

What a Stromberg-Carlson Franchise Offers Radio Dealers! - - - -

"There is nothing finer than a Stromberg-Carlson"

- A NAME** in Radio of permanent, not transient, reputation.
- RADIO** receivers, permanent in performance value and in investment value to owners.
- POLICIES** that are permanent in production and merchandising, upon which dealers can count for protection.



OVER a period of more than six years the consistency of Stromberg-Carlson products and policies stands out in the radio industry. It is because thinking radio dealers know this, that they are judging new and untried plans by Stromberg-Carlson's tried and tested plans and policies, to a greater degree than ever

before. They are concentrating on the Stromberg-Carlson line of merchandise whenever they can qualify.

Stromberg-Carlson will always consider applications for franchises made by business men of sound finance and judgment who want intelligently to face a future in radio.

Stromberg-Carlson unsurpassed quality Receivers range in price from \$155 to \$369. The Multi-Record Radio (automatic radio-phonograph combination, electrical), \$615. (Prices, less tubes, East of Rockies.)

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

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



1894

Stromberg-Carlson

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



1931

The Talking Machine
RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

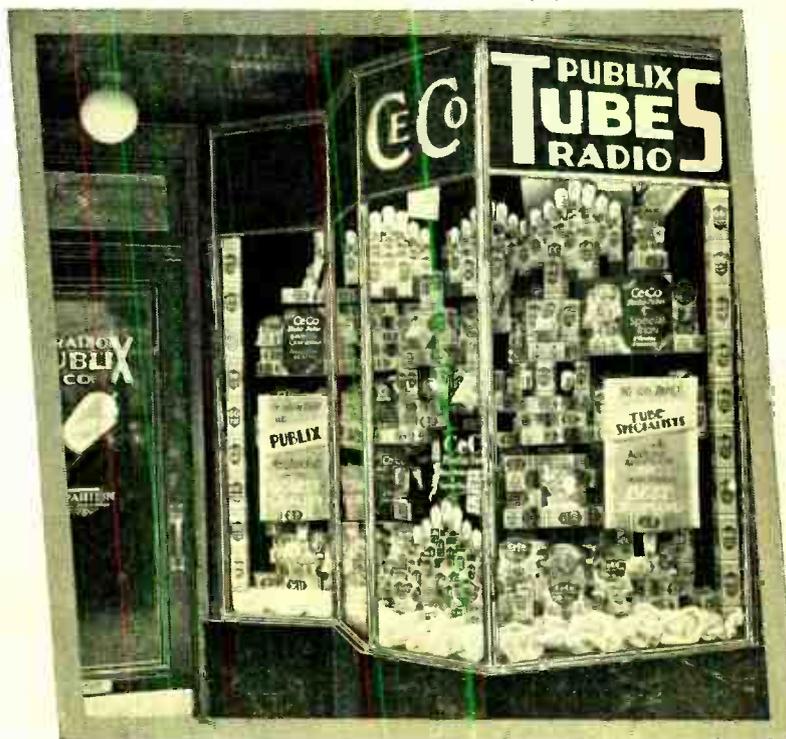
“CeCo Tubes possess the distinctive feature of retaining true tonal quality under full volume.”

CHARLES SEGAL, Co-Partner, Publix Radio Co., Philadelphia, Pa.

“BELIEVE IT OR NOT!—Before entering the radio tube business, this Philadelphia dealer insisted on the CeCo franchise...*i.e.*—no CeCo—no store. We joined forces. Their **CeCo sales** have gained month by month—today **90% of their total business** is CeCo...at full list. This series of advertisements tell its own story...
.. facts not promises.”

Ernest Kauer
President,
CeCo Manufacturing Co., Inc.
Providence, R. I.

No. 6 of a series of unsolicited CeCo window displays.



DO YOU KNOW?

- 1.** CeCo types 866, 250, 281 are used throughout the world in theater and power equipment applications.
- 2.** CeCo Radio Tubes were used exclusively in the transmitting and receiving equipment of the Chicago Radiophone Club to report the 1930 National Air Races.
- 3.** For prompt delivery, CeCo maintains warehouses at New York, Chicago, Boston, Philadelphia, Cincinnati, Pittsburgh, Providence, Toledo, San Francisco, Los Angeles, Dallas and Springfield, Mass.

CeCo

RADIO TUBES

Licensed under Patents of Radio Corp. of America

They're Better or You Don't Pay!

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



Why SET-TESTED

Give you
Quicker sales
More profits
Greater satisfaction

THERE is one thing every set-owner wants to know about the tubes he buys: "*Do they give perfect results in my particular set?*"

There is one way to answer that question to his complete satisfaction: *Tell him that Sylvania Tubes have been tried out in a set exactly like the one he owns.*

That is what SET-TESTED means—to you and to your customers. That is why sales are quick, profits bigger, and complaints fewer. You know, and the people who buy

from you know, that Sylvania Tubes have been actually tested in every one of the fine radios listed at the right—that they have passed strict tests for tone, distance, volume and selectivity.

Write at once for the Sylvania Certified Test Chart. Dealers everywhere are using it side by side with their stock of Sylvania Tubes. Note for yourself how quickly tube sales increase—how much less time you need to spend with each one of your customers.

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

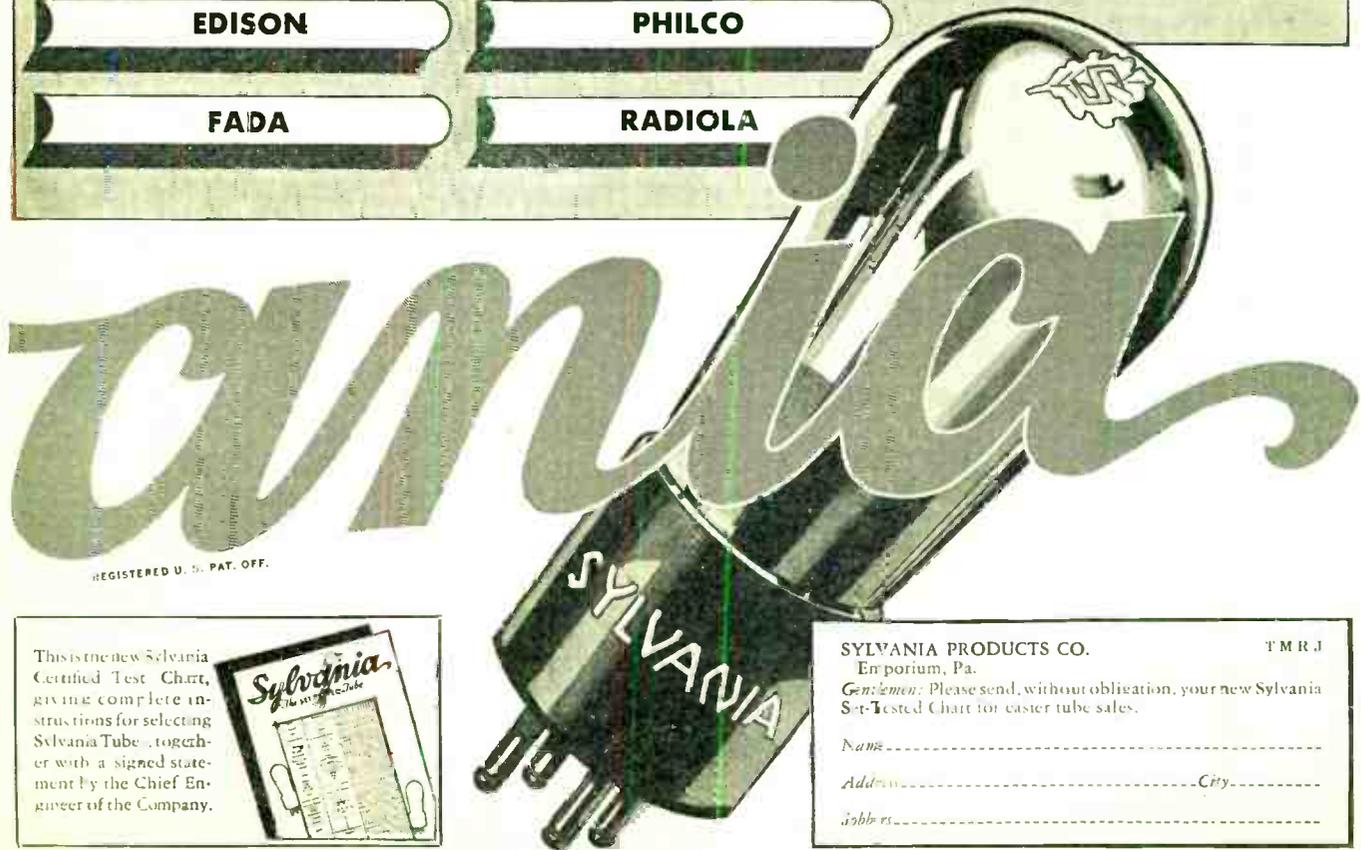
Sylv



•
 Licensed under RCA Patents
 •

TUBES

AUDIOLA	GENERAL ELECTRIC	SILVER MARSHALL
APEX	GENERAL MOTORS	SIMPLEX
ATWATER KENT	GRAYBAR	SONORA
BOSCH	GREBE	SPARTON
BRUNSWICK	GULBRANSEN	STEINITE
CLARION	HOWARD	STERLING
COLONIAL	KENNEDY	STEWART WARNER
CONTINENTAL	LYRIC	STROMBERG CARLSON
CROSLEY	MAJESTIC	VICTOR
EDISON	PHILCO	WESTINGHOUSE
FADA	RADIOLA	ZENITH



REGISTERED U. S. PAT. OFF.

This is the new Sylvania Certified Test Chart, giving complete instructions for selecting Sylvania Tube... together with a signed statement by the Chief Engineer of the Company.



SYLVANIA PRODUCTS CO. T M R J
 Emporium, Pa.
 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



THIS IS THE FIRST OF SEVERAL IMPORTANT ANNOUNCEMENTS TO THE RADIO TRADE DURING THE SEASON OF 1931

- It is perfectly natural for those in the radio trade who have watched the uniting of the Robert Bosch Magneto Company with the American Bosch Magneto Corporation to speculate on the effect of this merger upon the Corporation's radio program.
- The strength of the United American Bosch Corporation in automotive circles is greatly enhanced. As sole American selling agent for Robert Bosch products, in addition to the products of its own manufacture, and with Robert Bosch, A. G. of Stuttgart, Germany, selling American Bosch products, a world-wide alliance of two great organizations is created.
- Shortly, the new American Bosch Radio plans will be announced in detail. They will be thoroughly constructive and amazingly attractive, being grounded upon the same sound policies which have steadily and constantly built up a satisfied organization of dealers and a pleased clientele of owners.
- With no pressure policies or loss-incurring liquidation problems, the American Bosch Radio plans for the coming season become so interesting that no radio dealer can afford to lay plans for the coming season without considering all that is provided in the American Bosch Radio program.

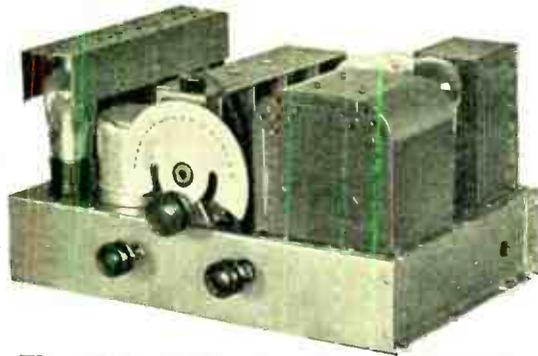
UNITED AMERICAN BOSCH CORPORATION

SPRINGFIELD · · · MASSACHUSETTS

Branches: NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

NEW PROFIT MAKERS FOR THE SPRING SEASON

A new chassis from the base plate up.



A new and improved circuit and simplified design.

The new Model 73—an engineering triumph—new in design and new in performance.

THE new Model 73 upholds all American Bosch Radio traditions. It is quality radio priced to place American Bosch Radio Dealers in a thoroughly competitive position. Notwithstanding the achievement of a lower-priced radio, there is an added performance value. The Model 73 has ability and performance in excess of its predecessors. American Bosch has anticipated the trend by providing quality radio at a never before approached low price.

It is lower-priced radio on a dealer profit basis. If you want to enter into a profitable radio program for the coming year, then you cannot help becoming interested in all American Bosch has to offer you. If you have learned the folly of trading dollars and are now ready for an enduring and profitable program, not only for 1931 but for years to come, ask us for further details. To delay is to lose profit. Write today.



MODEL 73-A
\$79.50

COMPLETE WITH TUBES
This is a big cabinet. Height 39 1/4", width 26", depth 12 1/8" with handsome walnut patterned veneers and attractive decorations. Contains the new 73 chassis.



MODEL 73-B
\$95.00

COMPLETE WITH TUBES
This model has sliding doors. Height 44 1/4", width 26", depth 14 1/8". Beautifully patterned veneers with attractive ornamentation. Contains the new 73 chassis.

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

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



Ken·Rad

Fine Radio Tubes

*Compare YOUR
Tube Set-Up with
the IDEAL*



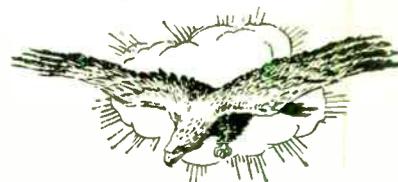
How do you *know* that you have a tube set-up as good as Ken-Rad offers? You *can't* know until you check up and see! And you owe it to yourself to make this check...

KEN-RAD OFFERS THE IDEAL		KEN-RAD	CHECK YOUR TUBE SET-UP
QUALITY	The finest tubes made, assuring better demonstrations.	✓	
UNIFORMITY	The least variation in characteristics of any tubes.	✓	
REPUTATION	A background as old as the radio industry—an established reputation for quality and fair dealing.	✓	
STRENGTH	A financial rating of AAA-1—a position that is further strengthened by the company's old established lamp business.	✓	
ENGINEERING	A <i>licensed</i> tube—produced under the direction of one of the most able engineering departments.	✓	
SALES POLICIES	A merchandising plan that builds a profitable business for you and protects you on the business you build.	✓	
PROFITS	An attractive margin, and co-operation that enables you to make a profit.	✓	



You can make more money on Ken-Rad Tubes—and you can add further to your profits with Ken-Rad Incandescent Lamps. Write us for all the reasons why.
THE KEN-RAD CORPORATION, Incorporated, OWENSBORO, KY.

Licensed Radio Tubes and Incandescent Lamps



Mighty Monarch of the Air

The Value Sensation of 1931!

Far exceeding even its remarkable achievements in values of 1928, Majestic surprises the industry with a marvelous new tube—MULTI-MU . . . an amazing new line of all-superheterodyne radio sets . . . including Static Modifier and Automatic Volume Control . . . at prices below that of T.R.F. receivers. MAJESTIC DEALERS will make the profits in 1931 . . . call or wire your distributor at once.

Majestic

RADIO



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

The Talking Machine
& RADIO JOURNAL

CROSLLEY Startles the Radio World with these Fast-Selling Radio Receivers

CROSLLEY SENIOR SUPERHETERODYNE (Pliodynatron) Series

The Crosley SUPER-ADMINISTRATOR



The New CROSLLEY SUPER-ADMINISTRATOR is a truly magnificent cabinet of thoroughly modern design. It introduces a new development in super-heterodyne engineering — the PLIODYNATRON —

a special oscillator tube used in the circuit to eliminate harmful harmonics and radiation. Sold at the low price of **\$109.50** Complete with tubes

The Crosley SUPER-RONDEAU



The New CROSLLEY SUPER-RONDEAU is housed in an exquisitely magnificent cabinet, the sides and top of which are of genuine 5-ply walnut veneer. The set and

speaker are the same CROSLLEY SENIOR SUPERHETERODYNE (Pliodynatron) chassis and newest CROSLLEY full floating moving coil dynamic speaker as used in The CROSLLEY SUPER-ADMINISTRATOR. Priced **\$119.50** Complete with tubes

The Crosley SUPER-SONDO



A magnificent, super-performing electric phonograph and radio set. Top and doors are of genuine 5-ply walnut veneer. It contains the same highly refined CROSLLEY SEN-

IOR SUPERHETERODYNE (Pliodynatron) radio receiving set and newest CROSLLEY full floating moving coil dynamic speaker as used in The CROSLLEY SUPER-ADMINISTRATOR. It sells at the low price of **\$189.50** Complete with tubes



The Crosley WIGIT

Only 12½" high, 11½" wide, 9¾" deep

ASTONISHINGLY low in price as it is, The CROSLLEY WIGIT incorporates THREE Screen Grid tubes, type -45 power output, Neutrodyne circuit, electro power speaker, Mershon condenser power pack, single tuning control, volume control, three gang tuning condenser, and many other features usually expected to be found in larger and more costly receivers.

Shipped with tubes in sockets, you need merely attach antenna and ground connections, plug into 110 volt A. C. house current, and immediately bring in any selection of programs you may wish.

