



“Can’t get ’em fast enough!”  
*says a New York dealer*



“Sold 25 in the first half hour!” reports one dealer of the new General Electric Junior. And a distributor announces that he moved 250 in eight minutes’ time.

That’s the story wherever the Junior has been introduced. Why? Because here is a small set that is priced right down to the market—with quality clear up to General Electric’s standard. It’s the greatest value in a small radio that a dealer ever offered to his trade! Order from your distributor.

### The General Electric Junior

8-tube screen-grid superheterodyne. Full-sized dynamic speaker. Walnut cabinet in 18th century mantel clock design. Antique bronze handle for carrying. A red-hot number for quick sales!

Complete with Radiotrons, *List Price*

**\$7250**

THE JUNIOR WITH CLOCK  
Complete with Radiotrons, *List Price* **\$8450**

THE JUNIOR CONSOLE  
Complete with Radiotrons, *List Price* **\$8950**

GENERAL  ELECTRIC  
FULL RANGE RADIO

Merchandise Department, General Electric Co., Bridgeport, Conn.

The Talking Machine  
& RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

**DEPTH** - SIX INCHES (INDIVIDUALLY DIFFERENT)

**WEIGHT** - 23 LBS. (COMPARE IT WITH OTHERS)

**"LIFT IT"**

**ECHOPHONE WILL MAINTAIN  
-- ITS LEADERSHIP --**

**R.M.A. Show, Stevens Hotel, Chicago,  
Will Be the Proving Grounds --**



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

**SUPER HETERODYNE**

**(COMPLETE WITH TUBES)**

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

# **ECHOPHONE**

**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.

**Complete exhibit—Radio Manufacturers Exposition,  
Stevens Hotel. Week June 8th. Booth No. 52,  
Exhibition Hall. Demonstration rooms 556-557.**

**ECHOPHONE RADIO MFG. CO., LTD.**

**FACTORY: 104 LAKEVIEW AVE. WAUKEGAN, ILL.**

**EXECUTIVE OFFICES: WAUKEGAN STATE BANK BLDG.**

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



# *An Enviably* MERCHANTISING RECORD

## *Guarantees the Value of a Stromberg-Carlson Franchise*

**T**HE Stromberg-Carlson franchise has always been fearlessly and justly administered, without favoritism . . . .

The factory has never reduced its consumer prices . . . .

Over-production has never necessitated dumping . . . .

No receiver has ever been dropped from the Stromberg-Carlson line until dealers' inventories are exhausted . . . .

Careful zoning of dealers has prevented over-crowding . . . .

The all-important principles which we have stated in this and previous advertisements give a Stromberg-Carlson franchise a real money value for the dealer.

By maintaining one of the most completely equipped acoustical laboratories in the world, Stromberg-Carlson insures that its product shall at all times represent the latest advancements known to the radio science.

Stromberg-Carlson has recently put into effect a workers' unemployment insurance plan. Such a plan is based on a manufacturer giving practically continuous employment to a standard-sized force of workers throughout the year—making for the development of expert workmen which is reflected in the quality of the product, and preventing mass seasonal production, which many times is *over-production*. A manufacturer who makes radio alone could not take this measure, as Stromberg-Carlson has done, which is so humane in itself, and results in such a high type of workmanship.

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

**Stromberg-Carlson**

CERTIFICATE  
OF AUTHORIZED STROMBERG-CARLSON DEALER

*This is to Certify that*  
**The Knight-Campbell Music Co.**  
**Denver, Colorado.**

IS AN AUTHORIZED DEALER IN STROMBERG-CARLSON RADIO APPARATUS

ALL STROMBERG-CARLSON RADIO APPARATUS PURCHASED FROM THE DEALER TO WHOM THIS CERTIFICATE HAS BEEN ISSUED, AND WHILE THE SAME CONTINUES IN FORCE, IS GUARANTEED BY THE MANUFACTURER AS TO INHERENT DEFECTS IN EITHER MATERIALS OR WORKMANSHIP. THE MANUFACTURER AGREES TO REPLACE ANY OR ALL PARTS SHOWING SAID DEFECTS WITHIN NINETY DAYS AFTER DELIVERY TO ORIGINAL PURCHASER, ON RETURN OF SAME TO ITS FACTORY. THIS GUARANTEE DOES NOT COVER THE BURNING OUT OF TUBES, THE DETERIORATION OF BATTERIES OR ANY INJURY TO PARTS BY LIGHTNING, FOREIGN CURRENTS OR FROM ANY CAUSE NOT DUE TO INHERENT DEFECTS.

THIS CERTIFICATE REMAINS THE PROPERTY OF THE STROMBERG-CARLSON TELEPHONE MANUFACTURING COMPANY, AND IS ISSUED IN ACCORDANCE WITH THE EXECUTED FRANCHISE AGREEMENT.

*W. A. ...*  
VICE PRESIDENT

THIS CERTIFICATE IS NOT TRANSFERABLE

*“There is  
nothing finer  
than a  
Stromberg-Carlson”*

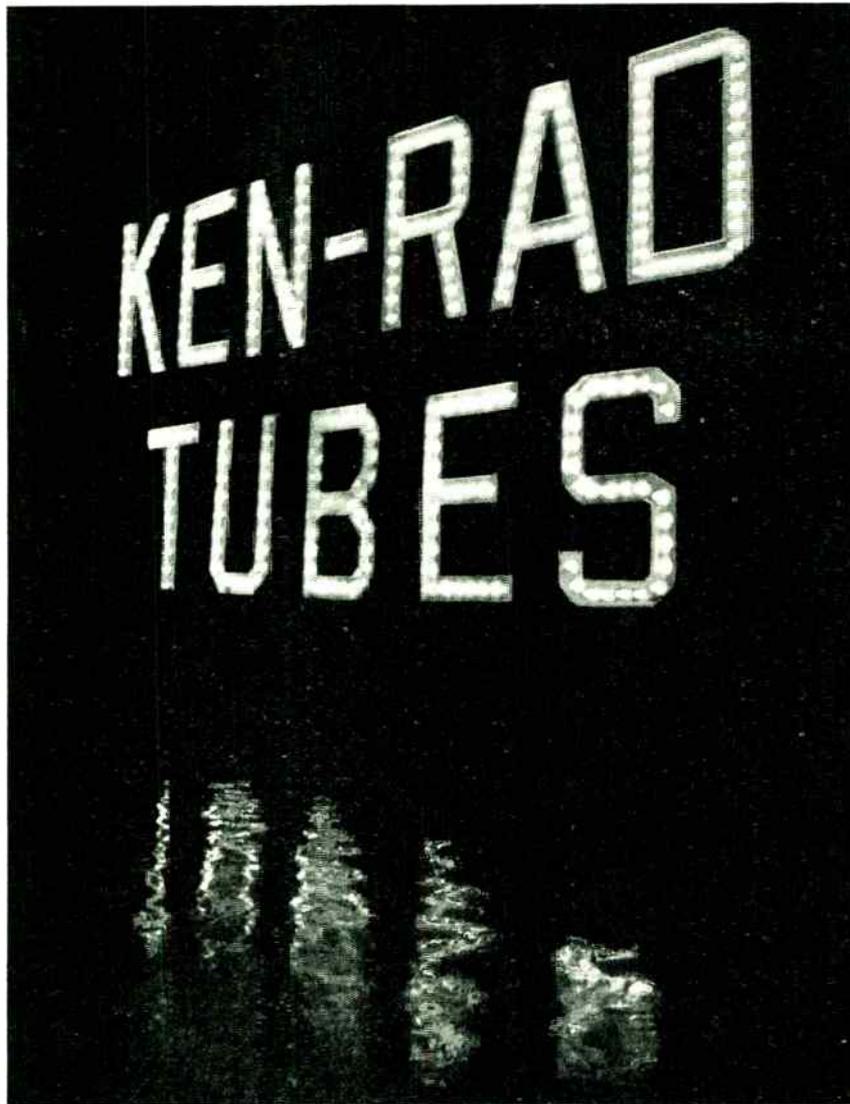
*The list of outstandingly good merchants who are Stromberg-Carlson dealers, includes:—*

- |   |   |  |  |
|---|---|--|--|
| <b>The Baldwin Piano Co.</b><br>Cincinnati        | <b>Davega, Inc.</b><br>New York City            | <b>J. L. Hudson Co.</b><br>Detroit           | <b>Noll Piano Co.</b><br>Milwaukee     |
| <b>Barker Brothers, Inc.</b><br>Los Angeles       | <b>Des Moines Music Co., Inc.</b><br>Des Moines | <b>Kunkel Piano Co.</b><br>Baltimore         | <b>Smerda Music House</b><br>Cleveland |
| <b>Bush &amp; Gerts Music Co., Inc.</b><br>Dallas | <b>Haynes-Griffin, Inc.</b><br>New York City    | <b>Mc Coy's, Inc.</b><br>Hartford            | <b>John M. Smyth Co.</b><br>Chicago    |
| <b>Cressey &amp; Allen</b><br>Portland, Ore.      | <b>O. K. Houck Piano Co.</b><br>Memphis         | <b>Metropolitan Music Co.</b><br>Minneapolis | <b>Volkwein Brothers</b><br>Pittsburgh |

*Watch for other outstandingly good merchants in subsequent issues.*

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





As actual photograph of the mysterious Ken-Rad illumination on the ocean at last year's Atlantic City trade show—where Ken-Rad set sail with new and more profitable sales policies for distributors and dealers.

★ AT THE SHOW THIS YEAR KEN-RAD WILL PRESENT:

## *The First Really Complete Plan*

FOR DISTRIBUTORS AND DEALERS

TO GET THE REPLACEMENT TUBE BUSINESS

KEN-RAD is soon to announce the most effective radio tube merchandising plan that has ever been offered—a plan that completely solves the problem of how to get the replacement tube business. Without the slightest question this Ken-Rad plan will bring about a big increase in tube



*At the R. M. A.  
Trade Show in Chicago  
June 8-12, Hotel Stevens*

sales for every dealer and distributor who is fortunate enough to obtain it.

Announcement will be made at the Show next month. But in the meantime, if you will write us, we will place your name on the list to receive full details before the general trade announcement is made.

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KY.

