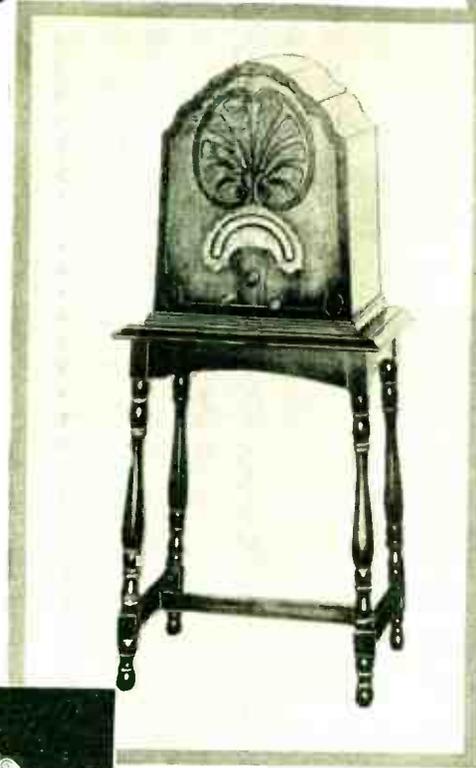
THE **SUPERHETERODYNES** *LINE*

CADET MODEL — console-type cabinet, powerful eight-tube Superheterodyne chassis with tone control, absolute 10 kilocycle selectivity, local-distance switch, illuminated drum dial. Lists, complete, **\$89.90**



SILVER-MARSHALL
SUPERHETERODYNE
RADIO . . . *Chicago*
6401 West 65th Street . . . **U.S.A.**

Incomparable



Model J-3 \$69.50
Complete with Tubes
Table extra
Other Models Ranging
to \$365 Less Tubes



Model J-8 \$89.50
Complete with Tubes



**Spot-Light Full-Vision
Tuning Dial**

Lyric, exclusively offers the dealer this unique feature with which to stimulate sales. A traveling spot of light follows the indicator and under any lighting condition makes the station mark readily visible.

Automatic equalizer; Screen-grid linear detection; Whisper tuning; Razor-edge selectivity; four-gang condenser; Super-dynamic speaker; complete shielding . . . and many other advantages are also featured in the popular LYRIC line.

LYRIC.. Product of Wurlitzer
... again steps ahead!

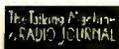
LYRIC'S success during the past year has been due to continuous vigilance, keeping in advance . . . always anticipating the dealer's needs.

An ever increasing demand for the Lyric line coupled with a detailed survey of the market has prompted the manufacture of these newest models . . . at a price geared to present buying habits.

The advantages of the unusually high merchandising standards employed by the All-American Mohawk Corporation are open in a few select territories. The recognized value of a LYRIC franchise is such that this opportunity will not be open long. Write or wire.

LYRIC RADIO
Product of WURLITZER

ALL-AMERICAN MOHAWK CORPORATION, North Tonawanda, N. Y.



mentioned in your reply gives you a quicker answer.

The Last Word

Compiled as The JOURNAL goes to press, to give the last word of news

Federated Convention Plans

Program Lists Many Dealer Problems for Definite Discussion by Experts

The Fifth Annual Convention of the National Federation of Radio Associations and the Radio Wholesalers' Association will open on Sunday, Feb. 15th, with the Board of Directors meeting. There will be separate sessions for the dealers and wholesalers.

Among the important topics discussed will be the standard cost accounting system now used in Chicago, dealers' insurance, trade-in problems, the Wisconsin plan of examining and registering servicemen and time payment sales. Wholesalers' meetings will have no speeches whatever. The programs are as follows:

RADIO WHOLESALERS' ASSN.

Monday, February 16, 1931

- 11:00 A.M.—Official Opening by Harry Alter, President.
Report of Executive Vice-President.
Round Table Discussion.
2:15 P.M.—Report of Tube Committee—J. Newcomb Blackman.
Report of Set Committee—David P. Goldman.
Round Table Discussion of Committee Reports.