The CROSLLEY WIGIT fits into any surroundings because it is so small and unobtrusive. Several in a home so that all members of the family may have one, is not an unusual occurrence.

Get in touch with your Crosley distributor for further information about this radio marvel. It sells at the startlingly low price of **\$39.75** COMPLETE WITH TUBES

THE CROSLLEY RADIO CORPORATION

POWEL CROSLLEY, Jr., President CINCINNATI Home of "the Nation's Station"—WLW

Also manufacturers of the CROSLLEY Battery Radio Receivers and the CROSLLEY ROAMIO Automobile Radio Receiving Set





Arcturus
screen-grid tubes
show

**HUM OUTPUT OF TWO
LEADING MAKES OF
SCREEN-GRID TUBES
Compared to ARCTURUS**

Hum At Normal Filament Potential:
Manufacturer No. 1 . . . 20 Millivolts
Manufacturer No. 2 . . . 14 Millivolts
Arcturus 7 Millivolts
*Arcturus shows 52% less hum than
average for all other tubes tested.*

**52% LESS
HUM**

in **laboratory tests**

With the increased sensitivity gained by using screen grid tubes as detectors, hum must be kept at a minimum.

In a recent laboratory test the hum of Arcturus Screen Grid Tubes was compared with four other leading makes. Results were startling. No tube tested showed such freedom from hum as Arcturus. Arcturus Screen Grid Tubes registered 65% less hum than one well-known tube, as indicated in the table by manufacturer No. 1; 50% less hum than another leading tube, (manufacturer No. 2). The tubes of manufacturer No. 2 were found to have lower average

hum than any other makes investigated with the exception of Arcturus.

Unique construction features, exclusive with Arcturus, explain this unusual record. The Arcturus *Unitary Structure* method of assembling holds all elements rigidly in position; gives extra strength as well as improved performance.

Thousands of radio dealers have profited by Arcturus quality. The clear life-like tone of Arcturus Tubes, combined with quick action, will satisfy your customers, too. Write your jobber for more Arcturus facts.



ARCTURUS

"The TUBE with the LIFE-LIKE TONE"

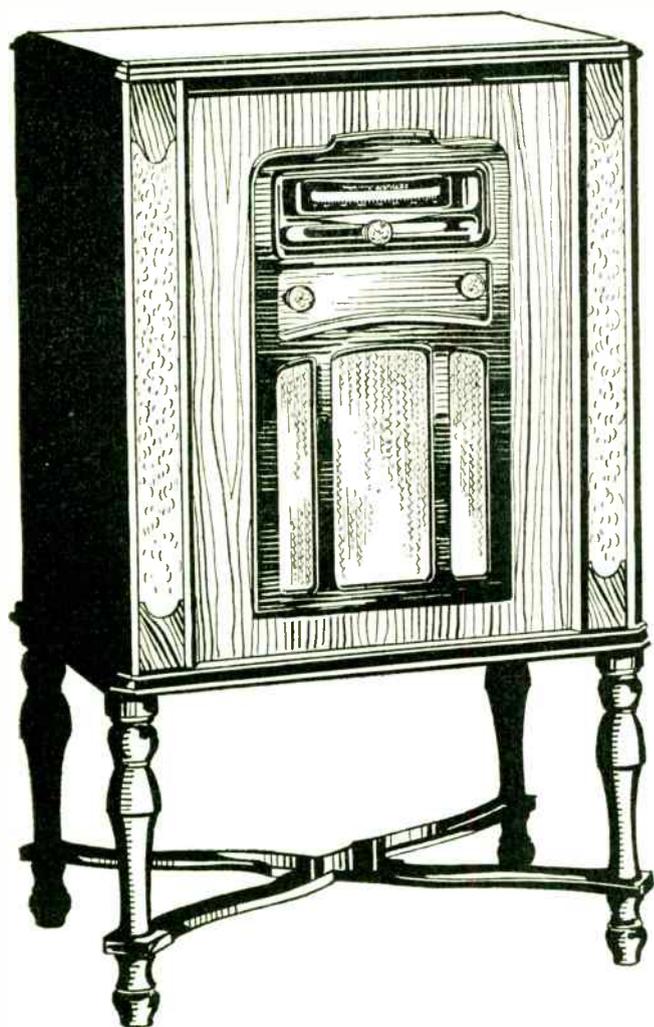
ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.

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

World Radio History



Victor produces *radio's most remarkable value*



Victor Radio



The new Victor
5 circuit screen-grid
micro-synchronous
R-34... at \$121 list,
with Radiotrons

HERE'S a fine radio built by Victor . . .
an instrument that reproduces music
as it ought to sound . . . as only Victor tone
can duplicate it . . . a set with more than
enough selectivity to satisfy even the fussiest
radio fan . . . a set with more sensitivity than
the owner can use . . . a set with an extremely
popular cabinet that is built as Victor builds
a cabinet . . . a set with volume that whispers
or with volume that can fill a big room . . .
a set backed by the most respected trademark
in the industry . . . a man-size, full power set
of a type never before obtainable at any-
where near the price available to your cus-
tomers at only \$121, complete with Radio-
trons! Order from your distributor today.

VICTOR DIVISION

RCA Victor Company, Inc., Camden, N. J.

A Radio Corporation of America Subsidiary

Ready!

SENSATIONAL NEW MODEL 68

8 TUBE



JACKSON-BELL

Midget **RADIO**



NEW-FINER

\$69.50

complete with 8 tubes

The THIRD in the 1931 line of JACKSON-BELL Midgets. The ONLY exclusively *Midget Line* in America. Big extra profit. No conflict with your present lines. Profit proven by the experience of thousands of Dealers and Distributors everywhere. Dependable merchandise, produced by an old established Manufacturer, pioneer and recognized leader in the Midget field. Generous co-operation. Effective advertising. Sure-fire sales plan. Write TO-DAY for proposition.

NEW MODEL 50

5 tubes (3 screen grid), dynamic speaker, tone control, attractive walnut cabinet - - 8"x11 1/2"x15"

\$49.50

complete with 5 tubes

NEW MODEL 62

6 tubes (4 screen grid) Magnavox dynamic speaker, perfected tone control, exquisite walnut cabinet 8"x11 1/2"x15"

\$59.50

complete with 6 tubes



Model 68 Features

- 8 tube "wallop"
- 4 screen grid tubes
- local and distance switch
- illuminated vernier dial
- Magnavox dynamic speaker
- push pull amplification
- improved tone control
- walnut cabinet 19" x 11" x 16 1/2"



JACKSON-BELL COMPANY . . . LOS ANGELES, CAL., U. S. A.
MANUFACTURERS OF ALL-ELECTRIC RADIOS . . . SINCE 1926

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



It's Easy To Identify 1931 Tubes

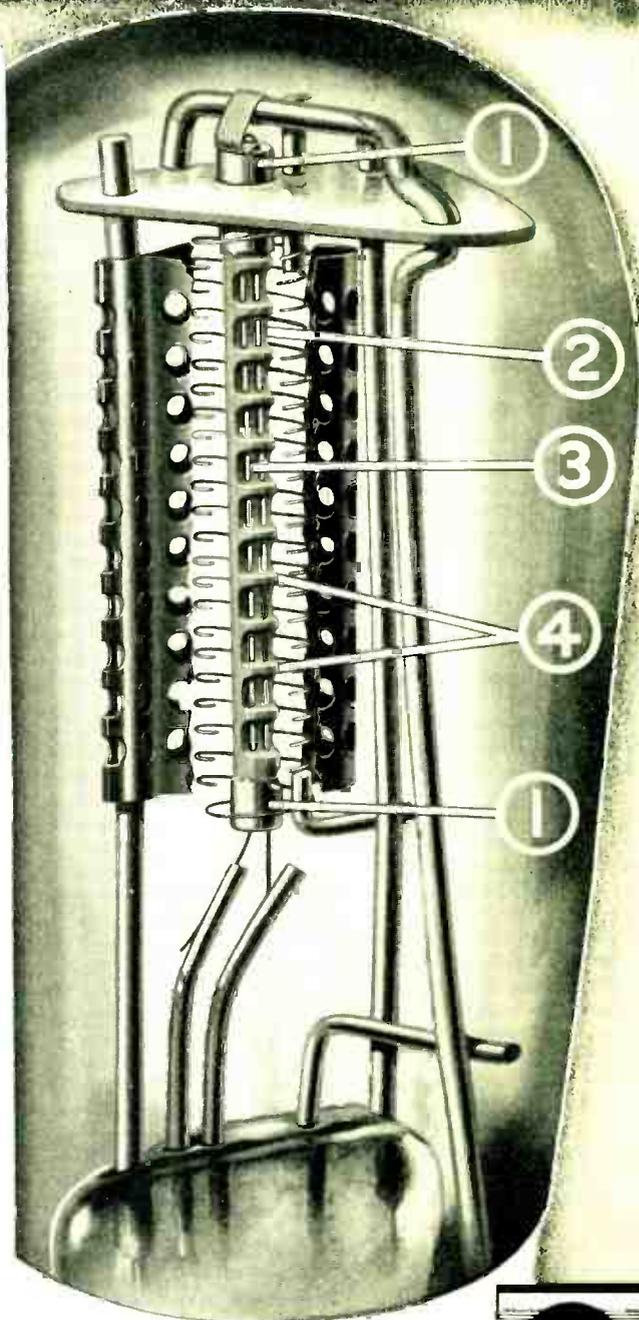
Look for Practical Quick Heaters

A radio set should start up in a few seconds. But are you willing to pay the usual price of short tube life and uncertain performance? De Forest engineers have eliminated the gamble by unique design:

1. Full-length cathode sleeve, minimizing hum and crackle. One-thirtieth usual hum level.
2. Notched insulator (patent applied for) reducing bulk yet retaining twin-hole insulator advantages.
3. Special hair-pin filament for neutralized A. C. field. Lower operating temperature than coiled type with freedom from brittleness.
4. Filament supported at twelve points. Cannot vibrate to cause microphonic noises. Cannot short circuit.

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 third of a series of debunking messages dealing with 1931 radio tube features. Would you like the entire story at this time?



de Forest
AUDIONS
RADIO TUBES



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

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

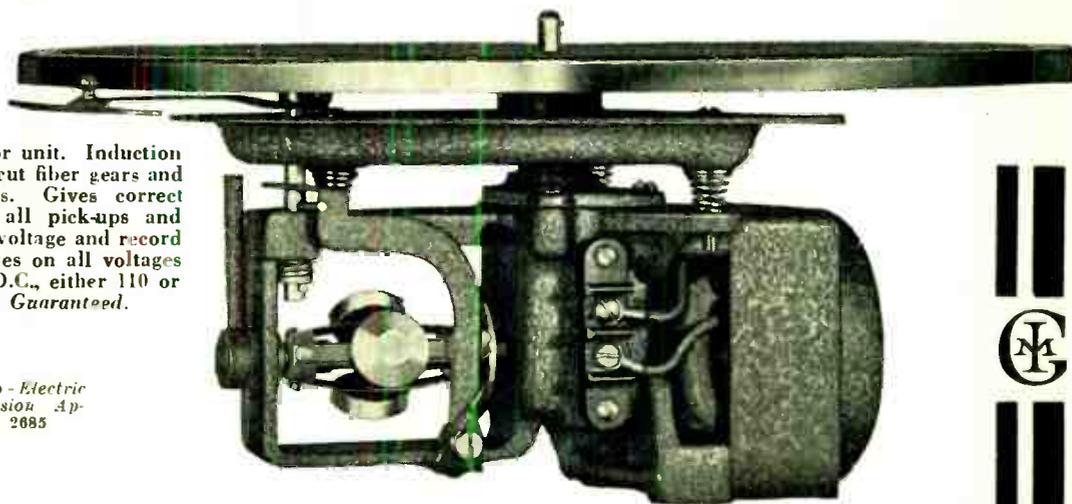


**Service . . .
handling the job
to perfection . . .**

FLYER ELECTRICS

The Blue Flyer Motor unit. Induction type, with silent spiral-cut fiber gears and long oversize bearings. Gives correct turn-table speed with all pick-ups and under all variations of voltage and record drag. 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*



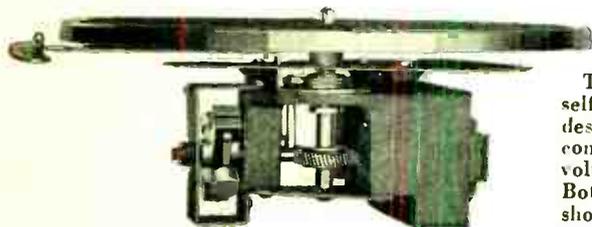
MOTORS built to dependably insure the full enjoyment of the radio-phonograph's highest achievements. Year in and year out. The popular Blue Flyer and the Green Flyer.

They have abundant reasons for most satisfactorily so doing. Always they have been known for balanced efficiency. Always for simplicity of design. Always for dependability. Always they have consistently met every requirement . . . kept right on proving their superiority.

Only Flyer Electrics have their advantages. Made by a concern with a quarter century of experience in specialized electrical manufacturing coupled with 15 years of leadership in large scale production of quality phonograph motors.

Specially designed for radio-phonographs. Self-starting, with abundant power under perfect control. Made for both alternating and direct current. Used as the best obtainable by leading builders of quality radio-phonographs.

*In ordering samples, please
give voltage and frequency.*



The Green Flyer Motor unit. Like the larger Blue Flyer, self-starting, with automatic stop equipment optional. Similar design, with spiral-cut fiber gears, long oversize bearings, open construction and complete ventilation. Made to operate on all voltages and frequencies. For D.C., either 110 or 220 volts. Both the Green Flyer and the Blue Flyer 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

The Talking Machine
& RADIO JOURNAL

SELLING IS EASIER WHEN you're backed by this GREAT RADIO LINE!

These beautiful Columbia machines offer your customers more for their dollars than you can give them in any other modern instruments. That's why this radio is *selling!*

All models include Columbia's nationally advertised 8-tube screen grid Telefocal receiver—the famous radio *with no dead spots on the dial.* And each Combination

also includes Columbia's new Electric Reproducing Phonograph—acoustically and electrically the *perfect* record player.

Remember—this Columbia line has a price range that helps you sell the greatest, most profitable class of purchasers in the country. And it gives you machines packing the beauty and performance which will cinch a healthy 1931.

Model 991—The New Columbia Tele-focal Radio and Automatic Record - Changing Phonograph Combination. List price, \$325.00.



Model 930—The New Columbia Tele-focal Radio - Phonograph Combination. List price, \$235.00.



Model C21—The New Columbia Tele-focal Radio, High - boy Model. List price, \$185.00.

Model C20—The New Columbia Tele-focal Radio, Low - boy Model. List price, \$145.00.



ALL LIST PRICES ARE "LESS TUBES"

Columbia Radios

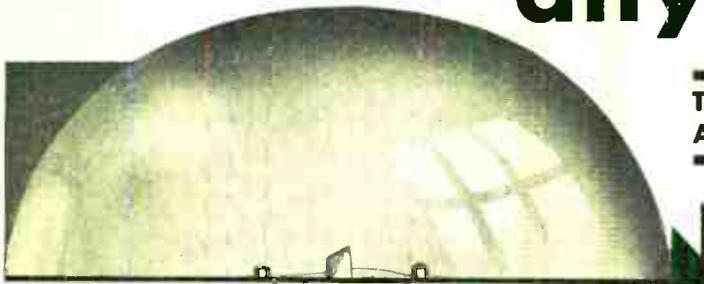


*All Trade Marks Reg. U.S. Pat. Off.; M. R. M. Inc. Regda. Nos. 18425 y 19920 de o en España 1910 y 14088 de 13 de Agosto 1910; Marca Industrial Registrada Mayo Nov. 1906; 24-88 y 2072

The Columbia Phonograph Company, Inc., New York.
In Canada: Columbia Phonograph Company, Ltd., Toronto

STANDARD EQUIPMENT

in more sets than any other tube!



THE EXTRAORDINARY ELEVEN MONTHS ACHIEVEMENT OF NATIONAL UNION

IN 11 SHORT MONTHS!

From out of the mass of Independent Tubes, National Union has quickly leaped to the top . . .
 "THE STANDARD TUBES FOR STANDARD SETS"

No radio dealer can afford to ignore the amazing records that have been established by these precision-made National Union Tubes. Here is the printed story.

TO THE RADIO TRADE: Who judges radio tubes more harshly than the set manufacturer? On the tube that he selects for his set often rests the public opinion of his set . . . and hence the success of his entire business. *He simply cannot afford to gamble!*

You know this fact . . . and that is why the announcement that National Union Tubes are standard equipment in more sets than *any other tube*, must convey a world of meaning to you. In March, 1931, Dr. R. E. Myers and his staff of 15 engineers from Westinghouse set out to manufacture the finest radio tube that money could buy.

And now at the end of only eleven short months National Union has reached an enviable position in the radio tube industry. Proof of this lies in the fact that set engineers have approved National Union Tubes as satisfactory equipment for their sets.