*Licensed Radio Tubes and Incandescent Lamps*

The Talking Machine  
& RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

# \$69<sup>50</sup>

WORTH OF

# Real Radio!

## the new RCA Victor SUPERETTE

*Sensational new 8-tube  
Super-Heterodyne in con-  
venient small-size cabinet  
—the smallest BIG radio  
ever built*

It's just the radio America wanted! Sales prove it! Thousands of people are enthusiastically buying it!

No wonder! Never before has \$69.50 bought so much radio! Imagine it . . . a real full-sized Super-Heterodyne . . . using 8 tubes . . . *right!* Including two new Radiotron Super-Control Tubes that separate stations more clearly, and afford finer performance in smaller space. Also tone color control! It's a real man-size radio!

The Superette is not merely screen-grid . . . it's *more* . . . it's a genuine RCA Victor SUPER-HETERODYNE . . . and you know how the Super-Heterodyne is revolutionizing the radio industry!

Feature this marvelous new set . . . and watch it SELL! Also use it as a powerful leader to attract customers for larger sets into your store! Ask your jobber about it today! RCA Victor Company, Inc., Camden, N. J., a Radio Corporation of America Subsidiary.



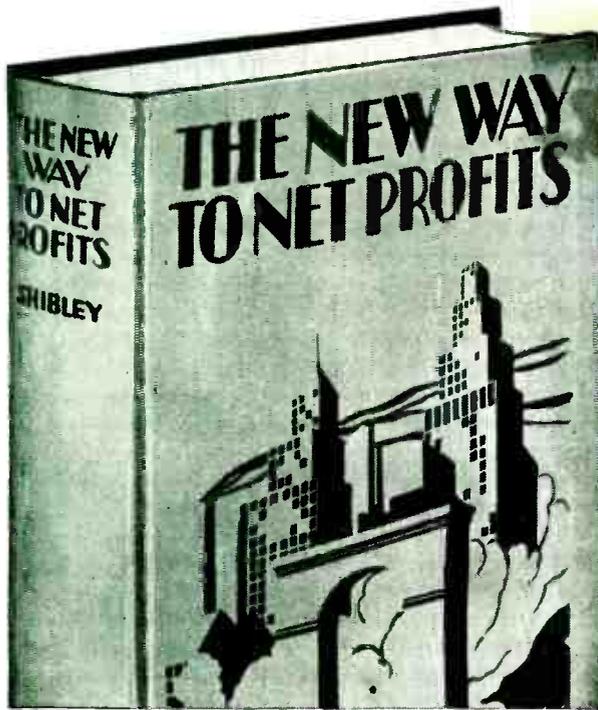
THE SUPERETTE—An 8-tube Super-Heterodyne employing two new Radiotron Super-Control Screen Grid Amplifier Tubes, tone color control, improved volume control, push-pull amplification; cabinet in Burr walnut or Georgian Brown Mahogany finish. **\$69<sup>50</sup>** COMPLETE Ready to Operate



FIRST SET TO BEAR RADIO'S TWO MOST FAMOUS TRADE-MARKS

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





# “Check!”

says Charles M. Schwab. “This is the best book of its kind I have ever read.” *The New Way to Net Profits* gives the constructive advice of a great banker on how to make more money. It tells how corporations can and should study their methods of operation in marketing, merchandising, budgeting and control of the entire management policy in order to secure a profit. “Most absorbing, interesting and helpful,” reports E. R. Dibrell, Vice-President, Celanese Corp. of America. “The principles and policies which you lay down are obviously constructive and of vital interest to executives.” \$3.00

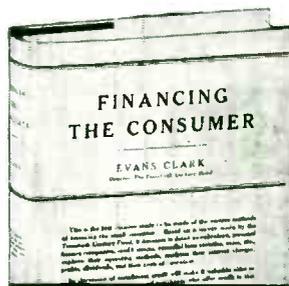
## Thousands of Dollars in Increased Profits

Can Be Earned for You by the Five Books Here

### Financing the Consumer

BY EVANS CLARK  
Director, The Twentieth Century Fund

Invaluable to manufacturers and merchants who offer credit in its discussion of installment credits. It discusses in detail pawnbrokers, personal finance companies, credit unions, remedial loan societies, Axias, etc., explains their operating methods, interest charges, profits, dividends and costs of operation. This is the first detailed study of the various methods of financing the small consumer. \$3.50

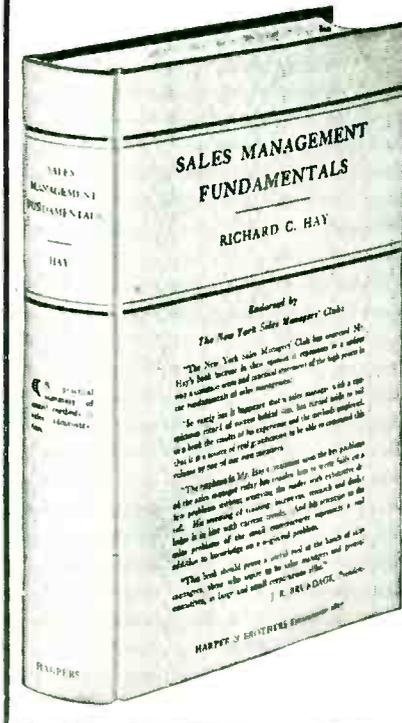


### Sales Management Fundamentals

By R. C. HAY,

Former sales training and promotion manager, American Radiator Co., sales manager, May Oil Burner Co.

How to train salesmen, test their interviews, enthuse and help them sell more goods, by a man who has done it with conspicuous success. “A common sense, practical statement of the high points in the fundamentals”, says J. R. Brundage, president, N. Y. Sales Managers’ Club. \$3.50



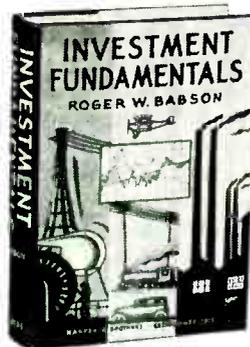
### Chain Store Distribution and Management

By William J. Baxter

Very valuable to independent merchants everywhere who are progressive enough to want to watch what is taking place in chain stores and profit from their experiences. The author analyzes many chain store organizations in all classes of business and explains the essential principles upon which their good management and success has been built. \$5.00

### A Million Investors Have Been Waiting for This Book!

Investment Fundamentals  
By Roger W. Babson



The book is unique, being a definite guide to the profitable use of your capital. Its methods can be applied whether your total capital is \$1,000 or \$100,000 and its value can be measured only by the increased profits you are sure to secure by following its investment suggestions. Adopted by the Business Book League as its Book-of-the-Month. \$3.00

## Book Department

Talking Machine & RADIO JOURNAL  
5941 Grand Central Terminal New York, N. Y.

All Prices Quoted on a Cash-with-Order Basis  
Please send me the following books:

.....

.....

.....

.....

.....

I enclose check for \$ .....

Name .....

Address .....

# Sylvania

REGISTERED U.S. PAT. OFF.

## THE SET-TESTED TUBE

It Pays to sell  
the "policy" line



**NEW  
LIST  
PRICES**

| Tube Type | Was     | Now    |
|-----------|---------|--------|
| 210       | \$ 9.00 | \$7.00 |
| 224       | 3.30    | 2.00   |
| 227       | 2.20    | 1.25   |
| 230       | 2.20    | 1.60   |
| 231       | 2.20    | 1.60   |
| 232       | 3.30    | 2.30   |
| 235       | 3.50    | 2.20   |
| 245       | 2.00    | 1.40   |
| 250       | 11.00   | 6.00   |
| 280       | 1.90    | 1.40   |
| 281       | 7.25    | 5.00   |
| 551       | 3.80    | 2.20   |

Licensed under RCA Patents

Despite low list prices—Your  
*Sylvania Discounts Remain Unchanged!*

Sylvania list prices change to meet current  
selling conditions—*But Still*

- THE SAME—generous MARGIN of PROFIT
- THE SAME—dependable PRICE PROTECTION
- THE SAME—helpful COOPERATION

and

**The Sylvania 100% Dealer Plan**  
(100% for you)

It's new—different—unselfish—productive—  
profitable—successful

Sells every product you handle with slight  
effort on your part

**MAIL THIS  
COUPON NOW!**

Sylvania Products  
Company  
Emporium, Penna.  
Dept. TJ-S-1

Please send me full  
details on the new  
Dealer Plan.