RADIO RETAILERS' MEETINGS

Monday, February 16, 1931

- 11:00 A.M.—12:00 M.—Opening of Retailers' Session by Henry M. Steussy, Chairman.
12:15 P.M.—Luncheon.
2:15 P.M.—The Trade-In Problem.
Financing Time Payment Sales.
Uniform Accounting and Cost System.
Discussion.

Tuesday, February 17, 1931

- 9:15 A.M.—Radio Retailers' Insurance.
Service Men's Problems.
Round Table Discussions.
12:15 P.M.—Luncheon.

Tuesday, February 17, 1931

- 9:15 A.M.—Reports of Traffic Committee, Membership Committee, Supplementary Line Inquiry Committee, Nominating Committee.
Discussion of Future Plans.
Election of Directors.

SPECIAL MEETINGS

- Local Associations Secretaries Forum—Monday, February 16, 1931.
2:00-4:00 P.M.—Tube Committee Meeting R. W. A.
Set Committee Meeting R. W. A.
Supplementary Line Inquiry Committee R. W. A.
General Committee Meeting R.W.A.
4:00 P.M.—Board Meeting of Radio Wholesalers Association.

U. S. Radio Renews National Union Tube Contract

J. Clark Coit, president of the U. S. Radio & Television Company of Chicago, makers of U. S., Apex and Gloritone sets, announced the renewal of his company's contract with National Union Radio Corporation for the shipment of National Union tubes as exclusive equipment in all U. S. sets.

New Majestic Tube

A new tube is being used in the new Majestic superheterodynes, three of them being found in each of the six new models. The tube is named the Multi-Mu 51, and it appears in the radio frequency, first detector and intermediate stages. It is claimed to give less noise on great volume and eliminate cross-talk.

3-Day Meet at Ken-Rad Plant

Executives Burlew, Smiley and Dunning Attend; Session Is a Profitable One

With R. E. "Dick" Smiley in charge, the three-day sales meeting of The Ken-Rad Corp., held at the Ken-Rad plant in Owensboro, Ky., on Jan. 19th, 20th and 21st, accomplished much that was vital and was voted by all present the most "successful and enthusiastic in the company's history."

Beginning with a breakfast, followed by a tour of the tube and lamp factory under the leadership of H. S. Dunning, supervisor of the quality division, the Ken-Rad sales force then went into a most thorough discussion of the various stages of tube and lamp manufacture. Mr. Dunning presided after luncheon at demonstrations of Ken-Rad products, the demonstrations solving many problems of the men in the field. At the evening banquet, attended by the personnel of the engineering and manufacturing forces, Roy Burlew, president of Ken-Rad, presided.

Sales problems exclusively held the stage on Tuesday, Mr. Smiley concluding the afternoon's formal meeting by outlining the general policy and future possibilities of the firm. Talks on the Ken-Rad advertising program for the year were given by Mere Sidener and William Kegley, of Sidener, Van Riper and Keeling, Indianapolis.

Among those present at the three-day convention were: G. H. Gowen, G. W. Bain, William Heatt, W. A. Shearer, Jr., C. R. Zimmer, of the Ken-Rad office personnel; out-of-towners were: H. G. Blakeslee, Los Angeles; J. D. Fink, St. Louis; Newton Norman, Philadelphia; R. J. Bork, St. Paul; Wilbur C. Tillitt, Pittsburgh; T. S. Shapp, St. Louis; W. A. Power, Sioux City; Larry O'Brien, Chicago; John D. Tebben, Chicago; H. J. Lenicheck, Denver; Royal Smith, Dallas; Ralph G. Lohr, Muscatine.