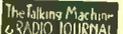
Such an acceptance is the result of a product of unusual excellence, fair policies and vigorous sales assistance. Does not the extraordinary 11-month record of National Union assure a still greater year in 1931?



Dr. R. E. Myers: Vice-President in charge of Engineering



NATIONAL UNION RADIO CORPORATION
 400 MADISON AVENUE • NEW YORK CITY, N. Y.

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

ATWATER KENT RADIO

with the GOLDEN VOICE

PLAYING FAIR with the dealer

ATWATER KENT looked far ahead at the very beginning of this season.

Did the Atwater Kent factory start with a great production splurge, and *load* retailers up to the guards?

No! It controlled production from the very start, holding it to the dealers' *needs*.

Did Atwater Kent "dump" a surplus and cut prices, letting the dealer "hold the bag"?

No! Atwater Kent's production control determined *in advance* that there wouldn't be any surplus.

As a consequence of this foresight, the Atwater Kent Radio on the dealer's floor today is the latest, up-to-the-minute model—offered at its *full* price, on which the dealer makes his *full* fair profit.

Dealers and consumers alike recognize the *new* Atwater Kent with the Golden Voice as radio's biggest value—the *first* choice of the *best* prospects in every territory.

Dealers and consumers alike recognize the *squareness* of Atwater Kent policies, as clean and dependable as the Atwater Kent Radio itself.

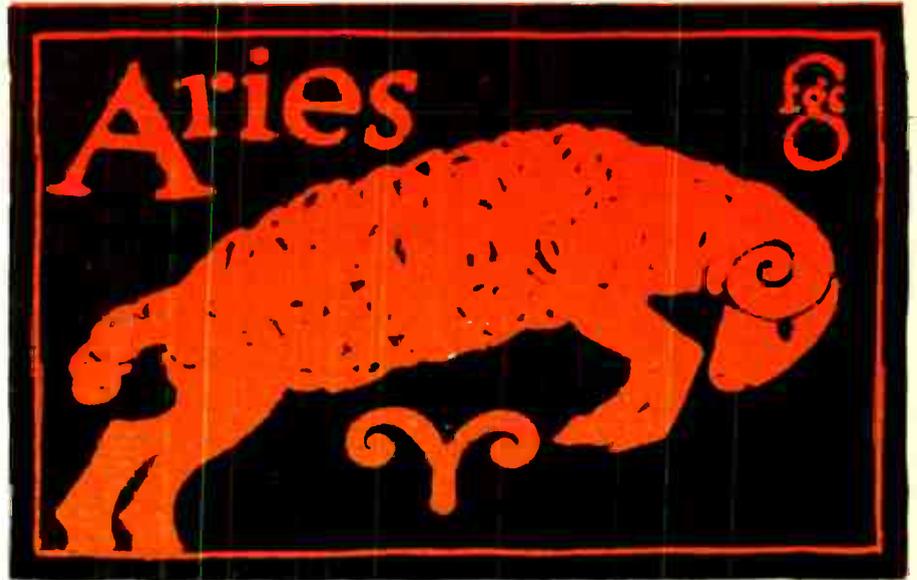
ATWATER KENT MANUFACTURING CO · A. Atwater Kent, President · 4700 Wissahickon Ave., Philadelphia, Pa.



Glad. Henderson, *Editor*
 Daniel Webster, *Managing Editor*
 Raymond Gandy, *New Editor*
 H. E. Speare, *Electric Appliance Editor*

Vol. XXX No. 3 MARCH, 1931 50c a copy
 \$5.00 a year

Aries, the hard-headed ram, in exercising jurisdiction over March, definitely specifies reason-why sales appeals for use this month. Buyers are going to be in a reasoning mood. Get down to cases with them through some logical sales appeals.



As we see the business

THERE IS NO SUCH THING AS "A set worth \$160 being sold for \$69.50" regardless of the former list price. When a set is advertised at \$69.50, it is worth just \$69.50 and not another cent more. It is this irrelevant use of figures for comparison purposes that misleads the public into believing that "bargains" are being offered and which causes havoc with the status of lease accounts. Many reasons exist for the cutting of the original list prices, but the primary purpose is to hoodwink the public, for there are always found a group of people with a Scotch complex, to whom the inference of cut prices arouses the spirit of buying to beat the other fellow.

THE PUBLIC DOESN'T KNOW that the instant a brand of radio sets is classed as "distress merchandise" that the manufacturer, himself, acknowledges that these sets are "seconds"—and many of them are "seconds"—which auto-



matically makes them inferior merchandise to the sets put out as "firsts" and sold at legitimate list prices. The public also doesn't know that many sets for "sale purposes" are built to order for sale purposes, and while a smoke screen of "former list price \$160" may be thrown into the advertising, still these sets are nothing but \$69.50 sets (if they are advertised at \$69.50, or any other price) sold to the dealer at approximate regular discounts, based on the cut price. This is where the public gets fooled, and the foregoing is mentioned to aid dealers with lease accounts, still being paid, the buyers of which sets become wildly excited believing that everything they see advertised is true. At this point it takes reams of explanations from the dealer to satisfy the customer that the Potomac is as quiet as sloganized.

IT IS SO RARE TO FIND A LEGITIMATE radio bargain that most sale advertising can be accepted for just what

“sale advertising” is worth. So many times, this sale advertising is done purposely, with a dealer possessing only one or two sets, and the salesman’s entire selling job being devoted to switching the inquirer to any model of any other set that might be in stock. Then, while it was the lure of a “bargain” that brought the customer to the store, he buys another make of set at full list prices. In the meantime, the dealers who sell the advertised-cut-price-make, have a serious problem on their hands to stem the flood of impatient and worried lease payers, whose only justification for living is to see that “the dirty dealer who ‘gypped’ me is jailed.”

DEALERS CAN IMPRESS THEIR past customers that in 99% of the cases, there is no such thing as a \$160 radio set being sold for \$69.50, and that a “bargain” is as rare as securing a hot fried egg sandwich at a church picnic. The customer may think that he is justified in complaining, but when he learns the true facts from the dealer, the customer ought to feel happy that he has done business with a dealer with staple radio sets.

PERPETUAL MOTION HAS BEEN discovered by the tube industry, but we hope this scientific revelation will be included in the Wickersham report. This situation is interfering with greater sales of tubes and is making magicians out of dealers. So cheesy have conditions become that one tube manufacturer is starting to mark tubes with a code to prevent these Jesse James ancestors from living in luxury at a tube maker’s expense. What is inferred from the foregoing is that the present conditions permit dealers to replace any tube at any time free. This should be stopped entirely, or permit up to a 5% exchange to the dealer on the number of tubes purchased. As it is now working, dealers are turning in tubes three to four years old, which they take away from

set owners at the time they SELL a set of new tubes, and thus get not only the profit on the tubes sold, but NEW tubes from the old ones discarded by the customer.

IF THE SITUATION IN THE PRECEDING paragraph isn’t rosy and velvety, then the writer is Calvin Coolidge. The perspicacity of these wise dealers is so good that frequently they send back to a wholesaler for exchange more tubes than they buy in a year. With so many discarded tubes being sent in for FREE replacement—entirely unjustified and most amusing to the dealer—how on earth can tube manufacturers ever buy a copy of the Saturday Evening Post? Here is perpetual motion existing with scientists unaware of the inventive brilliance of the radio trade members. The situation is the same as if all the tube manufacturers engaged in a battle royal with the prizes for the winners going to the spectators. Just how much longer will the tube manufacturers stand for this, and why cannot a dozen tube makers get together to induce themselves and all other tube manufacturers to stop the leaky valve of their profit heart?

DEALERS ARE VITALLY INTERESTED in refrigerators and other electric appliances, but outside of those dealers who have taken on one of seven makes, jobbers find that the dealers are not sold on the brand names of the many odd trade marks. Many of these boxes have yet to make any impression as to value of product, either in prestige or performance, and this warning is again printed to remind dealers of their experience in the past with the different makes of radios. True, a huge market exists for refrigerators, as the 20,000,000 wired homes with only about 2,500,000 boxes is the correct situation, but in spite of this, only 30% of all refrigerators are SOLD IN THE STORE. Very few people wander into a dealer’s store asking to buy

a refrigerator, as they have been doing with radio. The first requisite for a dealer to make refrigerator profits is to select a good make (ask The JOURNAL if in doubt) and become so dam sold on it that enthusiasm oozes from every pore with the perspiration necessary to make the sale. The radio dealers are just about getting weaned on radio, and to become an infant again because of taking on a punk refrigerator, and being obliged to go through that whole performance of dragging on the merchandise nursing bottle nipple in order to breathe and live, would make even a wealthy radio dealer look upon the future with misgivings. Don't get excited about refrigerators unless you can secure a line that has a sparkling re-sale value as well as name prestige.

DEALERS MUST REMEMBER THAT it is the picture first, and the theatre second, that makes box office profits. No matter how wonderful the theatre may be, a poor picture cannot be well sold. Radio dealers think because they happen to handle some radio set that they are in the radio business. Radio, as a set, no longer astounds or amazes the public, and a set is simply a piece of merchandise which must be handled by the dealer because of its re-sale value and not because of an arithmetic contest in discounts or a quarter-back's signals of 40-30-20-10-2-2-15. About half the sets possess the intangible re-sale power that, added to a dealer's own intelligent activity, can result in excellent radio profits.

IT WILL BE A RARE RADIO MANUFACTURER a year hence that specializes only on radio making and selling. Most factories now can make all the radio that can be sold during a year in three or four months of factory activity, or less, but the main reason is that it is also a rare radio dealer that can stay in business and live handling only radio. With the dealer's sit-

WHEREAS, in times past manufacturers of radio have been known to produce more units than their markets could possibly consume

And, WHEREAS—such overproduction resulted in many cases from no fault of their established distributors and dealers to whom, however, the resultant liquidation brought substantial losses.

THEREFORE—be it resolved that the Radio Wholesalers association request, urge and demand that radio set manufacturers undertake to:

- (a) Exert every precaution in market analysis to most conservatively plan their production program.*
- (b) Secure reports from their distributors weekly showing inventories on hand and sales of units to dealers.*
- (c) Eliminate as much as possible the element of gamble or luck in calculating their potential sales.*

Resolution adopted at the mid-winter Indianapolis R. W. A. Meetings.

uation demanding other products, the wholesaler finds himself on the same couch, with the manufacturer knocking on the door. Nine different types of products are cited as "good" for being made by radio manufacturers. If television were ready to-day, it would take two years to build up proper broadcasting facilities, except in two or three spots, but television is bound to come sooner than is expected. In the meantime, manufacturing and distributing of merchandise for the radio trade must be conducted as if television won't ever exist, with the latter coming in as a profitable-plus-line. Every use must now be made of the present wonderful radio distribution power of dealers and wholesalers, which was created by the radio manufacturers, and which is being recognized by manufacturers of other products as the liveliest group of merchants, capable of selling any type of good speciality.

Ed. Henderson

Growing pains

Retarded by legal difficulties, radio nears technical adulthood

Extracts from copyright article in *The Technology Review* of special interest to radio dealers and wholesalers.—Editor.



ALTHOUGH radio telephony has been in use for well over 20 years, the last decade has witnessed the development of broadcasting, and with it the growth of radio from an insignificant unit in our economic system to a billion dollar industry. Including the amplifier field, represented by the reproducer equipment used in the talkie theatres and group-address systems, the annual output at consumer prices of the radio and vacuum-tube industry is \$1,200,000,000. This is approximately the same as the output of the rubber goods and tobacco industries, or the amount expended by the combined railroads of the country in their repair shops. Such a prodigious expansion must of necessity have been attended by many acute economic, engineering, and legal problems, and even today as radio settles down to a reliable unit in our country many of these problems still exist.

The listeners may be dismissed by the statement that they desire free programs pleasing to their taste, with a quality of reproduction equal to the original and free from offense.

Is the growth in radio manufacturing being made at the expense of some other industry? Is the use of a radio receiver in the home eliminating that of musical instruments? Or is the dissemination of news by radio supplanting the newspaper? At first there was a real reason for raising such questions: but is there any today?

There can be no question that the novelty of music by radio at first had its harmful effects on the sale of phonographs. But phonographs are like radio: they are not primary instruments, since they only reproduce. Today we find the radio and the phonograph combined, the one assisting and supplementing the other.

What is obsolescence in a radio receiver? In the early days of broadcasting, advances were made so rapidly in receiver design that sets became quite useless in one or two years. Does this situation still exist? No.

In a radio receiver, the operation has been reduced to single dial control for several years. From an operating point, little improvement is required. What then, are the three points in which we should look for improvement? They are: selectivity, sensitivity, and fidelity. A radio receiver must be sufficiently selective to enable it to separate the different broadcast stations so that the programs will not be mixed within the receiver. All modern receivers have a high degree of se-



By *H. B. Richmond*

Treasurer, General Radio Co.

lectivity, and no radical improvement is necessary. Improvements in methods to accomplish this result are possible, but as they are only accomplishing the same result, they will not render sets obsolete. Such concatenations as Rudy Vallee crooning a love ballad along with an Amos-'n'-Andy obbligato are a thing of the past.

Sensitivities are now obtainable that were of remote speculation a few years ago. Every station that is received comes in with sufficient volume to operate the loud speaker. The sensitivity of receivers is so great that selection may be made from a wide variety of stations. With the continuous extension of excellent chain broadcasting, little is to be gained in extreme sensitivity; therefore, there is available in the present set all that is required from a sensitivity viewpoint.

Wonderful improvements have been made in the fidelity of reproduction in radio receivers. A thoroughly modern receiver handles a range of frequencies sufficient to give the equivalent of original tone quality. Only minor improvements are necessary in this direction.

This whole problem of stability has brought a new problem to the radio manufacturer. His greatest sales in the last three years came from the replacement of obsolete sets. This market will soon be nearly closed to him, since obsolescence will become but a very small factor. He must look to the extension of the use of radio, or, as has been the case with the automobile, to the use of more than one radio in a home. This latter situation is developing with great rapidity. No longer is a single radio set sufficient for many people, but radio service is desired in various parts of the home. The simplest way to obtain such service, particularly when a variety of programs is desired, is through the use of more than one radio set. That this field is a most promising one is evidenced by the fact that during the current radio season fully one million of the midget or mantel-piece radio sets will be sold. A great many of these sets will be sold in homes where there is another radio receiver.

What about television? It is still quite in the experimental stage, but making excellent progress. It should, however, be remembered that this is an entirely additional feature. It is something to be added, and not part of an existing receiver. It is much the same as adding talkies to the ordinary movies. It represents additional equipment, and is not merely an improvement in existing radio sets. Because of expense, its use in the average home is relatively remote.

R. O. Foster

The JOURNAL presents
as prominent merchant of
our industry for March,
1931, R. O. Foster, Presi-
dent of Foster & Waldo.

March, 1931





Selling radio to schools

**If the school board hasn't the money
Kucher & Schaeffer help them find it**

By Ray Ganly



*Receiver and control to principal's office, Chancellor
Junior High School*



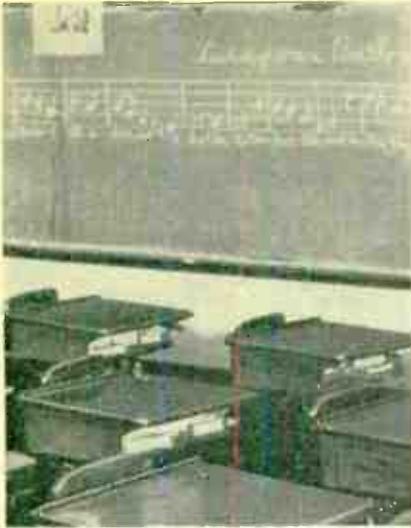
LFRED F. KUCHER and Arthur J. Schaeffer, radio dealers in Irvington, N. J., recently turned in a nifty bit of selling when they converted a mere phonograph sale into a centralized control multiple speaker deal.

Hearing indirectly through a service man that the Chancellor Grammar School in Irvington was considering the purchase of a radio, these two smart radio men immediately saw an opportunity for a fine profit. "If only," they figured, "we could interest the school in buying a complete centralized control multiple speaker radio equipment. That would mean the sale of an Atwater Kent radio-phonograph combination, several inductance speakers, a control board and several other essential items. It would give us a dandy profit."

They decided to go after the school job. It meant that they had to convince Principal Staley, of the Chancellor Grammar School, and the Parent-Teachers' Assoc. The latter group had just staged a play which had resulted in a good box-office showing. They had the money to spend, therefore they had to be shown.

"You can have the combination installed in your office," they told Principal Staley, "out of harm's way, under lock and key.

"Along with the combination we can install a complete centralized control multiple speaker system which gives the principal access to every classroom in his school. Without even stirring from his desk, the princi-



Instead of being content with making the sale of one radio, these energetic dealers sold the school board a combination and multiple speakers. The one sale is leading to others.