Name \_\_\_\_\_

Address \_\_\_\_\_

State \_\_\_\_\_

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



It's Easy To Identify 31 Tubes

## Look for Clean-Cut Screen-Grids

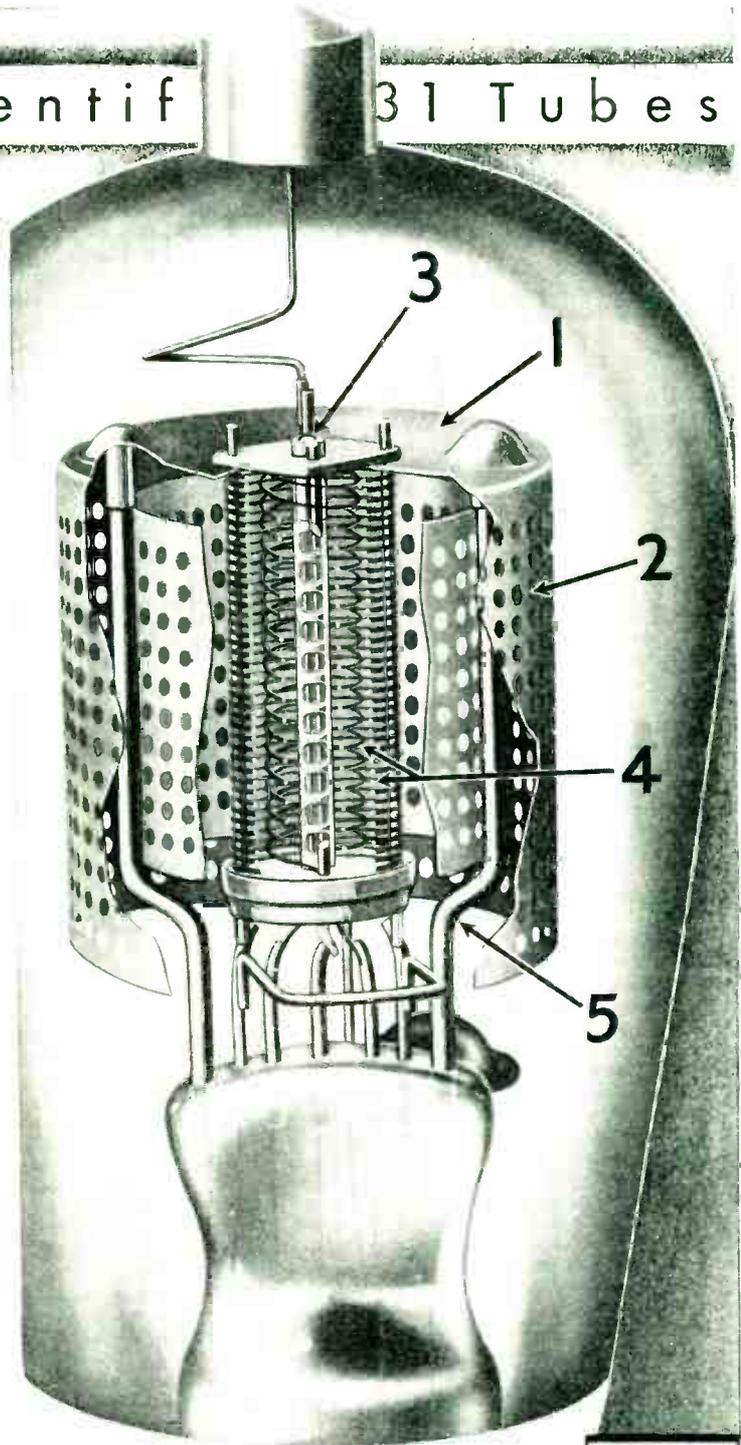
Minimum metal for maximum electrical and mechanical strength—that is the true test of a screen-grid tube. De Forest engineers have attained those prerequisites by

1. Plate instead of mesh for greater degassification, increased strength and closer tolerances.
2. Perforations to decrease possible secondary emission.
3. Patented De Forest notched cathode insulator for practical quick-heater performance.
4. Molybdenum wire for both grids, costing 20 times as much as nickel. Higher melting point permits greater degassification.
5. Continuous support for outside screen, insuring maximum rigidity.

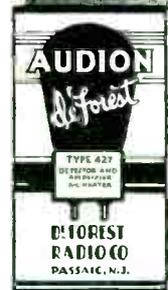
These and many other advanced features found in every type of Fresh De Forest Audion, insure the 1931 performance of any radio set.

*This is the fifth of a series of debunking messages dealing with 1931 radio tube features. The entire story can be sent to you immediately, upon request.*

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



**de Forest**  
AUDIONS  
RADIO TUBES



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





For many weeks prior to the actual appearance of the Majestic Refrigerator, this company assured Distributors, Dealers and the Public that its new product would be, above all else, a piece of Highest Quality Merchandise.

- Every promise made was amply fulfilled . . . as has been proved by the performance of many thousands of these refrigerators in the homes of delighted and completely satisfied owners.
- It becomes more apparent each week that a Majestic Refrigerator Franchise is one of the most valuable that a Dealer can hold. Our Distributors are rapidly closing such agreements assuring dealers the handsome profits of the greatest year in electrical refrigeration history.

GRIGSBY-GRUNOW COMPANY, CHICAGO, ILLINOIS

# *Majestic*

## ELECTRIC REFRIGERATOR

# IT'S STRICTLY A CASE OF SOUND JUDGMENT . .

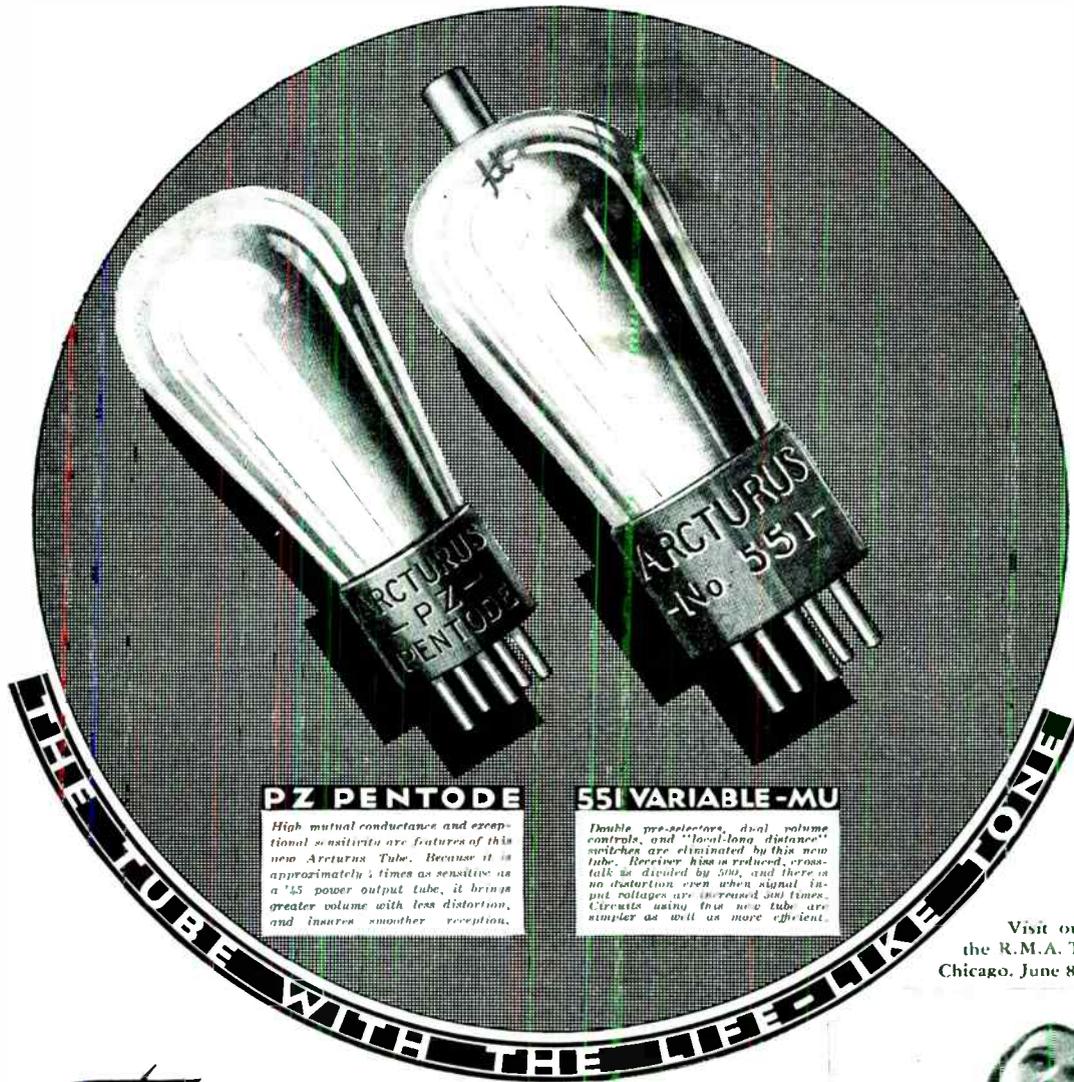


. . Judge for yourself the superb tonal quality that's packed in this compact case. You'll be amazed! For this handy little Columbia Portable veraciously delivers rich, well-rounded basses, clear, full-toned trebles—and with as robust a volume as you get from many an expensive *cabinet* machine!

A mighty entertaining companion for

stay-at-home evenings and impromptu dancing interludes. Handsome enough for *any* living room. And considering, in addition, its long, long life of pleasure-giving—quite modestly priced. List price, \$50. Order this beauty *to-day!* Other splendid Columbia Portables retailing from \$17.50 to \$60. Columbia Phonograph Co., Inc., New York.

Columbia  Portables



**PZ PENTODE**

High mutual conductance and exceptional sensitivities are features of this new Arcturus Tube. Because it is approximately 1/2 times as sensitive as a '45 power output tube, it brings greater volume with less distortion, and insures smoother reception.

**551 VARIABLE-MU**

Double pre-selectors, dual volume controls, and "local-long distance" switches are eliminated by this new tube. Receiver has a reduced cross-talk as divided by 500, and there is no distortion even when signal input voltages are increased 500 times. Circuits using this new tube are simpler as well as more efficient.

Visit our Booth at the R.M.A. Trade Show, Chicago, June 8-12

*These two tubes*  
blazed the way to

**1931 RADIO IMPROVEMENTS**

At the 1931 R. M. A. Trade Show many new radio receivers will use Pentode and Variable-Mu Tubes.

Arcturus has an unusual interest in these improved sets, for Arcturus Tubes played an important part in their design.

In 1928, long before Pentode circuits were considered commercially, Arcturus sent sample Pentode Tubes to several manufacturers. Today's Pentode receivers are based on the characteristics of these early Arcturus Tubes—the Arcturus Pentode of 1931 is fundamentally the same as the Arcturus Pentode of 1928.

Again, in 1930, Arcturus assisted in the development of the Variable-Mu Tube. Most Variable-Mu receivers follow the characteristics of these Variable-Mu Tubes, justifying Arcturus' endeavor to anticipate the trend of radio progress.

Arcturus is proud to have once again introduced two tubes that are approved by leading radio manufacturers, and have helped bring about fundamental radio improvements. This is typical of Arcturus' pioneering spirit. Arcturus will always offer the latest types of tubes, insuring Quick Action and Lifelike Tone for the most up-to-date radio receivers.



ARCTURUS RADIO TUBE COMPANY, NEWARK, N. J.

**ARCTURUS**

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



Famous Anachronisms No. 4



These Anachronisms are the basis for an interesting radio program from WLW, Cincinnati, (700 KC., 428.3 Meters) every Wednesday night at 8:00 E.T.