Delegates to the Ken-Rad sales meeting in Owensboro

W. C. Grunow Leaves Majestic

Grigsby Becomes President and Collamore General Sales Manager

William C. Grunow has retired from the presidency of the Grigsby-Grunow Co. and the presidency of the Majestic Household



W. C. Grunow

Utilities Corp., B. J. Grigsby assuming these positions in addition to his chairmanship of both companies. Herbert E. Young resigned as vice-president in charge



V. W. Collamore

of sales and James J. Davin resigned as sales promotion manager.

Vernon W. Collamore, nationally known through his important executive positions with the Atwater Kent Mfg. Co. and the RCA-Victor Co., has been appointed

general sales manager of Grigsby-Grunow. Don M. Compton, previously connected with the All American Radio Corp. and the U. S. Radio & Television Corp., has been elected vice-president and treasurer of both Majestic companies. The appointment



B. J. Grigsby

of Albert O. Weiland in charge of manufacturing was announced last month.

Mr. Grunow, with Mr. Young, Mr. Davin, Frank Delano, Harry Barley, Charles Henry, Dr. Jordan and Sidney Arnison, is making his headquarters at 221 North La Salle St., Chicago.

Prohibits Radio Taxation

Taxation of radio set owners as proposed by a South Carolina law has been prohibited in a sweeping decision handed down by the Federal District Court in Columbia, South Carolina.

Two New Subsidiaries for Sylvania

Two new subsidiary companies, jointly controlled by the Sylvania Products Company and the Niteo Lamp Works, have been organized to handle Sylvania lamps and tubes.

The Sylvania-Detroit Company, located at 169 W. Jefferson Avenue, Detroit, Michigan, has been in operation since December 1, 1930, under the management of A. L. Milk. He has been a member of the Sylvania sales department for several years, and is very well known to the trade.

The Sylvania-Boston Company, 161 Columbus Avenue, Boston, Mass., took over Sylvania representation in the New England States, on January 1, 1931. It is managed by R. S. MacArthur, formerly assistant sales manager of the Sylvania Products Company, who came to Sylvania from Boston, and has a close acquaintance with trade conditions in that territory.

The addition of these two brings the list of Sylvania subsidiary companies to four. The Sylvania-St. Louis Company, under the management of John F. Meyn, and the Sylvania-Chicago Company, managed by Frank J. Foster, were organized during the summer of 1930.

Porter Sales Manager of Pilot

Charles Gilbert, executive vice-president of the Pilot Radio & Tube Corp., has moved to Lawrence, Mass., where the general offices and factories of the company are located.

Harold T. Porter has been appointed general sales manager, with headquarters in Lawrence. R. I. Lewis is in charge of the New York office.

Cunningham Forces Convene

Better Business Conditions Ahead, Cunningham Tells Sales Conference

A strong note of optimism marked the four-day annual convention of district managers and salesmen of E. T. Cunningham, Inc., radio tube company, held in New York City on Jan. 9th to 13th.

E. T. Cunningham, president, who presided, outlined general prospects for the radio business. In his opinion, the depression is definitely "past history" and the

future holds forth every promise of steady, if slow, improvement.

Such topics as radio tube merchandising, dealer helps and advertising, sales stimulants, problems of tube design and testing, warehousing, servicing and other allied subjects were discussed by executives of the Cunningham Co., of which there were many present, including the following: C. R. King, vice-president and

assistant general manager; M. F. Burns, general sales manager, N. Y.; Harry Goodwin, district sales manager, Boston; H. A. Edwards, district sales manager, Minneapolis; E. R. Haines, Eastern district sales manager, N. Y.; F. H. Larabee, assistant district sales manager for Western district, Chicago; J. W. Cocks, district sales manager, Dallas; C. R. King, vice-president and assistant general manager, N. Y.; W. R. Cunningham, district sales manager, Philadelphia; H. E. Harding, district sales manager, Chicago; L. F. Randolph, assistant general sales manager, N. Y.; E. Lloyd Sutton, district sales manager, San Francisco, and P. M. Jefferys, district sales manager, Atlanta.