Speaker in the music room of the Chancellor Junior High School.

pal can give his entire school what he considers the best in radio or record music. The control panel is located right by his desk. With a twist of the hand he can tune in recitals, symphony programs and other highlights in musical broadcasting for the aesthetical education of whichever class he chooses. He can give the higher grades special broadcasts from Washington, lectures and talks by figures of national prominence and other programs of great educational value."



Control in principal's office. Grant School, Cranford, N. J.

are confident of promoting a social affair which will net the money.

What these two energetic dealers have done in their home town, dealers anywhere in the country can do. It might be best for the dealer to organize a special department, even if it consisted of only one man, to sell schools.

This line of attack had its merits, Principal Staley of the Chancellor Grammar School okayed the idea and the Parent-Teachers' Assoc. voted to spend the money.

As a result the school is now equipped with all necessary equipment, 3 multiple speakers are already installed and Kucher and Schaeffer are planning to offer free speakers to the classes of the school which contribute the best essays on radio and broadcasting. Each child, it is planned, will write his name and address and the make of radio in his home on the top of each paper submitted. Kucher & Schaeffer will afterwards use these names as leads for future radio business far and away above the cost of the speakers.

"Of course," Mr. Kucher told the JOURNAL, "you bunk up against trouble sometimes in soliciting this brand of business. First of all, you find that the schools don't, as a general rule, want to spend any money. Then again, it is extremely difficult to get into the Board of Education meetings. Often there's politics mixed up in putting across a proposition."

Kucher & Schaeffer are hot after other school installation jobs. They have already been assured of one large order from a school in their vicinity, but they have been notified by the principal of that school that it is up to them to raise the money—otherwise they won't get the sale. They have every hope of landing this order and are already contacting the local Kiwanis board. The principal is already on their side and they



Radio is installed in the hospital of the County Prison, Holmesburg, Philadelphia

Renting public address equipment



RADIO store can pick up some extra money these days by renting out public address system equipment. The firm of Mahr & Van Name, operating in Stapleton, Staten Island, have pursued this source of income for the past year or so. They express themselves as being more than pleased with the results and are assured of "repeat engagements" with many of the Island's social and commercial organizations. This keeps the money flowing their way.

G. W. Mahr and H. C. Van Name go after permanent installation work, of course, but concentrate more on renting out their truck equipped with complete amplifying apparatus for out-of-door engagements and on renting amplifying equipment for indoor dinners, dances, socials, etc.

Their initial investment in completely equipping a truck to handle this "special business" was \$1600. "This may seem a large sum for the average dealer who is thinking of enter-



G. M. Mahr



H. C. Van Name

ing this field," stated Mr. Van Name. "but it is well to remember that the very best apparatus is required for this work." Mr. Mahr, the mechanical expert of the firm, utilized some of his own ideas in assembling and outfitting the truck. The equipment includes Sampson amplifying devices, Wright DeCosta speakers, Universal mikes, a microphone pick-up, two turntables by means of which records can be faded one to the other, and other items. The amplifying horns or trumpets are located on the top of the

truck for open-air broadcasting to crowds.

The running overhead is not very high, according to Messrs. Mahr and Van Name. Two men generally make installations while one man operates the amplifying system. Shipping the equipment back and forth in the truck does not entail any great expense.

Charges vary, of course. One charge is made for furnishing one mike and furnishing music to be amplified over their equipment; additional mikes boost the charges.

They've been renting their equipment three times a week. Rentals are made to all sorts of organizations, including the following: The American Legion, The Veterans of Foreign Wars, the Y. M. C. A., the Knights of Columbus, the Masons, the Elks, Chamber of Commerce affairs, schools for graduation exercises, boy scout groups for the awarding of prizes before parents and friends, Staten Island auto shows, churches for socials and dances, private institutions, committees conducting special sporting events, even to politicians conducting campaigns.

At all of these engagements they get free publicity plugs, the announcer mentioning the line, "through the courtesy of Mahr & Van Name."

NEWLY DEVELOPED
110 VOLT A.C.
CAR GENERATOR.



F. D. Carson

The JOURNAL presents
as prominent manufacturer of our industry for
March, 1931, F. D. Carson, vice-president of the
Colonial Radio Corp.

March, 1931



The midget combination

This new instrument increases the unit and your record sales

By A. W. Calder



NOW that the astonishment of midget radio sets selling two for a hundred dollars has worn off, dealers are very keenly interested in finding something to take their place. Something which will captivate the public's interest, something which will give a bigger profit, something which will give a continued profit, and something which will give new sales arguments.

It is in answer to this demand that the midget combination radio and talking machines are being announced. Several have already made their appearance and we are informed of a number more "in the works". They list generally under a hundred dollars complete with tubes, thirty to thirty-five dollars more than the midget alone.

The radio dealer will find that the combination midget answers a number of his problems. With the race to sell midgets at lower and lower prices, the dealer was reaching the point where his profit on the sale of a set was less than on the sale of the tubes. The small combination helps him boost the midget prospect back up again where profits are visible. A number of people who want a midget chiefly because of its small size will listen to the advisability of including the means of playing records. After the local stations have signed off, or when there is no dance music available as it is wanted, the value of the combination is very evident.

Then follows the welcome sale of records. In the past few years, one of the biggest markets for records has been to the owners of portable talking machines. These instruments, selling from twelve dollars to well over the fifty dollar mark, have created hundreds of thousands of record customers. The midget combination will greatly add to their numbers. Many a "small sale" customer has hesitated between a midget and a portable phonograph. If he buys the midget, he's too often gone until he needs new tubes. If he buys the combination, he comes back for both tubes and records. Many manufacturers, noting the increasing popularity of the large combinations and the automatic record

changers, have forecast this to be one of their best record years. The midget combination will add tremendously to this estimate.

The midget combination is to the midget what the high-priced model is to the console set. It gives you the chance to build up a sale. Clever merchandisers have been able to build up a very fair proportion of their midget prospects to console buyers. With the midget combination to bridge the gap, they should be able to boost the majority of their sales.

Don't think that the midget combination is going to steal sales from the high-priced combination. If your prospect is the kind to spend two hundred dollars for an instrument, it is certainly up to you to keep him from the one hundred class. Sales of portable talking machines were made to people who did not want a big instrument, adding thousands of customers to the dealer's list.

The combination midget, however, will be frankly up to you to sell. Not a customer should be shown a midget until he has seen its combination brother. Don't think that they are

going to sell themselves. It is amazing the number of people in your city who have never heard recorded music electrically reproduced. A combination of any kind doesn't mean a thing to them. It is distinctly your job to make sure that every possible person hears and examines the combination midget.

Midgets have been put forward as an excellent second set. The combination is doubly attractive to the present owner.



Master Combination



Remler Combination

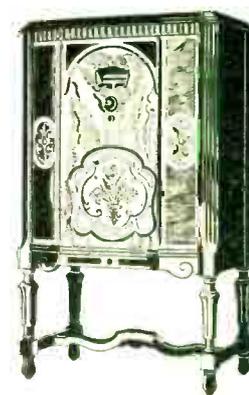


Now...let's all pull together!

Now is the time when the whole industry needs as never before the sincere co-operation of dealer, jobber and manufacturer. We believe that our dealers and jobbers know that they can depend on Brunswick. We believe that we can depend on them... and we invite

inquiries from other dealers who are seeking a quality line, strongly merchandised, with a clean reputation of three generations of men behind it.

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



BRUNSWICK LOWBOY
 MODEL 15

Armored chassis with 4 screen-grid tubes and two 45's in parallel. Uni-Selector and Illuminated Horizontal Tuning Scale. Tone Control. Cabinet of seasoned and selected hickory with carved front panels. \$139.50
 Other models \$170 up (less tubes)

BRUNSWICK RADIO

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

The Talking Machine
 & RADIO JOURNAL

60 girls + \$40 = 1400 prospects

Polley made a complete radio census of his city in a month

By Wilfred Redmond



THE Girls' Round Table of the Fort Collins, Colo., high school was recently in need of funds to finance a club project. E. E. Polley, local Majestic dealer, learned of the situation and came to the rescue with a plan whereby the girls were able to replenish their treasury while he profited to the extent of several hundred new radio prospects.

In return for a \$40 donation to the club fund by Mr. Polley the girls agreed to take a radio census of Fort Collins and do a thorough job of it. This they accomplished in a month's time. Of the 2600 homes canvassed the radio data on 2200 was secured and filed to serve as the basis for a sales campaign now under way by E. E. Polley & Co.

The fact that 60 girls conducted the canvass proved a tremendous ad in itself. The participation of such a large number of representatives in the sales activities of one dealer created intense interest. Such a campaign in a city of 2600 homes could not fail to attract general attention.

The town was divided into zones two blocks in extent for the canvass. Mr. Polley went through the city directory, established the number of houses there were in each block, and then assigned a girl to each zone with data cards corresponding to the number of calls she had to make.

The questions asked were: "Do you own a radio?" "If so, is it a battery or an electric set?" "What is the make?" "How old is it?" "Do you use electricity?" "Do you take ice in summer?" The latter two questions were put in behalf of the refrigeration sales department of the firm.

The cards are so filed that a salesman in search of an afternoon's sales work may find a likely neighborhood to centralize his efforts in by giving only a few moments to the file. By running the tip of his finger over the edge of the cards he can instantly pick his field of solicitation. In the upper left hand corner begin a row of numerals running across the card. The first three represent the salient prospect facts. If there is no radio at the address a red line is run through the number. "3". A red line through number "2" means a battery set, through number "1" an electric set. The position of the red mark on each card makes it possible to get an instant check on radio data in any neighborhood. The cards are filed according to zones.

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Zone											Date											
Block																						
Name																						
Address											Phone											
Do you own a radio											YES—NO											
BATTERY—ELECTRIC																						
Make											How old											
Do you use Electricity											YES—NO											
Do you take ice in summer											YES—NO											
Remark																						

This card tells the salesman all about the prospect

"The system," says Mr. Polley, "simplifies sales work immeasurably. The cold canvass which results in many useless calls and unorganized solicitation which takes a salesman back and forth across the city chasing scattered prospects are replaced in our program with intensive campaigns over small areas picked for the low radio representation in them.

"Of the 2200 homes in our census files 800 show electric sets, 250 battery sets, and 1150 no sets. The method we used in making our canvass had the advantage of giving us a radio panorama of Fort Collins reliable because of the opportunity it afforded for capitalizing upon the information obtained while it was still accurate. With other canvasses we had tried we learned that by the time we had finished our data was too old to be representative of the radio prospect picture in Fort Collins. Previous to sending the girls out as census takers we had allotted that activity to one man. Although the leads he secured were usually more productive, he did not cover the city fast enough."

These files and the telephone are used by Mr. Polley to make tube checking appointments. The salesman first turns to the census files, locates an area having a high percentage of old sets, then makes as many appointments for tube checking on the following day in that locality as time will allow. He arranges the time of these calls 20 minutes apart where possible. With this schedule he is able to plan and make a definite number of calls with a minimum waste of time.



STEVENS HOTEL



**ANNOUNCING
BUSINESS FOR YOU
AT THE
FIFTH ANNUAL**



BLACKSTONE HOTEL

RMA Trade Show **AND 7TH ANNUAL RMA CONVENTION** **CHICAGO** **JUNE 8 to 12th**



EVERYBODY WILL BE THERE

Every branch of the radio industry will be at Chicago during the week of June 8th. This will be the largest gathering and biggest annual event of the industry.

Thirty thousand (30,000) square feet of radio exhibits in Grand Ball Room and Exhibition Hall of Stevens Hotel.

ADMISSION TO THE TRADE ONLY. NO VACANT BOOTHS—ALL EXHIBITORS REQUIRED TO SHOW CURRENT MERCHANDISE. The newest and latest receiving set models and accessories will be displayed and demonstrated at the show and in hotel demonstration rooms, for the trade to see what the manufacturers offer for the coming season.

25,000 radio manufacturers, jobbers and dealers expected to attend.

Reduced railroad rates—special trains.

Official hotels—Stevens Hotel (headquarters), Blackstone, Congress and Auditorium Hotels, all within short walking distance on Michigan Avenue.

INDUSTRIES AND EXHIBITIONS

Radio industries, June 8-12—RMA, National Federation of Radio Associations and Radio Wholesalers Association.

Music Industry Convention and Show—June 15-17.

Institute of Radio Engineers Annual Convention—June 3-6.

Annual national "Furniture Mart" with 25,000 furniture buyers, jobbers, dealers and manufacturers—June 1-15.

Entertainment galore for visitors—Make a trip to Chicago for business and vacation combined.

Apply now direct to hotels for room reservations.

Invitation credentials for the trade show will be mailed to the trade about May 1st.



CONGRESS HOTEL

RADIO MANUFACTURERS ASSOCIATION

11-W. 42ND ST. N.Y. CITY

32 W. RANDOLPH ST. CHICAGO



AUDITORIUM HOTEL

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



What you can do with home talkies



WITH a number of the large Metropolitan stores selling home talking picture equipment, as outlined in *The JOURNAL* two months ago, several important merchandising angles emerge which it will be well for the dealer to study.

First, perhaps, is the possibilities of the sale of extra equipment. As pointed out by a leading camera and radio dealer, installation of home talkies for wall projection may mean, in addition to the usual equipment, the sale of a speaker to go behind the screen, a double pull switch for the speakers, and extra tubes for the extra amplification. Another possibility is the sale of a small secondary projector to play the second reel while the first is being re-wound.

J. W. Witherspoon, in charge of home talkie sales for Wanamaker's, and S. L. Sturz, manager of Willoughby's, are among those who insist that the small radio dealer cannot afford to maintain his own library of films and records. The inventory, depreciation and service of such a library is enormous, they point out. However, sound film service is rapidly being built up to assist the dealer.

S. W. Childs, managing director of

Home Film Libraries, Inc., reports a plan to give dealers films on a 60-40 split on their feature rentals. The dealer pays \$200 and is given 7 programs of five short talkies, one program every two weeks and the privilege of receiving three features if he has requests for them. On silent films, dealers have charged \$2.50 for one feature for one mid-week night and \$5.00 for the weekend. To make his profit, he must rent the feature four times in one week or seven times in two weeks.

Dealers are advised to block book their features. If the dealer can get four block-booking customers at \$50 per customer for the series, his expenses are assured. Another plan is the chain rental. Each of five dealers in five nearby towns receives three features at one time, keeps them six weeks and rotates them with the other dealers. Over fifty dealers throughout the country have used this plan.

One of the equipment manufacturers, Visionola, plans to distribute films through its instrument distributors, which it is appointing throughout the country. Visionola is now charging 10% of the rental charge for supplying dealers with films. Columbia films and records rent for \$1.45 a night and Universal for \$1.04. Pathe films are considerably higher. In New York and Chicago, this company is dealing directly with the dealer.

Willoughby's, who have 2,200 active film customers, have a coupon book plan. For \$12.50 the customer buys a book containing five coupons. Each \$2.50 coupon gives the customer a 2-reel talkie film for one night. A 1-reel film and record rents for \$1.25. The same reel and record sells for \$35.

C. I. Hede, merchandising executive of Abercrombie & Fitch, comments on the remarkable public interest in home talkies. An instrument on display on the floor is sure to stop a large percentage of the company's customers. Of course, Abercrombie & Fitch cater to a clientele which buys for cash and is ready to buy its films instead of renting.

One of the important sides of the home talkie equipment is its potential industrial market. Some companies reserve this market to themselves, but it seems certain that there are many local industrial needs which can be developed by the dealer.

It must be remembered that film and record must synchronize perfectly for home talkies, hence any damage to the film requires expert repair. Dealers will have to educate customers to care for rented films.

NOW HOME TALKIES

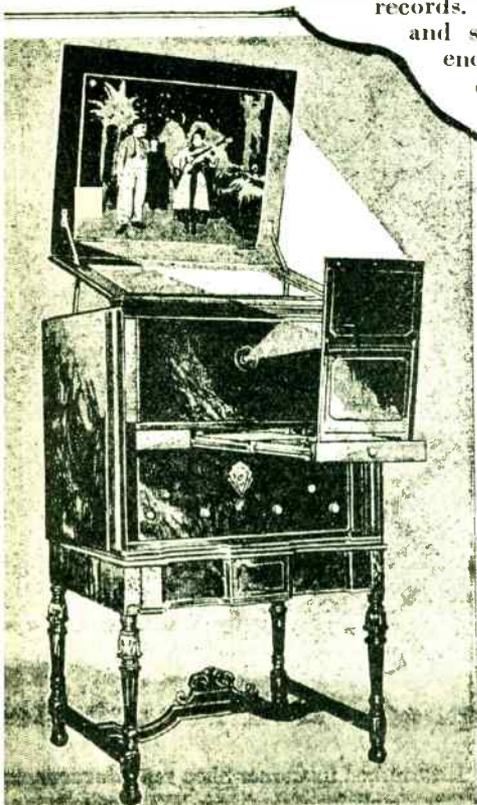
Visionola is the latest contribution of modern home entertainment. Here at last are Home Talkies, clear, as flicker free as those you see on Broadway, absolutely perfect in every detail. But the Visionola is more than that. It contains in one compact cabinet

- TALKIES • PHONOGRAPH •
- MOVIE PROJECTOR • RADIO •

Every source of modern home entertainment in the most compact, convenient form possible. The Visionola is unusually simple to operate. It is contained in a beautiful walnut cabinet. The price is \$550 less tubes.