This is a reproduction of a CROSLLEY national advertisement appearing in such magazines as:

- The Saturday Evening Post
- American Weekly
- Collier's
- Liberty
- New Yorker
- Sportsman
- Time

**Columbus:** "I discovered America!"

**Isabella:** "Great Stuff, Chris, but old! We knew it a year ago. We were **THERE with a Crosley.**"

Christopher Columbus expected a big turnout when he came back to Spain. He got it, but it wasn't as big and noisy as he expected. Not that his feat wasn't a great one but, you see, time dulls all great achievements and, since the people had heard all about it over the radio, it was old stuff—like last week's bull fight—to them when Columbus returned. While Columbus was in the West Indies discovering, *Queen Isabella was THERE with a Crosley . . . listening.*

Now comes the sensational CROSLLEY WIGIT — a small-size, low-priced, super-performing radio receiver readily adaptable as a personal radio set for every member of the family and capable of bringing in distant stations in a sensational way. It incorporates THREE Screen Grid tubes, Neutrodyne circuit, electro power speaker and Mershon condenser. The one-piece cabinet is of

Crosley Repwood "B". The sensationally low price is especially enticing. Other Crosley models include The BUDDY BOY at \$59.50, complete with tubes, and a SENIOR SUPERHETERODYNE (Pliodynatron) Series of console models starting at \$109.50, complete with tubes. You can obtain complete information from your Crosley distributor.

**\$39.75**

Complete With Tubes



The CROSLLEY WIGIT

**THE CROSLLEY RADIO CORPORATION**

POWEL CROSLLEY, Jr., President

Home of "the Nation's Station" — WLW

CINCINNATI

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



# ATWATER KENT RADIO

**THE PUBLIC**  
*and the*  
*Radio Advancement*  
*of the year—the*  
**PENTODE**  
**TUBE**

**F**OR TWO YEARS the whole radio industry has been *talking about the PENTODE TUBE.*

Atwater Kent *did something* about it.

The whole industry recognized the far greater amplification and doubled output of the PENTODE.

Atwater Kent engineers immediately *went to work* to find the way to *use* this great new five-element amplifier.

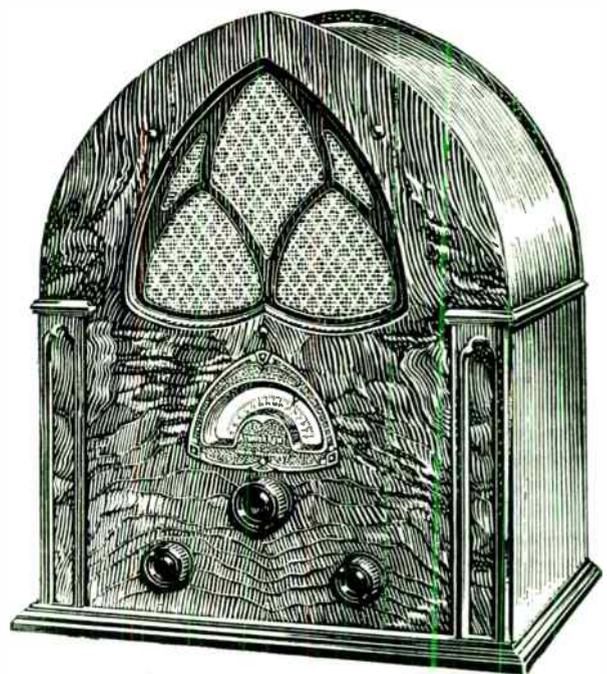
*They found the way* to make this amazing new tube take the place of three ordinary tubes.

In combining the known advantage of the PENTODE TUBE with the known advantage of the super-heterodyne circuit, *they found the way* to get big performance in a *small* radio.

The result is the new Atwater Kent Golden Voiced COMPACT—the radio advancement of the year—sacrificing nothing in tone, selectivity, sensitivity, beauty, workmanship, dependability, and *all* for \$69.50 COMPLETE with tubes.

And the public has *responded, accepted, demanded, purchased!*

For the public knows *value*—knows that every Atwater Kent advancement is a real forward step in radio progress. And the dealers know that the profits are in selling *what the public wants!*—the one new thing in radio, the Atwater Kent Golden Voiced Compact with the PENTODE TUBE. Phone or wire your distributor Today.



Golden Voiced  
**COMPACT**  
SUPER-HETERODYNE

**\$69<sup>50</sup>**  
**COMPLETE**  
**WITH TUBES**

**MODEL 84**—Golden Voiced Compact with the Pentode Tube—Cathedral Gothic design—Matched walnut woods—Super-heterodyne selectivity—Antenna adjuster securing full efficiency on any length of antenna—Quick-Vision Dial—Special electro-dynamic speaker. Fully-shielded chassis—Atwater Kent quality from top to bottom—The small radio of big performance at a low price. Approved by National Board of Fire Underwriters.  
*Prices slightly higher west of Rockies and in Canada*

ATWATER KENT MANUFACTURING CO. A. Atwater Kent, Pres. 4700 WISSAHICKON AVE., PHILADELPHIA, PA.

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



**JRC RADIO TUBES**

*Thoroughbreds of Radio*

**ZEV**

PUT JRC tubes in your demonstration set and leave the rest to the tubes. Invite your customers to listen to them with a critical ear. They hear the finest reception radio tubes can give — and they “pay off” on what they hear.

**JOHNSONBURG RADIO CORPORATION**  
JOHNSONBURG, PA.

NEW YORK: 55 West 42d Street CHICAGO: 28 East Jackson Blvd.

**HOME RECORDING Means More Profits For You**



**LIST PRICE \$25.00**

less microphone  
Microphone as illustrated, \$10 additional

SOMETHING that every customer will want—THE PACENT RECORDOVON. Phonograph records made at home with professional results and without the necessity for expensive apparatus. Tell your customer it will provide a permanent album of the voices of his family and friends or radio programs he wishes to preserve.

THE PACENT RECORDOVON assembly consists of the RECORDOVON, furnished with clips, a special adapter and the selector switch illustrated above, together with the necessary connecting cords. Price \$25.00. The hand microphone illustrated will be supplied only when requested, at an extra cost of \$10.00 list.

THE PACENT RECORDOVON is designed to operate with the pre-grooved type of records which are available everywhere at a small cost. It is a quality product, made by the manufacturers of talking picture equipment now operating satisfactorily in over 2,000 theatres throughout the world.

Public Address System Manual containing last minute data on amplifiers, microphones, loud speakers, together with useful information concerning the planning of sound systems will be sent free of charge upon request.

**PACENT ELECTRIC CO., 91 Seventh Ave., New York, N. Y.**

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

**PACENT**



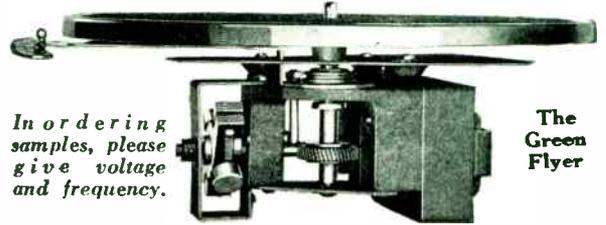
mentioned in your reply gives you a quicker answer.

**FLYER Electricies**

FOR over two years Flyer Electricies have consistently earned the enthusiasm and respect of everybody. The popular motors for radio-phonographs. Self-starting, amply powerful, supplying uniform speed and uninterrupted service.



The Green Flyer and the larger Blue Flyer. Specially designed for radio-phonographs. Open construction, complete ventilation. No heat or hum. Silent spiral-cut fiber gears, long oversize bearings. Both motors operate on all voltages and frequencies. Also the Green Flyer is made for direct current, either 110 or 220 volts. Furnished complete with mounting plate, turntable and speed regulator; automatic stop optional. Responsibly guaranteed.



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

**The Green Flyer**

**The GENERAL INDUSTRIES CO.**  
3111 Taylor Street, Elyria, Ohio



*Dealers, too, share the savings of ATLAS CASES*

Atlas Packing Cases prove economical to manufacturers of radios. And they save money for dealers. Instruments shipped in Atlas Cases are received in perfect condition. No refinishing, no touching-up is necessary. Not even dust can penetrate the smooth panels of an Atlas Case.

Atlas Cases are light in weight. So light that freight costs are decidedly reduced. The dealer saves the difference. Dealers can reship their radios in the original Atlas Cases. The expense of repacking for delivery is eliminated. Atlas Cases can be used again and again.

Leading manufacturers please their dealers by shipping in Atlas Cases.



Park Square Building, Boston, Massachusetts  
 New York Office: 33 West 42nd Street  
 Chicago Office: 649 McCormick Building  
 Factories: Richford, Vt.; Montgomery Center, Vt.; Morrisville, Vt.; Greenville, Me.; Stockholm, Me.; Goldsboro, N. C.; Waterloo, Quebec.  
 Branch Factories in Twelve Cities

# This is the Pentode Tube perfected by Dr. Myers



Here's the man who did it. Dr. Ralph E. Myers

Set Manufacturers who have tested the National Union Pentode agree it earns place with other National Union tubes as a Standard Tube for Standard Sets.

**T**HE Pentode Tube is not new. It has been used for years in both England and on the continent of Europe. Feverish research in Pentodes has recently been the

work of American laboratories. The National Union Laboratory, under the direction of Dr. Ralph E. Myers, completed its work on our Pentode March 15, 1930.

We made no wild unsupported claims for it then. There has been no ballyhoo since, despite the fact that our laboratory tests indicated that it was superior not only to American style Pentodes but also European creations . . . We have preferred to let our Pentode prove itself in performance.

Since that time various set manufacturers have been using the National Union Pentode in developing and testing their own new circuits. One set manufacturer is being shipped one thousand National Union Pentodes a day.

### Our Great Advantage

Thanks to a remarkable new insulating spray the National Union Pentode guarantees prolonged life. There is no cracking, no scaling. The high emission reserve so necessary in this type of tube is constant and maintained many hours longer in our tube than is true of ordinary Pentodes.

We are in a position to supply this Pentode Tube at once. The list price is \$1.90. For further information write to the National Union Radio Corporation, 400 Madison Avenue, New York City.