District managers and salesmen at the E. T. Cunningham, Inc., 1931 convention

Sprague Offers Home Talking Pictures

A home talking moving picture machine will shortly be announced by the Sprague Specialties Co., according to R. C. Sprague, president. Two models are planned. One will consist of a unit to plug into a radio set for amplification and speaker. The other will be complete with amplifier and speaker.

For radio manufacturers who want to incorporate talkies with their sets, Sprague will offer a projector and turntable unit. According to Mr. Sprague, this talking picture equipment will list at an attractively low price.

Jules Smith Plans a Group Trip

Jules Smith, the energetic and humorous buyer for City Radio Stores, advises the editor of his plans for a two weeks' group trip, members of the journey to be confined to dealers engaged in the radio business. Jules says that the purpose of the assembly is for a vacation to escape the rigors of winter, and either Havana will be visited, or some other beautiful city. Jules incidentally added that the aggregation will be confined to solvent radio jobbers and dealers.

Train-Wreck Lindsey

Ship-wreck Kelly has a rival, known as Train-wreck Lindsey, who found a trip from New York to Atlantic City interrupted by a train collision, which netted him \$80,000.00, Mex., and a due bill for a lace curtained Atlantic City hotel. Train-wreck Lindsey's other name is "Jack" Lindsey, and he is the sales generalissimo of JRC famous tubes.

Capehart's New Year Meeting

Fort Wayne Was Scene of 2-Day Sales Confab at Which Enthusiasm Ran High

A two-day conference, held Jan. 2nd and 3rd at the Anthony Hotel in Fort Wayne, Ind., at which company representatives from all sections of the country were present, started off the New Year with a bang for the organization headed by H. E. Capehart.

The Capehart plant is now operating on a night shift and business for this concern is so good that additional plant expansion has been found necessary.

Sales policies were held up for inspection by the assembled Capehart personnel, the first day's meeting being climaxed by a banquet and smoker in the main dining room of the Anthony. Department heads, foremen and factory group leaders attended this affair in addition to field and office crews.

Jan. 3rd was devoted to discussions of the Capehart advertising and exploitation plans covering the entire Capehart line. Capehart dealers, it was intimated, have

some pleasant surprises in store for them when Capehart field men call on them.

In his address, which concluded the meeting, Mr. Capehart said: "The Capehart Corporation has pioneered and are leaders in the development and manufacture of automatic phonograph combinations and record-changing devices. It has done a lot and will do a lot more to bring back higher resale unit prices for dealers, which, of course, means bringing them higher margins of gross profit. Capehart makes it possible for dealers everywhere to sell 'Two-Profit' merchandise. 1931 will see many prominent radio lines containing Capehart record-changing devices."

His advertising and merchandising programs for his line of instruments will result in an increasingly great demand from a volume market now awaiting the "perfect home instrument," Mr. Capehart told the conference.

Columbia Baltimore Branch with J. N. Brewster

A new sub-branch at Baltimore has been established by the Columbia Phonograph Company, located at 34 South Paca Street. J. N. Brewster is the manager, operating under the guidance of Columbia's Philadelphia branch.

The arrangement supersedes the former distribution of Columbia products in the Baltimore territory by Columbia Wholesalers, Inc.

Despres and Jacobs Form Colonial Distributors

Maurice S. Despres and Julian M. Jacobs, well known in the Eastern radio circles, have organized the Colonial Distributors Co. to distribute Colonial radio to the New York and Newark trade. The New York office at 122 Greenwich Street, will be in charge of Mr. Despres. In Newark, Mr. Jacobs will direct his sales organization from 96 Branford Place.

Radio Distributors Add Refrigeration

The Midwest-Timmerman Co., Atwater Kent radio wholesaler with headquarters at Dubuque and branches at Davenport and Mason City, Iowa, has announced that it is now distributing Kelvinator electric refrigerators.