YOU MAY SEE AND HEAR THE VISIONOLA AT ANY OF THESE STORES

Abercrombie & Fitch Co., Madison & 43th St. • World's Electrical History, 41 W. 42nd St. • The Aeolian Company, 5th Ave. & 54th St. • John Wanamaker, Broadway at 9th St.



Visionola radio employs eight tubes, three screen grid circuits and -pull amplification with three Amertran transformers. The phono-h uses the amplification end of the radio to give perfect tone re-duction. A synchronous motor assures uniform speed. The movie sctor is extremely simple to operate. For use on your Visionola there ctable an extensive talkie library — comics, animated cartoons,



THE NEW **Echophone** RADIO

AN EIGHT TUBE
SUPER-HETERODYNE

That is

Sensationally New

Delightfully Different

Emphatically Better

\$69³⁰

**Complete with
Guaranteed Tubes**

ECHOPHONE, long recognized in the radio industry as an instrument of the finest proven quality in every detail, now challenges the world for superlative performance superiority under all conditions.

Echophone is unique in the compact arrangement of unit construction. Amazingly sensitive, it penetrates to extreme distances. Highly developed selectivity permits you to **USE** its great power without restraint or fear of interference by close-in stations.

ECHOPHONE RADIO MFG. CO., LTD.

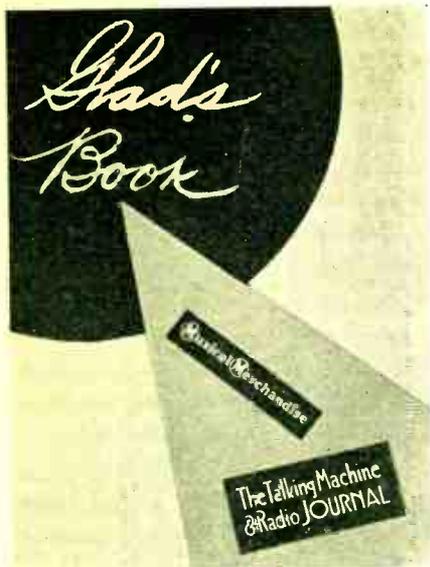
FACTORY: 104 LAKEVIEW AVE. WAUKEGAN, ILL.

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

The Talking Machine
& RADIO JOURNAL

EXTRACTS FROM



If you're not having a little fun every day you're missing something.

The American jurymen's idea of a proper verdict in a personal injury suit is governed by the defendant's ability to pay—he doesn't deal out justice, he merely levies an assessment.

A crook can't talk fifteen minutes without using the word "honestly" at least five times.

The employee knows just how much he'll get on Saturday, but the employer isn't sure he'll get anything.

We wonder if the middle-aged women feel any younger after their hair has been bobbed, say, a couple of years.

A friend has sent me a copy of a bulletin, written by a wholesale grocer and distributed among his salesmen.

The subject of this article is "Nerve." My friend thought very well of the sentiment expressed, and he expected I would like it, too.

Here is a sample paragraph:

"It is just as easy to get a profit as not to get it, provided you have the nerve to ask it. The great big concerns in any industry are the ones which get good prices for their products. They are in the high-price class because they have a high-class nerve. When your reason fails, you use your nerve. When you get the sale up to the point of 'What's the price?' then is when you need nerve. Nerve makes many a sale that argument would fail in clinching. Every buyer will pay what a thing is worth for the thing he wants. To bring a buyer up to the point of wanting an article takes salesmanship; to make him pay what it is worth takes salesmanship and nerve."

I can understand how a salesmanager, weary of checking the orders of price-cutting salesmen would be led to write such an exhortation. However, I would respect him more if he showed a sample of nerve himself, and wrote something like this:

"Hereafter our goods will be sold at a fixed price. No orders will be accepted at prices lower than those shown in our net list."

Through such an order, a salesmanager would automatically compel his representatives to become salesmen and not poker players.

No doubt every industry has trade customs to consider, but I have always believed that a salesman, detached from the home office and knowing nothing about costs, is best off if he is given a net, fixed price list, and told to sell his product for so much, no more and no less.

The only cure for price-cutting which is at all effective is a detailed knowledge of costs. The man who knows his costs and who knows where his business stands from month to month is not tempted to sell his product below the cost of production, or below the cost of production plus a fair profit.

To ask more than a fair profit, just because you think you can get it, is not a matter of nerve; it is a matter of highway robbery. On the other hand, to tell a buyer who wants goods at less than the cost of production to take the air, is not a matter of nerve, either; it is a matter of common horse sense.

Here is something we have thought of a thousand times, but have never put down on paper: Men and women are drawn together by a law of attraction which seems as divine and mysterious as the growth of a flower by the wayside. As a rule we find our mates between the ages of twenty and twenty-five. If we happen to be living in Shanghai, China, at this period of our lives, we find the one most desirable person at a distance from our place of dwelling which is not particularly inconvenient for evening pilgrimages. No matter how small the town a marrying man will find a girl who, out of all the women in the world, he is convinced was created just for him. This has always struck me as an extremely odd and interesting fact—one of those facts that keep us from taking ourselves too seriously.

Now that everybody is going to college or trying to go, it is becoming clear that a college education is not all that is was once thought to be.

Not everyone is fitted for the intellectual life. Many good boys and girls are injured rather than helped by college.

Charles J. Finger, a former railroad operator and now a literary farmer, the father of six children, recently reflected on the younger generation, and said:

"Do not set too high a value on the schools and institutions of learning. You achieve no crowning triumph by sending a boy or girl to college. Indeed, it is grotesque and ridiculous to look upon mere book learning and classes as a something to which all should be subjected. First build your boy or girl. First aim to develop character. First leave the child to find an ideal. The rest will take care of itself.

"One of my lads cared nothing at all about the higher institutions of learning, though his high school record was excellent. His expressed aim was to produce the best line of poultry possible. So, high school being finished, he set to work, diligently, industriously, persistently. And he is winning. First at the local exhibition, then at Fort Smith, at Roanoke, Va., at Birmingham, Alabama, at the Missouri fair—taking ribbons, winning sweepstakes, getting a prize for the Grand Champion. And there's quite as much done for society in the raising of a good chicken as in writing a sonnet. Burbank stands as high as

Shakespeare. The world owes as much to Stephenson of the locomotive as to Stevenson of Treasure Island. Henry Ford's invention was of as positive and distinct character as DeFoe's invention of the novel. The growth of society must be symmetrical, and without nourished root there can be no flower. Over emphasis as to purely intellectual pursuits is weakness."

Here's the sort of thing the father of two decades ago confided to his son in confidence and sincerity before he struck out into the world:

"My son, remember, you have to work. Whether you handle a pick and shovel, a set of books, or a wheelbarrow; whether you dig ditches, edit a newspaper, ring door bells or sell behind a counter, you must work. Don't be afraid of killing yourself by overworking on the sunny side of thirty. Men die young sometimes, but it is generally because they stop work at 6 p.m. and don't go home until 2 a.m. It's the intervals that kill, my son. The work gives you appetite for your meals, lends solidity to your slumber, gives you perfect appreciation of a holiday.

"There are young men who do not work, but the country is not proud of them. It does not even know their names; it only speaks of them as So-and-So's boys. The great busy world doesn't know they've arrived. So, my son, find out what you want to be and do. Take off your coat and make dust in the world. The busier you are the less harm you are apt to get into, the sweeter will be your sleep, the brighter your holidays, and the greater the satisfaction of the world with you and you with yourself. In short, you'll be successful, my son."

I enjoy sitting on the sidelines at a fancy ball and observing the hundreds of women who pass by. All individuality melts into the spectacle. Each woman probably spent the greater part of the day getting scrubbed, frizzled and powdered, and the best part of a month assembling clothes. Each hoped to stand out above all the others, either by the modesty, or the daring of her costume. How ironical that thirty-six chose a vivid red, sixty-eight chose black, and forty-three chose white! With such competition what chance has one person to become the focus of all eyes? What disappointment! At a small dinner any one of the costumes would evoke enough comment to make a woman's soul glow for a fortnight. At one of these crowded assemblies none gets more than a glance. I can think of no human activity that offers such a small measure of pleasurable realization compared to anticipation as a large and mighty social function.

"Every investment is, in a rather strict sense, betting on a man," says Thomas N. Carver, the Harvard economist.

The human equation is inescapable.

The problem in every business is men.

Get the men and you can get the profits. In the investment of money there is something more important than the balance sheet, cash position, book value, or past dividend record, and that is present management.

System, organization, methods, machinery are worthless unless the men who control them are competent. Successful investors are often closer students of men and human nature than of balance sheets.

New Models

Here are the latest additions to the lines offered by manufacturers

Capehart



Two models of Capehart automatic phonograph with radio, two small cabinets enclosing Capehart record-changing mechanism and designed for use with a separate radio, comprise the new Capehart line put out for home use. The automatic combinations are Nos. 15 and 20; the two smaller cabinets are Nos. 900 and 1000.

The new Capehart commercial line includes two cabinet models, Nos. 1 and 5, and a new installation for concealed ("mystery music") purposes, No. 2.

Both lines feature new cabinet designs of Hans Berg, of Grand Rapids, and the new 10-12C record changing device developed by The Capehart Corp., which handles either 10-inch or 12-inch records.

No. 15, a combination available with Capehart screen grid or superheterodyne radio, embodies in its cabinet veneers of Oriental, butt and American walnut and selino lace-

wood overlays, fluted posts with reed ornamentations and recessed line decorations. There are no doors concealing the dial panel. Dimensions are 25½ inches wide, 19¼ inches deep, and 43 inches high. Model 20, slightly larger than No. 15, has turned and fluted posts, reed ornamentations, and recessed line decorations, too. Matched oriental and butt walnut, maple burl and rotary American walnut are among the fine veneers used; grained oriental walnut marks the dial panel, concealed behind doors of 2-piece matched butt walnut. Wood fibre mouldings and decorations ornament the



doors and base rail. Measurements are 28¼ inches wide, 18 inches deep, and 45 inches high.

Nos. 900 and 1000, the cabinets, are respectively a console cabinet 18¾ inches wide, 17 inches deep, and 30½ inches high, and an end or decorative table (with storage compartment) 24 inches wide, 17½ inches deep, and 28 inches high.

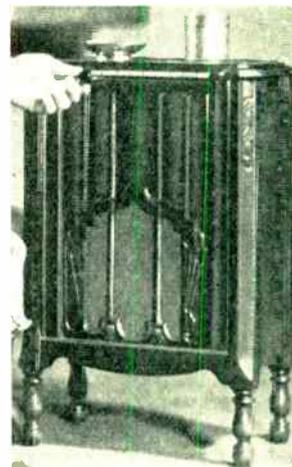
Graceful designs and fine veneers also characterize these models, by means of which owners of satisfactory radios can enjoy the automatic phonograph at a minimum of expense, since all they need to do is to plug the Capehart cabinet into their radio. Both models have 5-terminal impedance matching transformers, making hook-ups easy with any radio.

No. 1, the first of the new commercial models, handles 10 to 14 records (20 to 28 selections), changes and turns the records without attention from the operator. Cabinet includes oriental and American walnut and satinwood veneers. Its projecting front is a feature of the new Capehart models. Dimensions are 32¼ inches wide, 20¾ inches deep, and 45½ inches high. Model 5, the Capehart Junior, is the smallest coin-operated instrument presented by the company to date. It contains the new record-changing mechanism which handles two discs, either 10 inches or 12 inches. Butt walnut, satinwood, and American walnut veneers, as well as turned and fluted posts, are had in this cabinet. Because of its smaller size and ability to play 12-inch discs, the company believes this model will greatly widen the market for coin-operated automatic phonographs. Measurements are 25¼ inches wide, 17½ inches deep, and 42¾ inches high.

No. 2, designed for concealed installation, consists of a compact cabinet housing the record-changing mechanism, with amplification to carry separate speakers, which may be installed as desired. Such an installation can be made self supporting with the use of a new type illuminated coin receiver which Capehart has just developed.

The automatic record-changing apparatus, affording a full 45-minute program of disc music, was described in the February JOURNAL. The record-changer opens the field of recorded music, while the radio brings in the air programs. The Capehart superheterodyne model is available at a slight increase in price.

Story & Clark

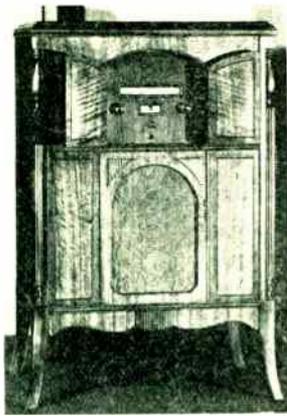


The new Story & Clark Console Petite, weighing 35 lbs., and dimensioned 25½ inches high, 16 inches wide, and 10 inches deep, includes the following features: A new, single knob, unified control; full vision tuning dial, with sliding selector; complete portability, which means that it can be transported easily to the neighborhood of any electric socket; 12-ft. connecting cord, which contains built-in ground and aerial and eliminates additional wires; a gracefully designed cabinet, finished on four sides, identical grille front and back, with a top that is flat and enables the set to be used as a decorative end table.

Other features of the Console Petite include: 4 gang condenser, tone control, local-distance switch, dynamic speaker, push-pull amplification, complete shielding, triple screen grid, a cadmium plated steel chassis. Seven RCA or Cunningham tubes are used, as follows: 3 224's, 2 245's, 1 227 and 1 280.

The Unified Control device is said to combine within itself the operation formerly requiring three separate controls in radio receivers; it operates as a station finder, procures volume control, and acts as an on-off switch. \$89.50 complete.

General Motors



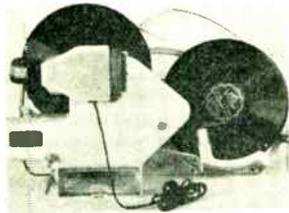
A battery set, named "The Pioneer," and retailing at \$136, including batteries and tubes, and designed to operate on an average of three hours daily for one year without recharging or replacing the batteries, is announced by General Motors Radio Corp. It has been introduced especially for the rural sections where AC sets cannot operate because of the lack of power lines.

The cabinet of "The Pioneer" is a Hepplewhite low-boy, similar to the Hepplewhite AC cabinet receiver manufactured by General Motors Radio. It is completely self contained, is equipped with tone selector. The "long-life" principle of the set is made possible, it is claimed, through a special air cell "A" battery developed by the National Carbon Co., after much research, and a new type of tube introduced by RCA Radiotron Co. and other tube manufacturers. The battery doesn't begin to work until ordinary drinking water is added.

Three heavy duty 45 volt B batteries are used, connected in series and tapped to give 67½ volts, 90 volts, and 135 volts, as follows: 67½ volts on the screen grid of the radio frequency tubes, 90 volts on the plate of the first audio tube, and 135 volts on the plate of the detector and output tubes. The C battery is 22½ volts, tapped to give minus 3, minus 4½ and minus 22½ volts. The receiver's circuit is so arranged as to automatically drain the C battery at the same rate as the B battery.

The circuit includes 3 stages of radio frequency tubes of the 232 type, 1 screen grid power detector 232, 1 intermediate audio amplifier of the 230 type, and 2 power 231's in push-pull combination in the output. Chassis is completely shielded, the 4 gang condenser is mounted on ball bearings and each condenser is separately shielded.

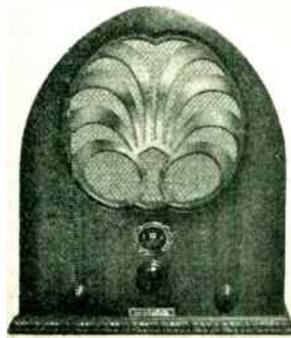
Hardray



A record-changing mechanism, playing the records in an upright position, and playing as many as 20 ten-inch discs, is announced by Hardray, Inc. It is claimed that the device will play any type of record on one side continuously, repeating or rejecting any desired record at the press of a button. The full operating space required is 22 inches for length, 14 inches for height, and 11½ inches from front to back. It is complete with pick-up, motor, and volume control, but without knobs, at \$100. Weight is 22 lbs.

Chassis is constructed of rugged aluminum casting, and the apparatus has relatively few parts, it is claimed. It makes no difference whether the records played have any variations from the standard in thickness, diameter, pitch or recording, or whether the terminating grooves be concentric, eccentric, close or wide, or even if there isn't any terminating groove, according to the statements of the manufacturers, the device will trip the records at the end of the recording. The magazine is simple, it is said, permitting records to be loaded or removed while the machine is operating.