**THE STANDARD TUBE FOR STANDARD SETS**

### TECHNICAL RATING AND CHARACTERISTICS

|   |                |
|---|----------------|
| Filament voltage                        | 2.5 Volts      |
| Filament current                        | 1.5 Amps.      |
| Plate voltage, recommended              | 250 Volts      |
| Screen voltage, recommended and maximum | 250 Volts      |
| Grid voltage                            | -16.5 Volts    |
| Plate current                           | 32 Milliamps.  |
| Screen current                          | 7.5 Milliamps. |
| Plate resistance                        | 38000 Ohms     |
| Mut. conduct.                           | 2500 microhms  |
| Load resistance, approximate            | 7000 Ohms      |
| Power output                            | 2.5 Watts      |
| Length                                  | 5-5/8 in.      |
| Diameter                                | 2-3/16 in.     |

NATIONAL UNION  
NY-247

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

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

The Talking Machine & RADIO JOURNAL

# Radio's hottest line is here!



**MODEL 80**  
7-Tube PENTODE Super-Heterodyne with 3 Multi-Mu Tubes and Light-Beam Station-Selector. Complete, ready to play—  
\$67.50



**MODEL 81**  
7-Tube PENTODE Super-Heterodyne with 3 Multi-Mu Tubes and Light-Beam Station-Selector. Complete, ready to play—  
\$84.50



**MODEL 90**  
8-Tube PENTODE Super-Heterodyne with 3 Multi-Mu Tubes and Automatic Volume Control eliminating fading, and creating noiseless tuning. Complete, ready to play— \$79.50



**MODEL 91**  
8-Tube PENTODE Super-Heterodyne with 3 Multi-Mu Tubes and Automatic Volume Control eliminating fading, and creating noiseless tuning. Complete, ready to play— \$99.50

## FIRST

### PENTODE Super-Heterodyne in Conjunction With Multi-Mu Tubes

HERE it is, gentlemen . . . the hottest line in radio . . . Clarion 1931! Did you ever see such features . . . all under a hundred dollars? Look . . . PENTODE Tubes (four times the amplification) . . . Multi-Mu Tubes (eliminate cross-talk and blooming) . . . Automatic Volume Control (no blasting between stations) . . . combination Tone Control and



Static Eliminator . . . Full-Vision Dial (with Light-Beam Station-Selector) . . . beautiful new deluxe cabinets . . . new selectivity and sensitivity throughout the whole broadcast band from 550 to 1550—and a station at every ten-kilocycle mark . . . certified 98% pure tone . . . endorsements from stars of the opera, the theatre, and the orchestra! Get the dope today on the hottest line in radio . . . write for your copy of the "Clarion Times" . . . it tells all!

TRANSFORMER CORPORATION OF AMERICA  
Ogden and Keeler Avenues, Chicago

# Clarion Radio

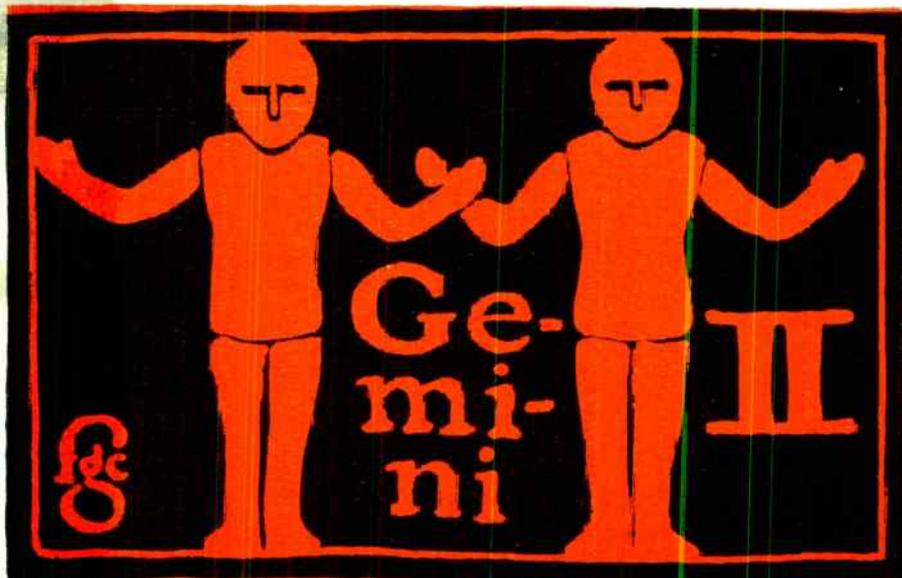
## 98% pure tone



Glad. Henderson, *Editor*  
 Daniel Webster, *Managing Editor*  
 Raymond Ganly, *News Editor*  
 H. E. Speare, *Electric Appliance Editor*

Vol. XXX No. 5      MAY, 1931      50¢ a copy  
 \$5.00 a year

Advertising and selling, those go-getter twins of business, are at their best these fine spring days. To follow through with aggressive personal salesmanship is a well-nigh sure-fire method of collecting May flowers in abundance.



# As we see the business

**C**ONSIDERABLE EXCITEMENT OCCURRED in the trade during the past month following the introduction of the pentode tube sets, and caused havoc with plans, policies and merchandise. The pentode explosion was almost as noisy as Paul Revere's April shot, and it is evident that most sets will have the pentode before very long. Tube manufacturers are rushing into production of it, and while there is a shortage of pentode tubes as this is written, the situation is bound to change shortly. Some sets will have both pentode and variable-mu, but we believe that the trade will all operate, at least until the end of the year, without any further fundamental innovations. A midget will be one model of nearly every radio line, a condition that is bound to eliminate a number of exclusive midget brands, with only the most alert of the latter staying in the arena. A few west coast midget makers are selling direct from the factory to the public at a ten spot gross profit, which on the busi-



ness thermometer reads: "Beginning of the end."

**D**ONT FAIL TO GO TO CHICAGO June 8th to attend the RMA Radio Trade Show, Hotel Stevens, and the music show at the Palmer House, even if you have to break into the kid's bank. With conditions as they are, this is the most important year for gathering knowledge and radio dealers must know what is happening and what is in store for them during the balance of the year. It is essential to be as up-to-date as your competitor. You won't get the entertainment dispensed during the past few years but you will have a chance to compare notes with your fellow dealers and to learn all about the merchandise offered for sale via your store to the public during the six months of 1931, which either means making money or smearing your books with red paint. This is a critical time, and it is absolutely

necessary that you sell only radio sets of unquestioned merit, and to sell them skillfully. So, be sure to visit Chicago, if for only one day, and even if you are now "sure" of your lines, for you must know just what you are to compete with. It will be an educational visit and done at a time when it will give you the greatest information.

**F**ROM BUENOS AIRES COMES THIS most interesting letter from one of the hardest guys in the radio business—Arthur Rocke. It takes about two months for The JOURNAL to get from New York to Buenos Aires, which explains why he received the February issue on March 26th. It may also explain why manufacturers are obliged to dump in the States instead of sending goods out to foreign countries, as the policy exists in other lines. Recent visitors at The JOURNAL office from about a dozen countries, tell us that the minute a new line is announced in The JOURNAL the old merchandise becomes almost as obsolete in those countries as it does in the States.

**W**RITING FROM U. T. RIV. 7000 AL7009, COOP.T. CENTRAL 2253, is what Arthur Rocke says:

Buenos Aires, March 26th, 1931

Talking Machine & Radio Journal,  
Glad. Henderson, Editor.  
5941 Grand Central Term.  
New York City, New York.

Dear Glad.

Your February issue of T. M. & R. J. just reached me while sitting at the desk of one of the largest importers of radio and automobiles in South America. Of course I'm waiting for the order to be signed on the dotted line.

I have read the editorials re MIDGETS, wholesalers and retailers. Your views have become the guiding rule of many of these fellows in radio abroad. They eat up the editorials and notices—but one thing that puzzles the majority of these importers is the condition existing of so many changes in personnel of the factories. One issue announces an appointment, the next denies it and the following announces the "resignation" of an individual. They also cannot understand the exaggerations of many announcements. I am simply writing what they comment on.

They got the idea too of what the diet should be of a weak needed wholesaler as suggested by the hard boiled salesman.

Have been "studying conditions" abroad. During 1930 and 1931 I shall have visited England, France, Belgium, Holland, Norway, Sweden, Denmark, Switzerland, Italy, Spain, Austria, Hungary, Peru, Chile, Argentina and Uruguay. Of course I

don't make my carefare and cabaret money "studying conditions"—the sales of WEBSTER, Racine, CeCo, etc., keep me on the move abroad. Not mentioning HAMMOND Phonograph motors and electric clocks. The radio and automobile dealers abroad are responding nicely to the electric clock sale idea.

Shall be back for the public radio show in September, if there is one. Best regards to my old ship mates Briggs and Valerius.

Left Peru pronto because of the outbreak recently, but the other countries are buying and normal despite the mild martial law existing at the present time.

Best regards,

Sincerely,

ARTHUR ROCKE

15 Laight St. N. Y. City

P. S. Just read that Grant Layng of the Twentieth Century Radio, Brooklyn, is now with a Newark Brewery. What's the idea? Does ten years in radio prepare one for a worse cut throat game? I predict Layng will be back in radio tout-desuite.

**T**HE ONLY PUZZLE IN THIS LETTER is why Arthur Rocke was scared out of Peru, just because of an outbreak. Perhaps a Radio Show Committee ought to import a few Peruvians for the Radio Trade Show at Chicago so dealers can be scared into giving up some orders. We respectfully submit this idea to Bond Geddes, Marty Flanagan, Ben Erskine and Herbert Frost.

**I**N THE SAME ISSUE OF A NEW YORK newspaper, are the stories:—Steinite Radio Company lost \$1,246,377 last year, and, The Amoskeag Manufacturing Company lost \$1,345,389 in the same period. The Steinite Company gives no reason for the loss, being a young concern full of pep and with ambitions for the future, typical of the radio spirit. The Amoskeag Company, 100-year-old, holds Congress responsible for the present textile depression. We cite this to show that there is still hope for radio, when the indomitable spirit to win is present, together with the power of the young men who are ever active in this field, and who have not yet reached the point of blaming Congress for radio troubles.