Esenbe Co., of Pittsburgh, Pa., has added the Serval electric refrigerator for distribution in its tri-state territory.

Trade Show Overflows Four Hotels

The RMA trade show, scheduled for Chicago the second week in June, will spread through the Stevens, Blackstone, Congress and Auditorium Hotels, with 30,000 square feet of display space in the Stevens ball room and exhibition hall.

PHONES CHRYSEA 8510 to 8517

RADIO WHOLESALERS CORPORATION

Maurice Landay, Pres. <i>also President</i> GREATER CITY DISTRIBUTING CO., Inc.	22 WEST 19th STREET NEW YORK	Bernard D. Colen, Treas. <i>also President</i> MUSICAL PRODUCTS DISTRIBUTING CO., Inc.
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December 19th, 1930.

Talking Machine Journal,
 Grand Central Terminal Bldg.,
 New York City.

Attention: Mr. P. Briggs

My dear Briggs:

I am sure you will be glad to know that our full page advertisement in your December issue produced a real order of approximately Ten Thousand (10,000) Dollars. We consider this rather unusual especially in view of our reluctance to advertise the type of merchandise which will in any trade medium.

We know that this order came through The Talking Machine Journal because the buyer specifically mentioned the fact that he had seen our ad in your paper.

I don't want you to use this letter as an excuse for annoying me in the future, but I do feel that you deserve some credit after the persistent way in which you insisted that we try an advertisement in your paper.

Yours very sincerely,


 B. D. Colen, Treasurer
 RADIO WHOLESALERS CORPORATION

BCC:j

WANTED

VACUUM TUBE MANUFACTURING ENGINEER

An established organization requires the services of a general tube engineer familiar with manufacturing control. Must be thoroughly experienced in all phases of tube manufacturing on all types. Must have mature judgment and be able to assume responsibility. Box CCB, c/o The Talking Machine & RADIO JOURNAL, Grand Central Terminal, New York, N. Y.



“BUSINESS IS BETTER”

Say Columbia Dealers

—and why wouldn't they?

Dealers handling Columbia Combinations and Radios keep telling us that their sales are on the increase. That people are buying new radios right now—that they're just buying more carefully, trying to get the most for their money. And *that's* the reason such large numbers of them are buying Columbias.

For the Columbia Radio line is “right” for 1931's taste and purse. It is headed with the biggest value ever offered in Combinations—Model 991. The model whose magnificent cabinet holds *both* the famous Tele-focal Radio and Columbia's Automatic Record-Changing Phonograph. Its Phonograph plays *continuous* programs from 10 or 12 inch records for half or three-quarters of an hour. Yet this luxurious instrument lists at only \$325.00, less tubes!

And the other fine Columbia Combination

lists for even less. It comes without the record changing feature. Beautiful cabinet work in every detail, glorious tone reproduction of radio and records . . . and this model, No. 939, costs but \$235.00, less tubes.

The same amazing Tele-focal receiver—the famous 8 tube screen grid radio *with no dead spots on the dial*—that's in both Columbia Combinations, is included in both the splendid straight radio models of Columbia. Model No. C21 is the handsome high-boy, listing at \$185.00, less tubes. And Model C20 is the smart, graceful low-boy, retailing for only \$145.00, less tubes.

It's easy to see that selling is easier when you're backed by this sure-fire radio line! If you'd like further information on the line or on any particular model, drop your card to *the Columbia Phonograph Co., Inc., New York City.* In Canada: *Columbia Phonograph Co., Ltd., Toronto.*

Columbia Radios



All Trade Marks Reg. U.S. Pat. Off.
 M.C.R. 12700. Revised New Model 1929. 1930
 Approx. 1920's, 1928 & 1929. Approx. 1918. Model
 (Patent) Registered Base No. 1090, 2686, 2772

Columbia Phonograph Co., Inc., New York City
 Canada: Columbia Phonograph Company, Ltd., Toronto