Radiette



A new model "baby midget," called the Junior Radiette, is put forward to the trade by Keller-Fuller Mfg. Co., Ltd. This new model in the company's line is of compact design, its cabinet measurements being 7 inches by 10 inches by 13 inches. The set is fully shielded, has a cadmium plated steel chassis, 3 tuned circuits, a band pass selector, screen grid power detector, two stages of resistance, coupled audio frequency, tone

control, phonograph connection, electro dynamic speaker, electrolytic filter condenser. There are 5 tubes: 3 224's, 1 245, and 1 280. There is also a 110-125 volt transformer. A walnut cabinet encloses all.

Radiola



The RCA Victor Co., Inc., which last month announced two new models, presents this month the Radiola 42, a full powered, 7-tube, screen-grid receiver contained in a cabinet of walnut finish. The price is \$91.50, complete with four UY-224's, 2 UX-225's, and 1 UX-280—all Radiotrons. This is RCA's lowest priced console to date.

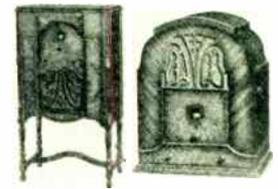
A four circuit is employed as well as screen grid chassis of the tuned radio frequency type. Equipped with a special type of compound volume control for reproducing programs from the lowest to the highest volume with felicity, it is stated. There are also an improved dynamic speaker, an illuminated tuning dial, and a tone color control embodied in the set.

It stands slightly over 3 feet high.

AmerTran

A new line of AmerTran Sound System Panels is offered by the American Transformer Co. Made for 14 different applications and permitting assemblage in various combinations to make up complete sound systems for various requirements, these panels have been designed to permit extreme flexibility so that standard apparatus may be supplied promptly for every purpose and also so that the equipment may be enlarged or reduced whenever new conditions make a change advisable, the company comments.

Apex

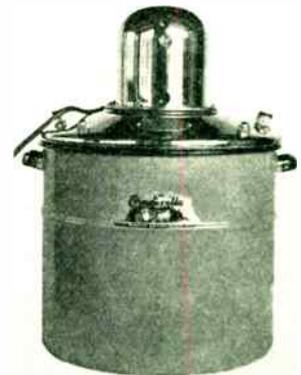


New models of the U. S. Apex line, Nos. 32A and 32B, are announced. The 32A, a table model, is listed at \$64.50, with tubes, while the 32B, a console, is available at \$79.50, with tubes. Both are 4-tuned circuits and have illuminated dials.

32A is 19¾ inches in height, 16 inches in width and 11 inches in depth, and is constructed of burl maple, butt walnut and half diamond oriental wood. The grille over the speaker opening has a gold cloth background. Its chassis, the same as 32B, is A.C. electric, triple screen grid with a modern screen grid detector; it has four tuned circuits, real sensitivity and sharp tuning, two 245's in push-pull amplification, a tone blender, and a switch at side to turn the current on or off. The speaker is electric dynamic, while the tubes are 3 224's, 1 227, 2 245's and 1 280.

The console 32B, 40 inches high, by 22 inches wide by 13¾ inches deep, has center and side panels of butt walnut, top and bottom arches of escutcheon panel half diamond and oriental wood, and blending toned burl maple at the upper portion of the side panels and the spots at the sides.

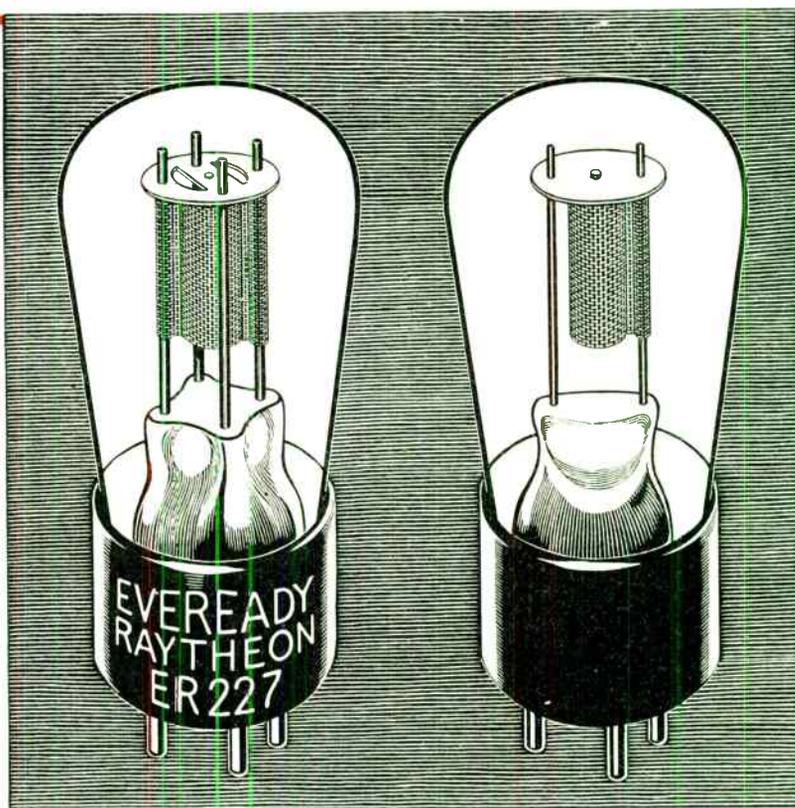
Black & Decker



Black & Decker have announced a complete electric washer, called the Cinderella, to list at \$37.50. It washes by bubble action, which forces air, suds and water through the clothes.

The Cinderella will wash as much as five men's shirts or two single sheets and two pillow cases in fifteen minutes. It can also be used with non-flammable cleaner fluid.

“EVEREADY RAYTHEON TUBES CUT SERVICE COSTS OVER 75%,” SAYS KANSAS CITY DEALER



THE NEW

Notice the *four* strong pillars. With this solid foundation, the many fragile parts in the tube can be assembled with watch-making accuracy, and cannot move a hair's breadth from their fixed position!

THE OLD

In ordinary tubes, the many delicate parts have only a two-legged foundation. *Two* supports instead of *four*! Jolts, bumps, vibration from dynamic speakers—all can impair their *vital* accuracy.

THAT'S the kind of tube to sell — one that keeps your customers satisfied with the service you give, and with the radio set you've sold them. And one that doesn't eat into your profits by demanding a lot of free service after the sale. Most dealers agree that 90% of all radio troubles are due to weak, worn-out or faulty tubes! Read what W. H. Lattner of the Van Bert Radio Shop, Kansas City, says about 4-pillar tubes:

“My experience with radio tubes had been mostly grief, and I believe that radio dealers and service-men are in the best position to know how much grief there could be in tubes, until I woke up to the fact that Eveready Raytheon 4-pillar Tubes were different and actually lived up to all of the claims made for them.

“In demonstrating sets, clear, undistorted tone is mighty important and I rely on Eveready Raytheon Tubes to clinch my sales.

“I really feel a debt of gratitude to you for giving us, radio dealers, tubes that have made it possible for us to cut our ninety-day free radio service cost over 75%. That's what Eveready Raytheon Tubes have done.”

Eveready Raytheons come in all types, to fit every standard A. C. and battery-operated radio in present use. Look at the illustration, and see why they're better. Call your jobber, or write us now.

★ ★ ★

Service-men! Information and sales helps, designed for your use, will gladly be sent to you free. Among them is a blue-print giving complete engineering data on 4-pillar tubes. Thousands of service-men are using this material to advantage. Write our nearest branch.

NATIONAL CARBON COMPANY, INC.

General Offices: New York, N. Y.

Branches: Chicago Kansas City New York San Francisco

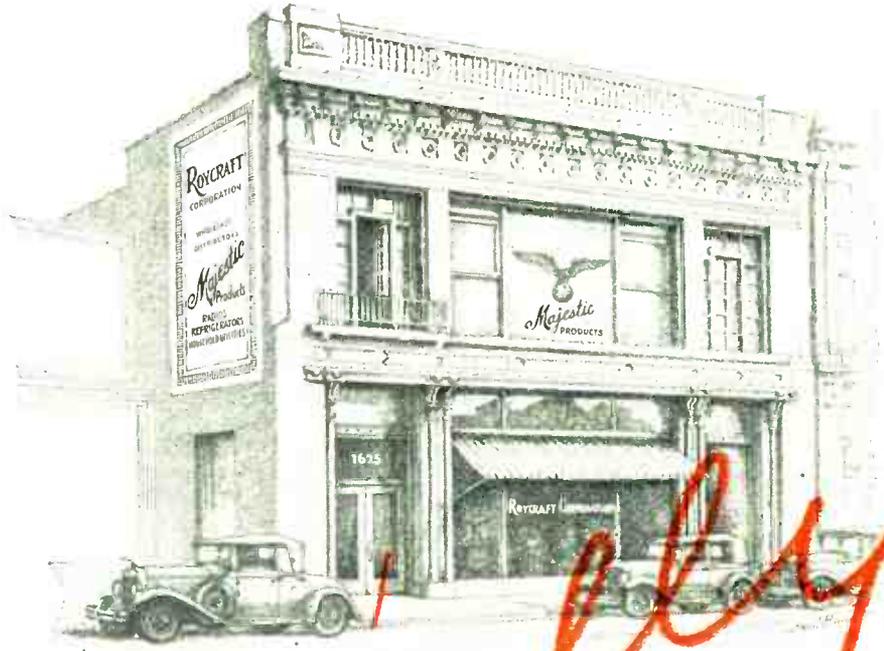
Unit of Union Carbide  and Carbon Corporation

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





Helen Morgan, night club and musical comedy star, hugs her Baby Grand, or "My Grand baby" as she calls her little Philco.



Roycraft Co. one of the leading radio distributors of the middle West, is now located in this handsome new two-story building at 1625 Hennepin Ave., Minneapolis.



Helen Keller visits the huge Atwater Kent plant to thank Mr. Atwater Kent for his assistance in her drive to raise \$2,000,000 for the American Foundation for the Blind. Seated at Miss Keller's right is Mrs. John Macy and standing beside her is Miss Polly Thompson.

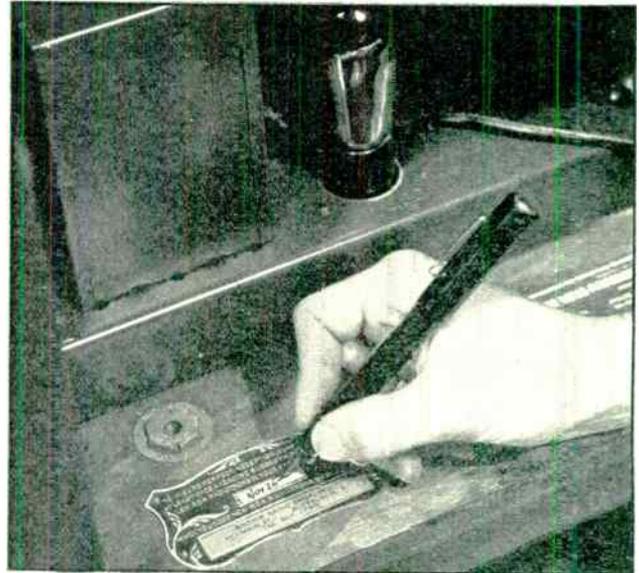


Rochester radio dealers gathered early in February at the Stromberg-Carlson plant to plan the year's selling drive. W. R. McCamne was the principal speaker at the meeting.

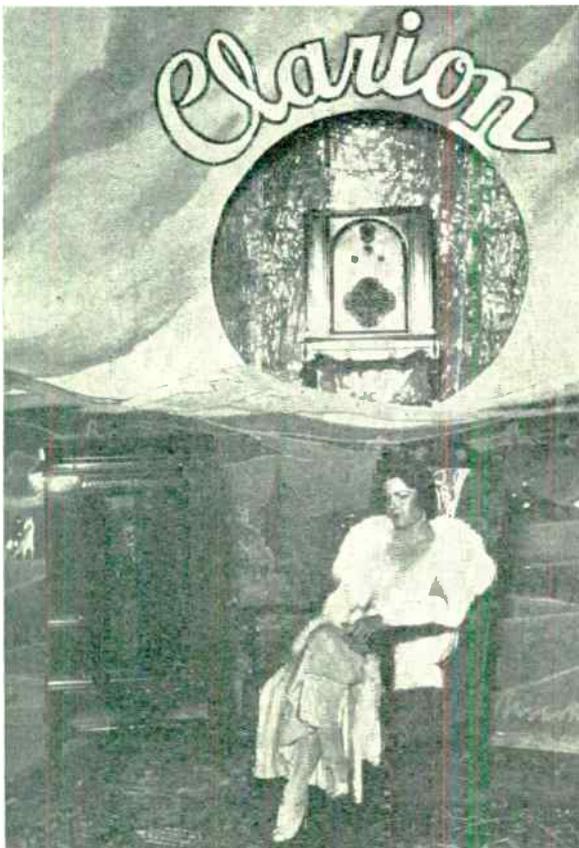


Ain't dat sumpin' when you win a new Radiola 86 as H. E. Gray did for being the best impersonator in Los Angeles of Amas, and it's sumpin' more when Sue Carol helps give it to you.

Miss Eveready, the famous robot girl, is out of the army of unemployed, for she has a job in window demonstrations of the Eveready Raytheon tubes.



A set name plate that helps sew-up renewal tube business for the dealer who sold the set is the latest idea of the RCA Radiotron Co., Inc. The dealer writes in the date when the customer should buy new tubes.



They do those things in Mexico, too. Captivating Senorita Lupita Tobar, cinema star below the Rio Grand, poses in the booth of the Cia Commercial Irca, Clarion distributors.



Way out West in Spokane, the Fidelity Radio Co. knows how to use display material to build original windows. With the nine-piece Arcturus display unit, a quantity of empty cartons and imagination, this window was constructed.

Get the facts on ICE-O-MATIC PROFITS

Learn why other radio and music dealers are making more money by selling Williams Ice-O-Matic electric refrigerators

RADIO and music dealers are learning they can make more money every month by selling Williams Ice-O-Matic refrigerators *in addition* to their present lines.

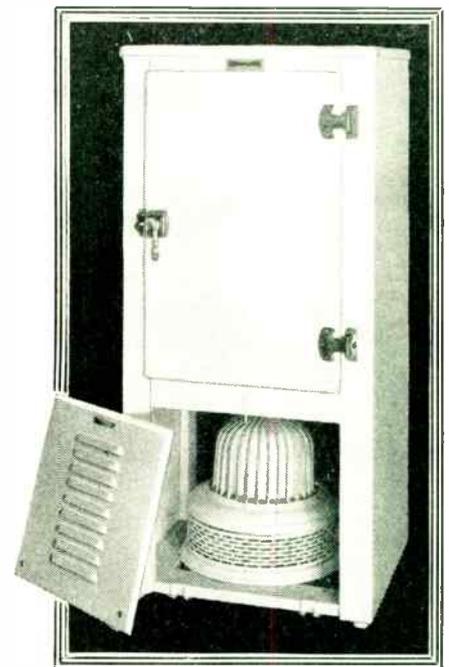
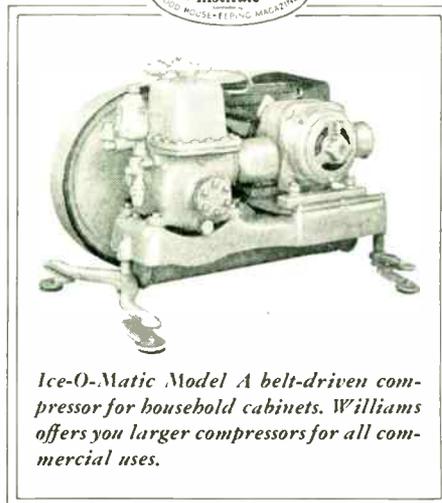
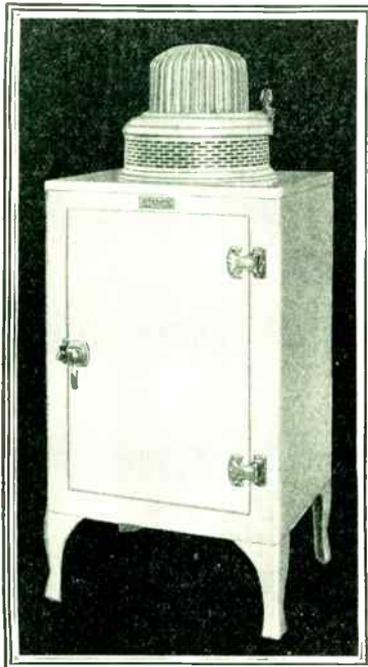
Summer is the best selling season for electric refrigeration. Ice-O-Matic is an ideal companion line for radio and music dealers. This is the ideal year for you. The National Electric Light Association and refrigerator manufacturers are investing \$15,000,000 in advertising during 1931. Conservative estimates are that more than 1,000,000 refrigerators will be sold this year!

Rather than compete on a price-cutting, profit-killing basis with other dealers offering exactly

the same kind of electric refrigeration, enjoy the full profits of an *exclusive* franchise for Ice-O-Matic.