**I**DEAS, GOOD OR BAD, TAKE YOUR choice. Some dealer will be the first one to advertise a radio set with TWO

## NEWSPAPERS versus Radio

**R**EADING THE RECORDS OF THE recent newspaper publishers' convention and the press reports emanating therefrom, it is believed that newspapers like joking. Bursting resolutions against publishing radio programs and cries of investigations against monopolies are nothing more than cleverness on the part of the convention program committee to scent a "scrappy" subject. 450 members were present at this 45th annual meeting of newspaper publishers, and the "howl" over radio this year supplanted the press agent nuisance, usually one of the chief wails. In 1928, radio advertising represented 7.7% (\$7,266,269) to newspapers (\$93,604,000); 1929, radio was 13.6% (\$14,801,000) to newspapers \$108,481,000, and in 1930, radio was 26.9% to newspaper advertising of \$86,053,797, radio showing a good strong growth for broadcasting revenue, notwithstanding radio manufacturers themselves, cut their broadcasting appropriation in 1930 by about 45%, and increased their newspaper work. But the nigger in the foregoing is that it represents only 212 advertisers, using broadcasting and newspapers. No figures are given as to whether or not radio is to be blamed for the general depression in all lines.

**I**N ANOTHER REPORT, IT IS SHOWN that 43% of women readers and 40% of men readers are interested in the radio page, where the programs are featured, but are not interested in the perfunctory handling of radio schedules. This

**SETS OF TUBES**, taking the cue from the motor car business, which features six tires, two of which start out as ornaments. We believe this should be done, if nothing more than for the publicity resulting. And some people will buy two sets of tubes, if **ASKED**.

reader interest is larger than reported for the editorial pages of the paper, and twice as large as for the sports pages. The JOURNAL congratulates the Association committee for its alertness in picking out a "newsy" subject, and for its propaganda on behalf of newspaper advertising—clever work—but radio manufacturers need not be concerned over newspapers dropping the featuring of programs, any more than baseball is alarmed that its doings are to be dropped, or any other part of the news that means circulation to newspapers. Newspapers may have an association—so have radio manufacturers—but when a chance exists for making a dollar, both newspapers and radio manufacturers act independently. The difference of opinion, alone, will prompt one or more papers in each city to feature broadcasting programs, and the others follow as the public will demand broadcasting news. Some fifty newspapers own and control local broadcasting stations, while about 50 other newspapers have tie-in arrangements with stations, and delegates from papers in this group advocated caution by the Association on "panning" broadcasting. A trade paper in the publishing field says, editorially: "It is a pity that 1,800 newspapers of this country have no radio connections. If the press of the country controlled radio, it would be a bird of a different color. . . . The press should not lay itself out to foster an advertising and a news rival." The writer is just beginning to think he should become sore at Henry Ford, John D. Rockefeller, Cyrus W. Curtis, Andrew Mellon and William Randolph Hearst.

**C**ALL A NEW LINE OF 12 INCH records to retail for \$1 "electrical transcriptions" and sell them as electrical transcriptions instead of as records. An explanatory phrase could accompany this move by saying: "Made good enough for broadcasting."

# From the Auditorium to the Stevens

## Where are last June's models?



HERE are the models of yesterday? Now that we're looking forward to the radio trade show, it may be wise to check back and see what has happened since last June.

Last year 33 radio manufacturers showed their new models at Atlantic City. This does not include exclusively midget makers nor exclusively automatic phonograph makers. Another 5 companies hinted at their lines at the show and followed up by announcements in July. Practically, then, 38 manufacturers took advantage of the trade show in 1930 to announce their 1930-31 lines. Where are those sets today?

In the 10 months until May, 1931, we find that only two companies have continued their models unchanged, the remainder have added two or more models. Complete lines have been scrapped by 8 manufacturers and new lines announced since last June.

During the year there



have been two big developments which added materially in this changing of radio models. The midget made itself felt in the East immediately after the show, then early this Spring the variable-mu and pentode circuits arrived. Both of these developments were hinted at at least a year before they became active in the market and were hanging in the air at the 1930 trade show. Another important change during the past season was RCA's decision to license other manufacturers on the superheterodyne circuits. This added models in a number of lines.

No one month seems favored for new models, with the possible exception of August-September just before the public shows. Of 51 active radio set manufacturers, it is interesting to see that 12 of them announced new sets in August, 11 in September, 9 in November, 9 in December, 6 in January, 10 in February, 5 in March and 7 in April. Of the 38 manufacturers who announced their new lines in June-July, 8 added to them in August, 6 in September, 8 in October, 8 in November, 7 in December, 5 in January, 9 in February, 3 in March and 6 in April.

A check-up on the advance registrations for the 1931 trade show leaves 9 radio set manufacturers who last year exhibited not present this year. Last-minute adjustments in the registration may change this considerably.

This June does not find the same potentialities of change in the air. The pentodes and the midgets are here. The companies who will make them will announce most of them in June. The next big step for the industry seems to be television, and in the meantime many dealers are adding side-lines outside of radio. If it is possible to forecast anything in radio, it might be safe to say that this June will see more radio lines announced to be carried through the year than any previous trade gathering.



## **E. A. Nicholas**

The JOURNAL presents  
as prominent merchant of  
the radio industry for  
May, 1931, E. A. Nicholas,  
General Sales Manager of  
the RCA Victor Co., Inc.

**May, 1931**





# Sell radio programs

**Then you'll double your  
sales of sets and tubes**

*By E. A. Tracey*

*Vice-President in Charge of Sales, National Union Radio Corp.*



ERHAPS folks are abnormally touchy these days, but the fact is that radio is being subjected to a lot of severe criticism.

The newspapers—even the New York Times, which heeds the more sonorous notes in the voice of the people—carry letters to the editor in which broadcasting is taken to task. And whenever radio comes up in conversation, sooner or later people say, "There is too much talking", or "There is too much advertising."

There seems to be, at least at this moment, a reaction. Dealers need only look at their books to realize that there is something wrong. No matter what the reason, people aren't buying sets and tubes. Depression? They didn't stop buying magazines which present the same sort of thing found on the air—entertainment—and the motion picture houses have been doing pretty well.

Now there isn't much use in going into detail here about all the things which are hurting radio. We can't change them quickly, anyway, and dealers' relief must come rapidly. Admittedly there are many things which could be done by the broadcasting companies and by the advertisers who sponsor programs to make radio more popular. I think they will have to make many changes, in time, but just now I want to suggest a way in which dealers can put their own business on its feet.

Tubes are better now than they ever have been, and sets are better and less expensive. So it is obvious that people are refraining from buying for some reason outside the value of the receiving equipment. Which places it definitely among the programs.

But there is proof that when a good program—or a program which strikes the popular fancy—is put on, millions of men and women seize on it greedily. A few months ago, comparatively, a program went on the air and immediately became the subject of national comment. Phrases used by its characters became part of every day speech.

When conversation began to center on these daily radio performers, many a repair man was called in to fix a receiving set which had lain idle for months. And new sets were sold. And more tubes.

Now there are many excellent programs on the air—buried, perhaps, in the welter of whoop-la which has raised the gorge of hundreds of thousands of listeners, and caused audiences to dwindle.

It is on these good programs that the dealer must pin his hopes, just now, and which he must sell. He must step out from behind his counter, figuratively speaking, and sell intangible programs before he can hope to go back and push a set of tubes across to a customer.

The dealer must do more than his share to create in the public the desire to hear good programs. He, more than anyone else, suffers from the bad ones.

Look at the theatres in your city. Do they advertise nothing more than good seats at bargain prices? If they only publish "institutional" copy, saying that there is always a good show running and that this week they are offering a special reduction on comfortable seats, do you think they would hang out the S.R.O. sign?

You are in the entertainment business just as much as the corner movie. You will have to develop some means of merchandising the big hits of the air as the theatre presents each new program as the "most stupendous spectacle ever filmed."

Everybody knows what radio is, just as they know moving pictures. What brings them to the theatre night after night is the exploitation of the latest film. The same thing is what will bring them back to your store. You can create interest in the big radio event of each week, such interest that every one of your customers will want to make sure that he has the latest radio equipment to hear the "stupendous spectacle".

To do this, you must know what is being planned in the way of future broadcasts, what has the widest appeal to your customers, and you must publicize certain definite programs. This is the surest road to bigger and more profitable radio sales.

# Do you want this free sales service?

## *Please tell us!*

The Editors of The JOURNAL have the definite assurance of men, who are willing to put up their money for the good of the industry, that the following plan will be put into effect if enough dealers want it:

An independent committee will each week choose the outstanding radio program of the following week. This will be selected entirely on its merits as commanding the widest popular attention and the excellence of the performance as proved by its sponsors in the past.

A window card telling your customers to tune in on this program will be mailed to you free.

There will be no advertising on this display card. The only message will be general, such as: "Make sure your radio is ready for this big event".

If you want this excellent free service, fill in and return this page. Unless enough dealers reply, it will not be offered. There is absolutely no obligation to you; the backers of this plan only want to make sure enough dealers will welcome it.

Any suggestions or criticisms you may give will be welcomed.

Name .....

Address .....

Do you want only one program on the card or a series of one each day for the entire week?

.....

What sales message would you suggest for the card? .....

.....

Please make any suggestion you think would improve this service.....

.....

.....

**The Talking Machine & RADIO JOURNAL**

5941 Grand Central Terminal

New York, N. Y.

## To sell appliances

# Prove you have the best line on earth

By Harold E. Speare



**A**LTHOUGH you do not intend to sell by canvassing when you take on a line of appliances, there are several very definite things you must do if you expect to make any money. Lumped together, they might be described as the ability to prove to every prospect that you have the world's best appliances on your floor. You must have the kind of salesmanship which can take sales out of another store even after a first payment has been made, and this can be done only by demonstrating utterly beyond doubt that your appliances are better than anything else on the market.

This means employing the kind of salesmen who know more about the appliance and its use in the home than the users. The plan worked out by some leading dealers after years of experimenting with canvassing in an over-canvassed market is to employ two different types of men. One, who knows all kinds of appliances and who can sell against the field, works in the store and closes on the spot. The other works outside, following up leads and giving demonstrations. If you are selling washers, he has to do a wash and iron it. He must know more about household problems than the housewife. His leads come from store contacts, friends of customers and installment buyers who have finished their payments. Advertising in your local newspaper, featuring a low-priced leader or a reconditioned trade-in will bring prospects for both types of salesmen.