To secure the best service to your reply, be sure to mention

The Talking Machine
 & RADIO JOURNAL



De Wald Companion.
A.C. Model 524. D.C. Model 632

NINE POINT FEATURES

- 1—Rugged chassis construction.
- 2—Triple screen grid tubes
- 3—Screen grid power detection.
- 4—Fine quality audio system rendering excellent tonal fidelity.
- 5—Large size electro-dynamic speaker.
- 6—Heavy duty power supply (AC 524).
- 7—Humless filter circuit, employing new type electrolytic condensers (AC 524).
- 8—Minimum amount of tubes, which operate at maximum of efficiency. 3—24's 1—45 1—80 (AC 524) 3—32's 1—30 2—31's (DC 632)
- 9—Chassis is housed in a beautiful burled walnut cabinet.

“DE WALD”

Miniature Companion of the Famous



For A.C. or D.C. CURRENTS

Licensed By R.C.A.

ACCLAIMED THE BEST MIDGET MADE

In New York City the most competitive radio market in the world, the DeWald Companion Receiver, has won leadership through sheer merit alone. Public acceptance of the DeWald grows stronger daily because every DeWald sold is its own best advertisement. You can sell the DeWald under its own name or your own brand—set your own list and name your own profit. Some good territory still open. Write for our proposition.



Pierce-Airo Chassis
A.C. Model 724 D.C. Model 727

PIERCE-AIRO, Inc.

113R Fourth Ave., New York City

MANUFACTURERS OF FINE RADIO SETS FOR TEN YEARS

WITH THE JOURNAL ADVERTISERS

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THROUGH THIS PORTAL PASSES THE MOST PROFITABLE RADIO & MUSIC PRODUCTS FOR DEALERS & WHOLESALERS

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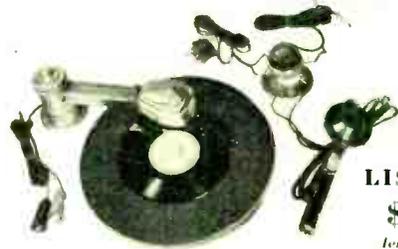
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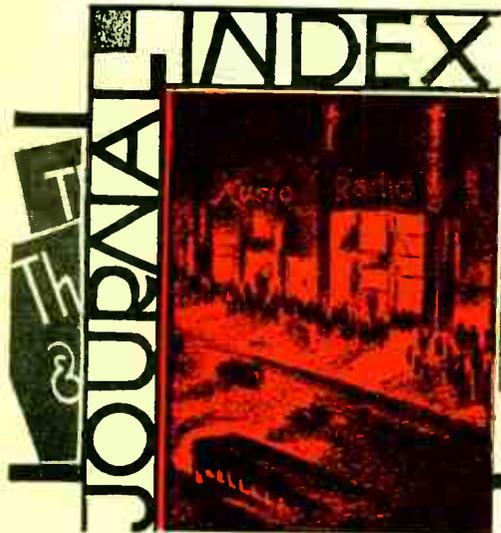
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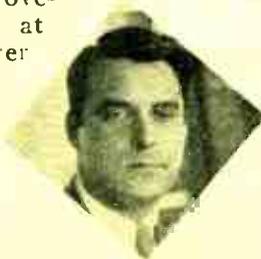
Adolescence

FROM the business standpoint, radio is still in its adolescence, wearing a suit which never seems to fit—a suit called "Expansion". When Mother Manufacturer makes the length to fit her boy six months from now and then he doesn't grow accordingly, the cuffs are well frayed by the time his legs are long enough. The boy goes off whistling the latest tune, but Mother is left to worry about a new suit. Sometimes she gets excited, and then we have dumping.

¶We are beginning to recover from one of those dumping periods. Manufacturers are beginning to realize that business at a loss of both money and public esteem isn't the solution. All in all, this period or temporary insanity hasn't been harmful. Five years from now it will be as vague as similar past depressions.