Williams, whose products are in more than 100,000 homes, offers you a complete line of domestic and commercial units. You can sell an Ice-O-Matic scaled unit that goes on top the cabinet *or down below*, and a larger belt-driven unit. You can offer a complete line of cabinets in all styles and prices. In addition, you can sell Ice-O-Matic equipment to business firms.

Write or wire for all the facts right now. Learn why every family and firm in your territory that buys ice can save money by buying Ice-O-Matic. And how you can make money by selling them!



WILLIAMS ICE-O-MATIC REFRIGERATION

DISTRIBUTOR OPPORTUNITY: Active distributor organizations are invited to write in confidence regarding certain territories. Please outline the size of your wholesale selling force, dealer outlets, warehousing facilities, financing, etc., and mention lines now represented by your firm.

Ice-O-Matic Division

WILLIAMS OIL-O-MATIC HEATING CORPORATION

BLOOMINGTON, ILLINOIS

The Refrigerator JOURNAL

(Section of The Talking Machine & RADIO JOURNAL)

Here's help for you to profit by selling refrigerators

By H. E. Speare

Electric Appliance Editor, Talking Machine & Radio JOURNAL

THERE are a number of different arrangements which can be made by the radio dealer to "try out" refrigeration.

In certain cities and towns, the local public utility will consign a floor stock, providing the dealer will properly display the units attractively and in a reasonably prominent part of the store. This arrangement is for the small dealer without much capital, but with a good situation and a desire to do a real job.

The dealer goes to work, gets a prospect, phones it to the lighting company, and that's a.l. The utility will send an experienced man at once and do everything to make the sale. The utility sells the refrigerator, delivers it, installs it, service it, takes care of all guarantees, collects the installments. After the sale has been OK'd by the credit department, the dealer is paid a cash sum, depending upon the percentage arranged previously with the lighting company manager.

Another plan which is being used by utilities and distributors is very much the same, excepting that the dealer buys his floor samples, makes his own sales, and then sends in the lease and down payment. The utility concludes the transaction, and, of course, on this plan the dealer makes a much higher commission.

Dealers can also buy outright, getting the maximum discount, agreeing to a quota, doing their own installing, servicing, collecting, etc. For dealers rated medium as to volume, it will add about \$1,000 a month to their overhead, and, of course, ability to get the paper hypothecated.

Two of the largest manufacturers who have their own distributorships in key cities, or large distributors, have sub-dealer arrangements. By this plan, all the dealer does is to sell and take his commission check. Further responsibility rests with the distributor, unless the machine is repossessed, in which case the dealer must do his share.

For small dealers in rural towns where there are no distributors a good plan is with the public utility. The local utility manager has been through the mill and he knows the pitfalls and problems of the business. Doubtless he sells a nationally known product with full cooperation by the manufacturer. Furthermore, when campaigns are put on and advertising is done, the dealer's name is included at no expense. During 1931 the National Electric Light Association will aid utilities, distributors and dealers in the

An average daily routine for the refrigerator salesman is as follows:

Canvass at least 15 new calls a day.

See at least 3 new owners a day.

Start at 9 in the morning.

Never miss a sales meeting.

Work as many evenings a week as you can. It pays.

A new call does not mean a turn-down, but a prospect.

We will gladly answer any questions regarding refrigeration you may ask. We have an enormous amount of data on this industry, which you should feel free, as a reader of The JOURNAL, to use. Ask us to help with your problems.

great effort to sell 1,000,000 refrigerators. This heretofore unknown cooperation will have a great bearing on the success of the year's total volume, and radio dealers with no experience can get definite help and suggestions from it.

Selling refrigerators is not all honey and roses. Although there is a great public interest today, the dealer must be prepared to give much time and thought. Premiums do not enter into the business, cut prices are not necessary. The business is on a good, clean basis, and dealers

are making money by getting their profit and keeping it. It is hoped by the industry that dealers who take on refrigerators will not do anything to injure this highly prosperous business.

Refrigeration holds a great promise to the radio dealer. You are selling a high-priced unit, and each sale means a real profit. You do not have to demonstrate in the home, for hundreds of sales in your state are made from a catalog. We know hundreds of salesmen earning from \$5,000 a year upward on straight commission.

Get an Early Start Selling Refrigeration

J. A. Ferrell of Copeland declares that dealers must start at the beginning of the year for this summer's work. Last year too many dealers delayed until the season was almost over, and then found out that they lacked sufficient training to merchandise refrigeration.

Another "don't" for the dealer is, "Don't make the wrong interpretation of a refrigeration discount." Accustomed to terms of a 40 per cent radio discount and better, the radio dealer, when approached by some refrigerator manufacturers with 25 percent discount propositions, often

forgets various responsibilities attached to the former discount. "His 40 percent is F. O. B.," points out Mr. Ferrell. "He must pay costs of freight, trucking, warehousing, handling, retouching cabinets, selling, and other overhead expenses. After selling the article he must again deliver and service for the guarantee period."

Explaining Copeland's newly formulated policy, which proposes to remove many of these responsibilities from dealers' shoulders, Mr. Ferrell states that his company not only handles the purchaser's account, but also absorbs all costs of freighting, trucking, delivery, and service.

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.

No More Shows?

Dear Glad:

I think we all believe in the RMA trade show, but we believe in such a show as is best for the whole trade and not for any one or few members of the body.

As to the various consumer shows, known variously as shows, world's fairs, etc., of which Chicago and New York are the leading examples, there is here a problem more easily stated than solved. I personally do not believe manufacturers should be called upon to finance these shows. They no longer have the technical box-office draw that they had a few years ago and there is no special reason for holding them, inasmuch as most of the exhibits can be seen any day of the year in any well-equipped retail establishment. Consumer shows should be made valuable to the public and to the retailer, and the best way to do that, it would seem, is to have the exhibits sponsored cooperatively by distributors and retailers, so demonstrations could be had and purchases actually made at the exhibits. Or, if demonstrations were not practical at the exhibits, arrangements could be easily made there for home demonstrations. This would naturally be valuable to the exhibitors. It would mean much to the Radio Industry if a national consumer radio show week could be determined upon, and a schedule worked out in which all the various cities conducted their shows simultaneously.

I do not wish to give the impression that the manufacturer has no responsibilities in creating public demand for radio merchandise. He most certainly has, but I do not think these public radio shows furnish the best method of his doing so. It would be much wiser to have the manufacturers cooperate in a magnificent pageant of broadcasting; something unusual, something very fine, something very appealing; something that would make people buy a set if they did not own one now, or buy new tubes if they had a set which was working none too well.

This RMA broadcasting program should be featured coincidentally and cooperatively with the consumer radio show week. It is broadcasting fine programs that sell radio merchandise, and that is where the promotional money of manufacturers should go.

If the total sum spent by all manufacturers on booth rental, printing, animated signs, furniture, travel, staff hire, etc., etc., at the Chicago and New York shows this Autumn were lumped in one purse of money to put a week's broadcast over a coast-to-coast network that would set a new standard of entertainment over the air, there would be a sufficient sum of money available to cover expenses. This week of unusual broadcasting sponsored by manufacturers, and backed by a national consumer show week, sponsored by

distributors and retailers, would be something to talk about; something for the retailer to drum up business on; something that would be more productive of more business than the heterogeneous consumer shows now being conducted.

Yours very truly,
Joseph C. Buckley,
Advertising Manager,
CeCo Manufacturing Co., Inc.

Who's to Blame for This 30% Off?

Dear Glad:

With great interest we all read your Journal, and of special interest to the writer was your January article, "As We See the Business." We have been selling radio since 1923, so we know just a little about this treacherous racket.

There is reason why 30 per cent of dealers pass out of the picture each year. The 2,000 minority have been dictating all the policies of the radio business to the 18,000 and dictating so that the only profit to be found after the "wash-out" has flowed quietly but surely into the coffers of the jobbers and manufacturers. If in the coming various conventions the representative dealers would spend some time in a constructive program indicating to the jobbers and manufacturers what they expect and must have instead of spending the convention hours in endeavoring to drink up all the liquor supplied by the minority, which is supplied to keep the majority feeling that the boys are a pretty good bunch after all, and all the while the convention continues to outline a program that eventually sends out another 30 per cent and more. If the representatives of the 18,000 would arise and assert themselves, the 2,000 group would find that the industry as a unit would be in a healthier condition today, were the good of the dealer also considered.

It has come to the time in this particular field when the dealers must decide the policies of their business if they are to continue successfully.

May I suggest to you that you give some editorial space in your magazine to suggest to the dealers their cooperative plans, not for annihilation of the manufacturer and jobber (which is as impossible as the elimination of the dealer), but for mutual, healthful, remunerative business in 1931?

Very truly yours,
Lang Bros. Music Store,
Per J. E. Lang.

Got Irish Records?

Got any extra Irish records? A JOURNAL reader wants to buy Irish records of any make, old or new, and he wants to pay cash for them.

Do You Want Better Radio Programs?

People who say there is too much advertising on the air can "put up or shut up" through a plan by the Brunswick Radio Corp., which seeks the answer to three questions: 1. Are advertising programs obnoxious? 2. Will listeners pay for non-commercial programs? 3. Will they not only make contributions, but work to raise funds from their friends?

R. W. Jackson, vice-president and general manager of Brunswick, has announced the plan to find these answers, working on the belief that the American public will pay for what it wants. If it won't pay for non-commercial programs, he points out, it must be satisfied with the present.

The public will be reached through broadcast stations and trailers in the movies, and a committee of over sixty men in various parts of the country are ready to receive the answers. In the meantime, answers can be mailed to J. M. Koehler, 120 West 42nd St., New York City.

Yes, We Have Had Clocks

Dear Glad:

We were interested in an editorial which appeared in the December JOURNAL wherein you predict future radio sets built with electric clocks.

We have used an electric synchronous clock made by the _____ Company as a permanent feature in our radio sets since May, 1929, and it has materially helped in closing sales.

We would appreciate a few copies of your JOURNAL if you have them available. We would like to distribute them to our offices in New York, Rochester and Chicago.

Very truly yours,
F. J. Armstrong,
General Manager,
Radio Division,
The Club Aluminum Co.

Don't Rush—We Answered Him

Dear Glad:

Perhaps one copy of your Journal will be worth \$100 to me.

I have a prospect for a coin operated automatic phonograph without the radio receiving set combination. Instrument should have '50 type tubes to give the volume desired for the hall it is to be used in, and the price should not be over \$500.

Can you help me locate such a phonograph?

Yours very truly,
R. F. Cutting,
Dundee Electric Co.,
Dundee, Ohio.

Serviceman salesmanship

(For the serviceman who wants more money)

One call in every eight means a cash commission for you

ON EVERY eighth call by a serviceman, a customer is found who is ready to buy again, according to Al Levine, president of the Arrow Radio & Electric, of Jersey City.

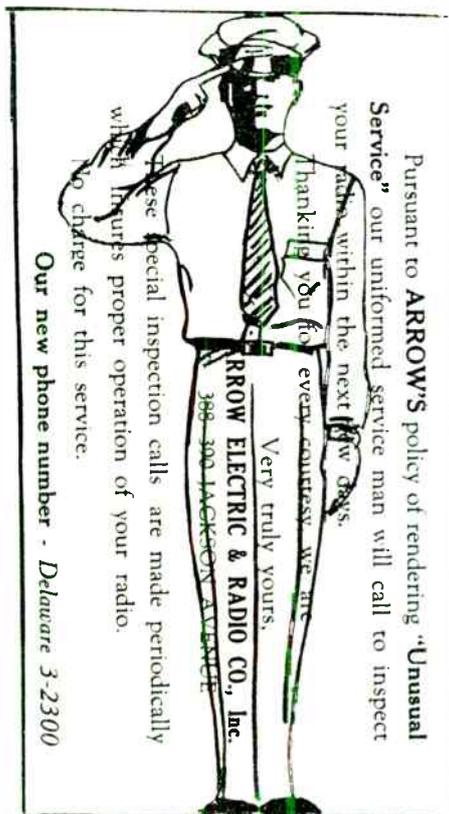
"Under actual investigation," he told a JOURNAL reporter, "we have found that contacting 100 of our set users means 12 new sales for us."

Service men who took up The JOURNAL'S suggestion of last month to double their salaries by selling will not be surprised at this estimate. With electric clocks, washing machines, refrigerators and numerous electric appliances to introduce, many men have found that 50% of the radio users they call on are prospects. With the cooperation of the sales department, Mr. Levine's 12% estimate of sales can be surpassed.

Levine takes inordinate pride in his service men, claiming that they are indirectly his best salesmen. He employs seven men who work sometimes over ten hours a day, averaging twenty-five calls each. Of course, actual service on the sets he sells does not give these men enough employment, so he has devised a plan to have them call on all past customers. He offers customers a "free inspection" service whereby his service men call regularly to make sure the set is operating perfectly. This gives his service men an excuse to examine radios sold in past years and thus dig up a whole new list of prospects.

It is not always the customer who becomes the prospect. Service men frequently find that this unusual brand of service delights the owner so much that they are referred to other potential buyers of radio or other equipment sold by the dealer.

Similar excellent results are being developed by salesmen working under the Sylvania Selected Service Dealers' plan. Here are some figures gathered by the



Al Levine

Sylvania Products Co. on service calls:

SPOTT BROS., BALTIMORE, MD.	
Number of calls made	34
Tubes needed	59
Tubes sold	33
Prospects for:	
New radio sets	5
Tubes	3
Electric refrigerators	1
Washers	1
Toasters	1

W. J. PICKWELL, JENKINTOWN, PENNA.

Number calls made	249
Number tubes needed	413
Number of tubes sold	413
Prospects for:	
Electric Refrigerators	103
Electric Clocks	29
Vacuum Cleaners	93
New radio sets	23
Set Service	23
Wiring	14
Electric Washers	16
Electric Ironers	32
Electric Irons	7
Lamps	11

Eight calls made by a serviceman, working for D. W. Gardner, Washington, Pa., resulted in sales of 1 Bosch 58 equipped with Sylvania tubes, and one Bosch 60 equipped with Sylvania tubes, and one set prospect. He also found three tubes needed, and sold them. That does away with the argument that a serviceman can't sell.

Sorry You Were Out

AT..... O'CLOCK

Please Call Us, Delaware 2300

ARROW
ELECTRIC & RADIO
COMPANY, INC.

388-390 JACKSON AVENUE

We'll do our utmost to render you "Unusual Service"

This is our..... Call

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

THE JOURNAL RADIO

...cyclopedia...