It is not uncommon for a dealer working on this basis to retail 60 washers a month at an average of \$99.50 each and 35 cleaners at \$69.50 each, plus the small appliance business.

Have every appliance on your floor in running order and clean, ready for an instant demonstration. Your floor models must prove that these are the best appliances made. If possible, have a sample of your competitor's model available. Have it, too, in perfect operating order and show your prospect that you are not afraid of demonstrating your line against any. Sell by fearless comparison. Your customer may have the other machine in the back of her mind and this will keep her from going to another store for "just another look."

Pay more attention to your store front than you ever



## Even if you don't canvass you can sell appliances

did before. It must shout "Electric Appliances!" and its prosperous appearance must suggest "The Best and Biggest Selling."

For the small dealer, the proprietor himself will cover the floor. He must learn as quickly as possible, however, everything he can about the business, or he'll lose sales to his competitor's well-trained salesmen. Selling washers for instance, you must know how to prepare the clothes if they have grease spots, the proper temperature of the water, the correct amount of what soap to use and many other incidental matters. This intimate knowledge is so vital that, if the overhead will stand it, the dealer had best secure a good appliance salesman.

Canvassing, which is of vital importance in some sections, has been so much over-emphasized that some dealers may stay out of the appliance business because they don't want to canvass. However, in some territories canvassing has been so much overdone that it is unproductive. If salesmen can't get interviews, sales are better directed from the store. Advertising designed to produce leads and a follow-up direct-mail plan will work wonders if you are organized along the above lines.

A word about service: Don't do your work too cheaply. It is necessary to have a good man. Pay him a salary and a commission on everything over a certain figure on money paid for service work each month. Be liberal on this and it will pay you.

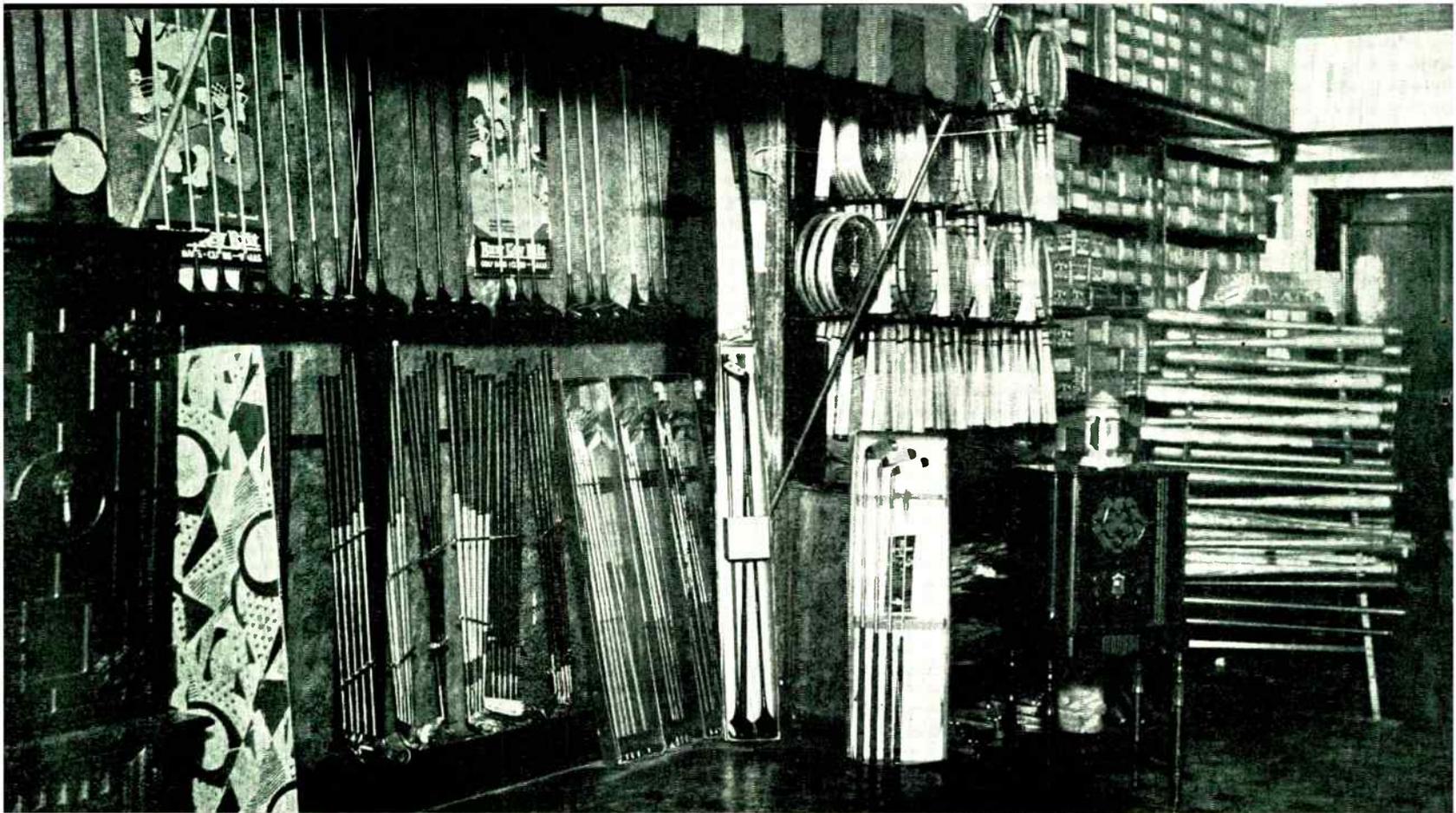
Take a cleaner repair job, for instance. You find it needs a good cleaning and oiling, a bearing and a belt is worn. Your time runs into one and one-half hours servicing. When it is finished, give it a good buffing and send it back to the owner looking like new. Your charge of \$8.00 will seem cheap then. This will give you a good profit and an incentive to the service man from an extra commission.

## **S. D. Black**

The JOURNAL presents as prominent manufacturer of the electric appliance industry for May, 1931, S. Duncan Black, president of The Black & Decker Mfg. Co.

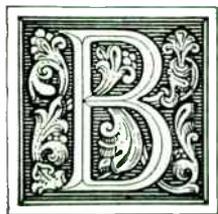
**May, 1931**





# Shaffer's answer to the dog-days of Summer radio

# Sporting goods



EN and Lou Shaffer, who operate The Sport Shop, in busy Journal Square, Jersey City, N. J., have been in the sporting goods business for the past 10 years, originally starting out in that retail field and after four years dovetailing their business with radio. The two brothers have

found sporting goods and radio to be splendid companionable lines. Their sales maintain a comfortable and even course all year round, due to the fact that they have lines that are seasonable every season.

"Sporting goods make a very good item to carry during the summer," declares Ben Shaffer, "but radio dealers who are thinking of taking on this line should remember that it requires plenty of experience in merchandising."

The season for purchasing baseball goods really expires on Decoration Day. In June, July and August come swimming and the demand for water sport goods. September, with its Labor Day, sees some business, while trade in October is proportionately less as outdoor sports grow inconvenient because of the weather. The sales of ice skates begin to materialize at this time, and with the arrival of Christmas and New Year's sporting goods sales again show a tremendous gain, almost rivalling the mid-summer totals. Sales drop the early months of the year and the same recurrence is had.

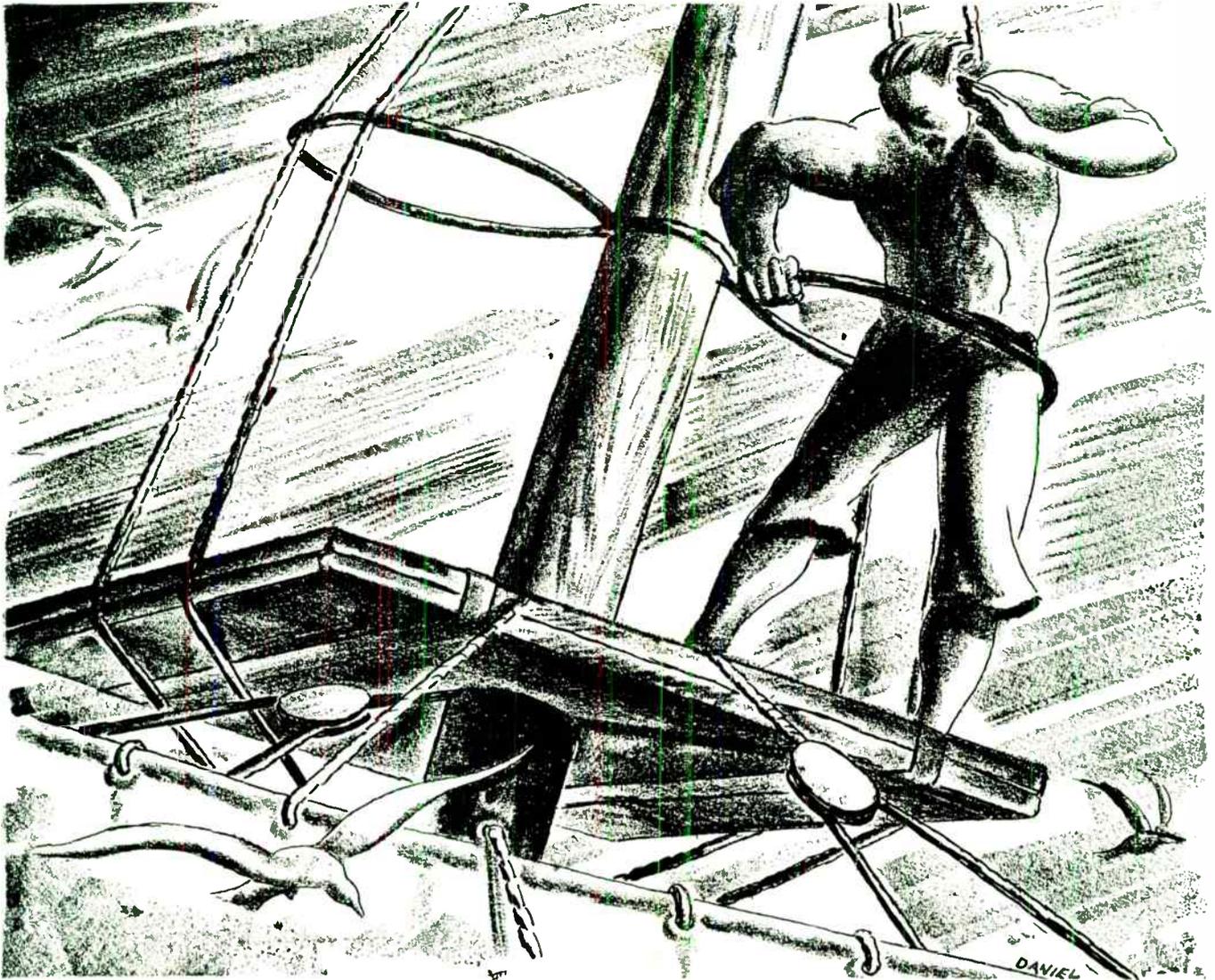
Here are the percentages nixed into each month's business by sporting goods sales:

|                     | Percent. |
|---------------------|----------|
| January . . . . .   | 10       |
| February . . . . .  | 10       |
| March . . . . .     | 5        |
| April . . . . .     | 30       |
| May . . . . .       | 60       |
| June . . . . .      | 80       |
| July . . . . .      | 100      |
| August . . . . .    | 80       |
| September . . . . . | 30       |
| October . . . . .   | 20       |
| November . . . . .  | 10       |
| December . . . . .  | 60       |