¶Our adolescence has taught the dealer sound finance. It has proved the stability of the manufacturers who have stayed on their feet. And to the public it has brought tremendous improvements in radio at dollar values never before equalled.

Eugene Farny
President
All-American
Mohawk Corp.



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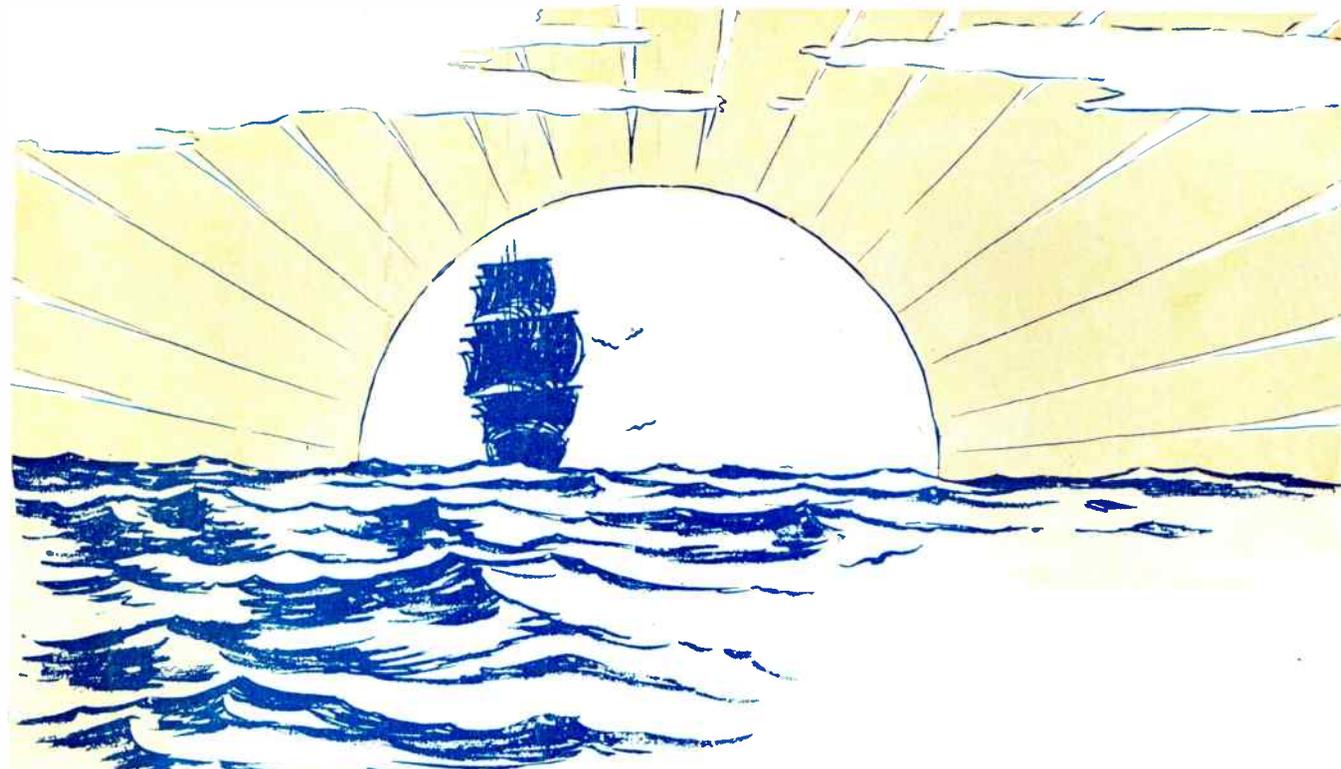
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1931 ushers in a new era in radio tube merchandising. For the first time, the radio tube dealer is presented with a constructive plan of merchandising cooperation and sales assistance—THE HEADLINER!

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