Midgets

Trade Name	Model	Price (complete)	Tubes	Types
Art-Craft	Midget	\$59.50 complete	3-24, 1-27, 1-45, 1-80	
Audiola	Junior	\$49.50		
Clarion	61	\$67.50 complete	3-24, 2-45, 1-80	
Colonial		\$49.50	3-24, 2-71, 1-27, 1-83	
Crosley	Wigit Buddy Boy	\$39.75 complete \$59.50 complete	3-24, 1-45, 1-80 3-24, 1-45, 1-80	
Echophone		\$69.50 complete	4-tube superheterodyne	
Fada	13	\$44.50 complete	3-24, 1-27, 2-15, 1-80	
Jesse French	Mantle	\$49.50	3-24, 1-45, 1-80	
Freshman		\$49.50	3-24, 1-27, 1-15, 1-80	
General Motors	Little General	\$74.60 complete	1-24, 1-45, 1-80	
Gloritone	26	\$49.95 complete	3-24, 1-45, 1-80	
Howard	Compact	\$69.50		
Lyric	J-3	\$69.50 complete	3-24, 1-27, 2-45, 1-80	
Jackson Bell	62 59	\$59.50 \$49.50	1-24, 1-45, 1-80 3-24, 1-45, 1-80	
Jewel	120 Consolette	\$59.50 \$69.50	3-24, 1-45, 1-80 3-24, 1-45, 1-80	
Kennedy	1112	\$69.50	3-24, 1-27, 1-45, 1-80	
Majestic	21	\$69.50 complete	3-51, 2-27, 2-45, 1-80	
Master	424 Comb. Console	\$69.50 complete \$99.50 \$89.50 complete	4-24, 1-45, 1-80 4-24, 1-45, 1-80 4-45, 1-45, 1-80	
Phileo		\$49.50	3-24, 1-27, 1-71, 1-80	
Pierce-Airo	523 chassis 524 midget		3-24, 1-45, 1-80 3-24, 1-45, 1-80	
Pilot	Midget	\$59.50	3-24, 1-27, 1-45, 1-80	
Premier	Home	\$69.50 complete	3-24, 1-27, 1-45, 1-80	
Radia-Cron	K-10 Comb.	\$69.50 \$99.50	1-24, 2-45, 1-80 4-24, 2-45, 1-80	
Radiette	Junior	\$59.50 complete	3-24, 1-27, 1-45, 1-80	
Remler	Super-Het.	\$77.50 complete	4-24, 2-27, 1-45, 1-80	
Roamer	60 Consolette Comb.	\$69.50 complete \$79.50 complete	3-24, 1-27, 1-45, 1-80 3-24, 1-27, 1-45, 1-80 3-24, 1-27, 1-45, 1-80	
Royale	Mantle	\$69.50 complete	4-24, 1-45, 1-80	
Silver	Compact Cadet	\$79.50 complete \$89.50 complete	3-24, 2-27, 2-45, 1-80 3-24, 2-27, 2-45, 1-80	
Simplex	Gothic Modern	\$49.50 \$54.50	3-24, 1-45, 1-80 3-24, 1-45, 1-80	
Steinite	421 600	\$65.00 complete \$89.70 complete	3-24, 2-45, 1-80 2-45, 2-27, 1-80	
Sun Glow	Mantel Lowboy Lowboy	\$39.50 \$49.50 \$59.50	3-24, 1-45, 1-80 3-24, 1-45, 1-80 3-24, 1-45, 1-80	
Thom Thumb	Midget Consolette	\$69.50 complete \$79.50 complete	4-24, 1-45, 1-80 4-24, 1-45, 1-80	

Waltham	Midget	\$59.50	4-24, 1-45, 1-80
	Midget	\$49.50	3-24, 1-45, 1-80
	Consolette	\$89.50	4-24, 1-45, 1-80
Zaney Gill	Midget	\$49.50	1-27, 1-45, 3-24, 1-80
	Consolette	\$69.50	1-27, 1-45, 3-24, 1-80
Zenith	A	\$57.50	3-24, 2-45, 1-80
	B	\$57.50	3-24, 2-45, 1-80

Automatics

Trade Name	Model	Price	Records	10 or 12 in. Records
Brunswick	Combination No. 42	\$180.00	20, one side	10 in.
Cardon	Ensemble Combination No. 103	(with tubes) \$80.00	18 to 25, one side	Both sizes
Capehart	1	\$650.00	11, both sides	10 in.
	2	\$550.00	11, both sides	10 in.
	21½	\$660.00	11, both sides	10 in.
	3	\$295.00	10, one side	Both
	4	\$265.00	10, one side	Both
	5	\$330.00	10, one side	Both
	7	\$455.00	28, both sides	10 in.
	11	\$225.00	10, one side	Both
	13	\$235.00	10, one side	Both
	13 S	\$262.50	10, one side	Both
	20	\$272.50	10, one side	Both
	20 S	\$940.00	28, both sides	10 in.
	30	\$550.00	28, both sides	10 in.
	100	\$650.00	11, both sides	10 in.
191	\$4495.00	11, both sides	10 in.	
192	\$1745.00	11, both sides	10 in.	
193	\$1995.00	11, both sides	10 in.	
900	\$105.00	10, one side	Both	
1000	\$122.50	10, one side	Both	
Columbia	991	\$325.00	10, one side	Both
	990	\$275.00	10, one side	10 in. only
Crosley	Combination	\$222.50	9, one side	10 in. only
Concertrope	Senior	\$845.00	32, both sides	10 in. only
	Junior	\$645.00	23, both sides	10 in. only
Deca Disc	99K	\$599.00	10, one side	Both
	175K	\$650.00	10, one side	Both
	90K	\$589.00	10, one side	Both
	37 Comb.	\$499.00		
	29	\$359.00		
15	\$295.00			
Link	Senior	\$850.00	10, selective	Both
	Junior	\$295.00	10, selective	10 in.
Sparton	235	\$280.00	12, one side	Both
Stewart-Warner	Automatic Combination	\$425.00 and \$400.00	24, both sides	10 in. only
Stromberg Carlson	No. 14	\$645.00	12, one side	Both
Western Electric	Selectraphone		8, selectivity	10 in.
	Selectraphone			
	Combination		4, selectivity	10 in.
	WMD No. 50		1-15, both sides	10 in.
	WMD No. 50A		1-15, both sides	10 in.
	WMD No. 51		1-15, both sides	10 in.
	WMD No. 51A		1-15, both sides	10 in.
	WMD No. 60		1-15, both sides	10 in.
	WMD No. 60A		1-15, both sides	10 in.
	WMD No. 61		1-15, both sides	10 in.
	WMD No. 61A		1-15, both sides	10 in.
	WMD No. 70		1-15, both sides	10 in.
	WMD Uo. 70A		1-15, both sides	10 in.
	WMD No. 71		1-15, both sides	10 in.
	WMD No. 71A		1-15, both sides	10 in.
	WMD No. 80		1-15, both sides	10 in.
	WMD No. 80A		1-15, both sides	10 in.
WMD No. 81		1-15, both sides	10 in.	
WMD No. 81A		1-15, both sides	10 in.	
Zenith	Combination Automatic No. 75	\$375.00		10 in. only

The Last Word

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

500 at NFRA Convention

Many Important Resolutions Adopted at Wholesale and Dealer Meetings

Nearly five hundred radio tradesmen from all over the United States gathered at the Fifth Annual Convention of the National Federation of Radio Associations and the Radio Wholesalers' Association in Indianapolis during February. The program, as given last month in The JOURNAL, was a brass-tacks discussion of immediate problems. It was announced by Bond Geddes, executive vice-president of RMA, that 1930 radio sales totalled nearly \$600,000,000 at retail.

Nearly 100 per cent attendance of manufacturers responded to an urgent request that this branch of the industry be present. Representatives from 24 companies were present.

James Aitken, of the Aitken Radio Co., Toledo, Ohio, was elected president of the Federation, and Louis Baern, of Philadelphia, president of the wholesalers. H. G. Erstrom continues as executive vice-president of both associations.

A number of most important resolutions were adopted by the convention, including:

That cooperative advertising by both radio and publications be started, to be paid for by an adjustment of the set prices and by contributions from utility companies and broadcasting companies.

That manufacturers do not demand definite quotas for six months periods; that protection be given on price reductions; that manufacturers take all responsibility for defective merchandise; that distributors be given first opportunity for surplus stocks.

That manufacturers develop better production control methods.

That sets be advertised priced com-

plete with tubes and each set be shipped with tubes.

That courtesy discounts be discontinued.

That midget set prices be increased by additions to the set.

That standardized regulations for advertising be followed.

That local committees contact newspapers to secure cooperation from the press.

That the Federal Radio Commission grant 50 kilowatts power to forty cleared channels.

That the trade be fully informed on all relative legislation.

That the Federation oppose granting 15 per cent of broadcast time to educational institutions.

That fuller support should be given National Radio Week.

Majestic Adds Experienced Men to Sales Staff

Vernon W. Collamore, general sales manager of the Grigsby-Grunow Co. and Majestic Household Utilities Co., announces the addition of L. M. Willis and Morris Krader to the sales department. Mr. Krader, who is well known to the trade, will travel the Eastern Central states, working under the immediate direction of Mr. Collamore and assisting both distributors and dealers in energetically pushing both radio and refrigerator lines.

Mr. Willis has been appointed to take complete charge of Majestic sales activities on the Pacific Coast.

A-K Convention

Convention of the Atwater Kent distributors will be held in the Bellevue-Stratford Hotel, Philadelphia, on March 19th and 20th.

Edward Davis Chairman of Philco Board

Important changes in executive personnel, including the addition of two new officers to the company, were announced by the Philadelphia Storage Battery Company, makers of Philco radios. Edward Davis, president and one of the founders of the company, has been elevated to the position of chairman of the board of directors, and James M. Skinner, vice-president and general manager, becomes president.

The two new officers are George E. Denning, new executive vice-president, and Walter E. Holland, who becomes vice-president in charge of engineering. Denning was formerly works manager, and Holland was chief engineer.

L. L. Rosenfeld Is Audiola Sales Manager

LeRoy L. Rosentekl has been appointed sales manager of the Audiola Radio Co., following the resignation of Mr. Strawn. Morris W. Rosenfeld has been appointed sales promotion manager.

The Rosenfelds were previously Audiola representatives in New England. Roy has moved to Chicago, but Morris remains in the East to watch sales activities there.



National Federation of Radio Associations and Radio Wholesalers' Association

Tung-Sol Eastern Offices in New York

Clyde C. Bohner, vice-president, announces the establishment of an Eastern division metropolitan sales office for Tung-Sol Lamp Works, Inc., Tung-Sol



Thomas Doran

Radio Tubes, Inc., and Tung-Sol Condensers, Inc., at the General Motors Building, 57th Street at Broadway, New York. Thomas Doran will be manager of the Eastern division.

Mr. Bohner has been on an extended trip throughout the West and reports a distinct upward trend in general business.

Bogue Assistant Sales Manager of Copeland

The appointment of A. L. Bogue as assistant sales manager in charge of commercial sales of the Copeland Sales Company, Mount Clemens, Mich., was announced by W. D. McElhinny, vice-president in charge of sales.

WANTED *IRISH RECORDS
 Any make—old and new recordings. Also in the market for a large quantity of *VICTOR PHONOGRAPHS.
 We Pay Cash—Write or Wire
PETER J. BLUM
 350 East 78th St., New York City

For quick sale, 300 coin-operated automatic phonographs, playing 12 records, at \$200 net, each instrument, all in one lot. Former retail price \$1260, each. Address "Treasurer" c/o Talking Machine & RADIO JOURNAL, 5941 Grand Central Terminal, New York.

J. P. Rainbault Appliance Supervisor for G. E.

John P. Rainbault, who has been in charge of radio sales for the General Electric Company in the New York district, has been appointed district appliance supervisor of the merchandise department.

In this new position Mr. Rainbault will be directly responsible to the vice-president for the activities of the field representatives for all appliances made by the General Electric Company, including radio, vacuum cleaners, washing machines, and ironers, electric clocks, sun lamps, and fans; his offices to continue to be at the merchandise district headquarters, 24 West 40th St., New York City.

Mr. Rainbault has had many years' experience in the electrical and radio field, having been continuously connected with the radio industry since 1921. He was formerly Eastern sales manager for the Federal Telephone and Telegraph Company of Buffalo, and later conducted a successful manufacturers' agency business at 50 Church Street, handling nationally known lines such as Balkite and Magnavox throughout the Eastern States.

"Dear Santa Claus"

Out in Texas, that little state where neighbors talk to each other by the simple expedient of driving four or five hundred miles, they have great faith in the Government and the Post Office. And also in the belief that every company is named after its founder.

One of the radio fans in San Antonio wanted to know something about Arceturus tubes, so he indites an epistle to "Mr. Arceturus, Newark, N. J." The fame of the tube manufacturer is such that the letter comes through by air mail without hesitation, and the next day "Mr. Arceturus" is answering the fan's questions.

Smith to Distribute Victor in Louisville

The Smith Radio Corporation of Louisville, Kentucky, has been appointed to assume the distribution of Victor products in the Louisville territory, formerly served by the Griffith Victor Distributing Company, according to A. A. Brandt, sales manager of the Victor Division of the RCA Victor Company. The Smith Radio Corporation will operate from the same location formerly occupied by the Griffith organization, at 815 West Market Street, Louisville, Kentucky.

McKelvy Sales Manager of Brunswick

R. W. Jackson, vice-president of the Brunswick Radio Corporation, announced recently that Carl T. McKelvy had become sales manager of the musical instrument division of that organization as of February 1st, succeeding A. A. Trostler, resigned.

Mr. McKelvy, at one time one of the best known figures in the music industry, started as a field representative of the Brunswick-Balke-Collender Co., attached to the Cincinnati branch in 1922. He or-



C. T. McKelvy

ganized and trained a force of special representatives in 1924, who introduced the Panatrope at public gatherings and dealer meetings, and followed these demonstrations by organizing branch and dealer sales forces along sound educational and promotional sales lines.

Following this successful operation, Mr. McKelvy became general sales manager of the Nokol Automatic Oil Burner Corporation, of Chicago, Ill. More recently Mr. McKelvy has been general sales manager of the Time-O-Stat Controls Co., of Elkhart, Indiana.

Capehart Manufacturing Franchise for Canada

An exclusive license to manufacture the new Capehart 10-12C record changing mechanism in Canada has been granted to the De Forest Radio Corp., of Toronto, Ont. The negotiations were closed in Fort Wayne, Ind., by H. E. Capehart, representing the American company, and J. E. Hahn, W. M. Angus, and A. L. Ainsworth, of the Canadian company.

Yes

H. Curtiss Abbott has been in Hollywood, and he reports favorably.

UNIVERSAL MICROPHONES

"HANDI-MIKE"
 MOST EFFICIENT GENERAL UTILITY MICROPHONE KNOWN
 List \$10 Complete

The truly perfected single button hand microphone. Two models, "Regular" and "Special Home Recording." Scientifically damped diaphragm, gold plated button, toggle switch, 15-foot cord. Finished bronze or gunmetal. Dealers, write for our "direct deal." Get our complete catalog.

UNIVERSAL MICROPHONE CO., Ltd.
 1163 Hyde Park Blvd.
 INGLEWOOD, CALIF.

Microphones \$5 to \$350. Also cables, plugs, transformers, mountings, stands, etc. Expert microphone repairs.



No. 1275 Transformer
 Input transformer designed for any single button microphone. 200 ohm primary, 100,000 ohm of secondary side. List price \$6.



Cunningham RADIO TUBES

The Brand does make a difference!

CONCENTRATING our every effort on a single product for the past 16 years, as we have done, has enabled us to build up a national demand for Cunningham Radio Tubes, based on merit and quality. Recommend Cunninghams as initial equipment and for replacement.



E. T. CUNNINGHAM, INC.

NEW YORK CHICAGO SAN FRANCISCO
DALLAS ATLANTA



*“they have been building
Centralab Controls
in these sets for years!”*

“Yes madam, this manufacturer, like most of the reputable radio builders, specifies CENTRALAB Controls. When you turn this knob for greater or less volume you get smooth, noiseless increase or decrease of power . . . a mighty important part of your radio.”

Because many dealers insist on CENTRALAB Controls more and more radio manufacturers are equipping their products with these quality controls.

Centralab VOLUME CONTROLS



**MAIL
COUPON
NOW**

CENTRAL RADIO LABORATORIES
932 Keefe Ave.
MILWAUKEE, WIS.

Enclosed find 25c for new VOLUME CONTROL GUIDE.

Name

Address

CityState.....

TM&RJ

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—50 (AC 524) 3—32's 1—30 2—31's (DC 632)
- 9—Chassis is housed in a beautiful burled walnut cabinet.

Biggest Money Making Midget Receiver On The Market

“DE WALD”

Miniature Companion of the Famous



For A.C.
or D.C.
CURRENT

LICENSED
by
R.C.A.

First of all the DeWald Midget possesses a quality of tone found only in the highest priced standard size radios. Comparison will prove this to your own complete satisfaction. The superior tone quality of the DeWald with its attractive appearance and convenient size are the factors that sell it in ever increasing numbers. Second—you can fix your own list price for the DeWald and name your own profit. These are the reasons why you can make more money with the DeWald Midget than with any other on the market.

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

PIERCE-AIRO, Inc.

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WITH THE JOURNAL ADVERTISERS

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

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of Radio

J.R.C.
RADIO TUBES

GALLANT FOX

IT'S not what we say about JRC tubes that counts—it's what the tubes themselves do.

Put JRC tubes in your demonstration set—test them by every standard of fine reception. They ask nothing more than a chance to prove by performance.

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less microphone
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MORE THAN 20,000 CIRCULATION

ARTICLES, FEATURE STORIES, TRADE NEWS

The Battle

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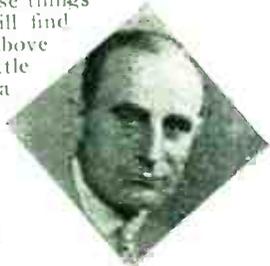
'The battle of competition is raging on all fronts—in service—in price—in value—in quality—in salesmanship—in management with some eye-gouging, kidney slugging and hitting below the belt discernible in the darker corners of the radio industry.

'Let us not be blinded by the smoke of battle to forget that the time tested rules of permanent success are just the same as always.

'If you are a manufacturer, make the best product you know how for it's by your product that you will be known—that will be the measure of your failure or success.

'If you are a distributor, then serve your dealers well—don't expect a smile in answer to a blow. If you are a dealer, give **more** than you think necessary to your customers. More courtesy, more service, more friendliness, more helpfulness, more information, more truth and your customers will be your friends and your business will be founded on the rock of confidence and you will prosper.

'And if you do these things consistently you will find yourself on a hill above the worst of the battle—where the air is a little easier to breathe and the struggle is not quite so unrelenting.



F. A. D. Andrea
President
F. A. D. Andrea, Inc

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RCA Radiotrons help to sell even the finest receiver —
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Every Wed. and Sat. night the Radiotron Varieties, through its popular announcer John S. Young, sends this message to set owners from Coast to Coast: "Why gamble with your radio enjoyment? When you buy one of the marvelous new sets now being offered, be sure to look inside the cabinet and make certain the set is equipped with RCA Radiotrons. RCA Radiotrons cost no more than ordinary tubes."

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RCA Radiotrons

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