A comparison of sporting goods and radio reveals several clean-cut advantages on the side of the former, according to this merchant. There are no style or model changes in sport equipment, no excessive discounts to attract customers, and a different class of people—the sporting element—to deal with. "Chiselling complexes" are not apparent in the sporting goods customer.

These advantages are due to the sporting goods industry, its sturdiness and lack of fluctuation, asserts Mr. Shaffer. Companies like Spalding, Reach, Wright & Ditson, and a few others really control the field—

(Continued on page 43)



# The lookout calls from the mast-head.

Perched far above the deck of the ship, the lookout man is in a position to sweep the farthest horizon. In industry, business leaders and the men at the top can see farther ahead than the rest of us.

The call from the mast-head now tells definitely of clearer horizons and fairer weather

ahead. Far-sighted dealers are preparing themselves now for this future business with fewer lines and merchandise of unquestioned quality and established reputation.

*Brunswick Radio Corporation*  
 MANUFACTURERS OF RADIO, PAN TROPE AND  
 THE WORLD-FAMOUS BRUNSWICK RECORDS  
 NEW YORK—CHICAGO—TORONTO  
 SUBSIDIARY OF WARNER BROS. PICTURES, INC.



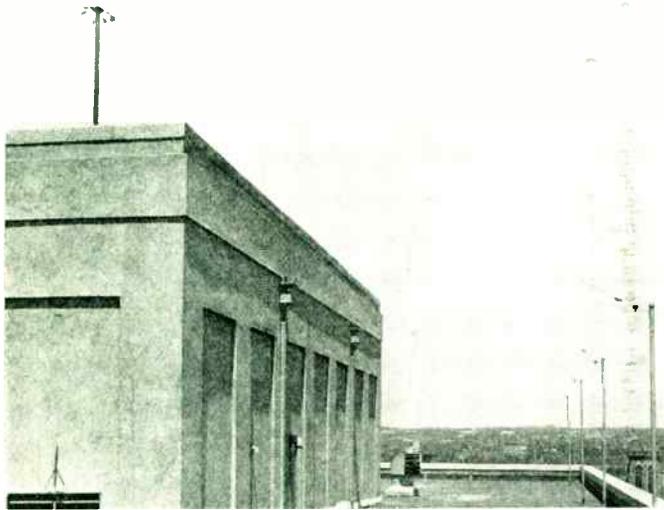
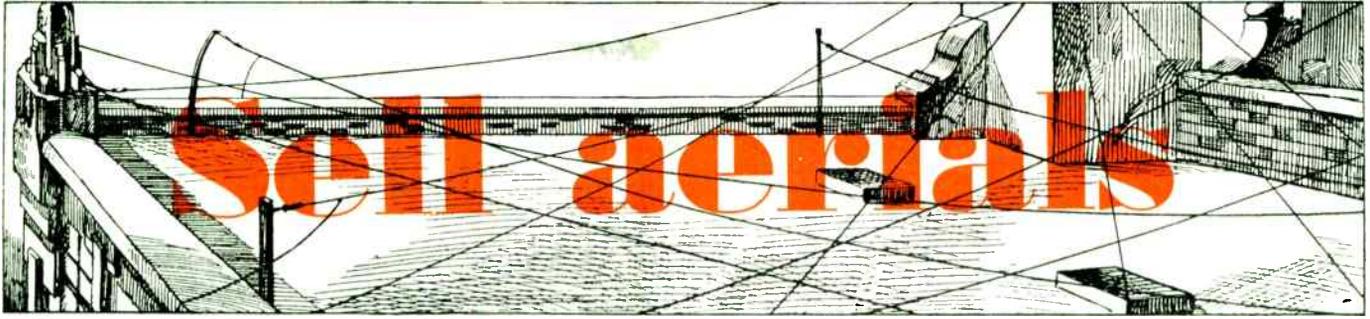
BRUNSWICK LOWBOY  
 MODEL 15

Armored chassis with 4 screen-grid tubes and two 15's in parallel Uni-Selector and Illuminated Horizontal Tuning Scale. Tone Control. Cabinet of seasoned and selected butternut with carved front panels. **\$13950**  
 Other models \$170 up (less tubes)

# BRUNSWICK RADIO

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





Special antenna equipment on a Baltimore apartment-hotel. Compare this with the usual roof-top.



**I**NSTALLATION of antenna systems for apartment houses has developed into an active field during the past three years. A brief survey by the JOURNAL elicited the opinion from important sources that outside antenna installations (distinct from "conduit" installations which require piping and involve union labor) offer some extra profits to the dealer with a competent service department.

It is not something marked "hands off" for the radio dealer, declared F. A. Klingenschmitt, of Amy, Aseeves & King, Inc., whose outside multicoupler antenna system has been installed in over 100 big buildings in the country. "I say that the man who'll go out after this outside business and has a quality service department can make some money," he states. "The outside system—for old buildings being modernized for the convenience of tenants—is an attractive rental feature. Landlords don't want dissatisfied tenants on their hands and therefore more and more of them are installing master antenna systems. One landlord told me that the system would pay for itself in a year by preventing damage done to his roofs by tenants installing their own aerials.

"Landlords with master antenna systems on their property advertise the fact in newspapers or in signs outside their buildings, just as they do the advantages of electric or gas refrigeration in their apartments. As they've been looking for such a tenant convenience as the master antenna system, the

## Then every person in the apartment becomes a logical customer for you

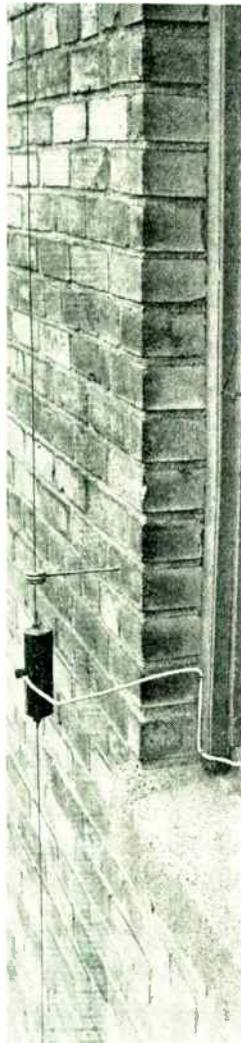
dealer will find that there's little sales resistance. The apartment house owner is easily interested because he is not anxious to see rival apartments offer a more attractive proposition to prospective tenants."

In reviewing the possible profits, Mr. Klingenschmitt points out the mere hooking up of a tenant's set to the apartment aerial system results in a profit for the service man or company, who keep in touch with the landlord or owner as to who's moving in and out. Old buildings using the outside antenna system are charged about \$10 per outlet, which price includes complete installation and labor. Prices, of course, vary with the number of outlets; some landlords have the multicoupler unit located right outside the window while others have it located in a convenient spot on the living room baseboard. "After the owners have agreed upon the installation of our outside antenna system, we sell the equipment outright to the radio service companies or electrical contractors doing the installation. Radio service companies especially find this field profitable as it affords them opportunities to see tenants right in their own apartments and in that way realize a lot of service work they wouldn't get ordinarily."

Master antennas in apartment houses, he claims, have actually resulted in increased radio sales for local dealers as tenants moving into apartments so equipped frequently buy new sets to take advantage of the quality reception equipment. However, he advises dealers that installation of outside antenna requires electrical tools such as electrical hammers and drills and expert knowledge of the engineering principles involved.

An attractive picture is painted by I. Seidler, of Radio Receptor Co. "Dealers catering to high class apartments can get a good profit in just the multicouplers themselves. In an ordinary apartment house of from 20 to 30 suites, there should be a profit of around \$100 for the dealer who installs an outside multicoupler antenna system."

The usual procedure for outside installations, advises Mr. Seidler, is for the dealer to submit his estimate directly to the land-



Lead-in from the master antenna

(Continued on page 32)

# INTO 15,000,000 HOMES

*These Great National Publications Are Carrying the Huge Cinderella Campaign*



Just plug Cinderella in any electric outlet and it does the washing in a jiffy—for only one cent an hour.



Cinderella is useful for the week's wash, and for quickly needed things that are washed every day.



Cinderella is a big seller to small families—especially to families with young babies.



Cinderella is safe for the daintiest silks and laces; it has no moving parts to injure clothes.



Cinderella is just right for apartment dwellers. It can be tucked away in small space when not in use.



This glass demonstrator shows Cinderella's "Vacuum-Action" in action, and helps you make sales.



# Cinderella <sup>\$</sup>37<sup>50</sup>

Portable Electric Clothes Washer



THE product is right for a tremendous market. The price is right for easy selling. And now the great publications pictured are carrying Cinderella advertising into nearly 15 million homes.

Think what that means to you. It means that the advantages of the Cinderella are being told to approximately three out of every four families whose homes are wired for electricity. It means that when you display the Cinderella in your win-

dow or store the great majority of your women customers and prospects already will have become interested in it through advertising in their favorite magazines.

Don't let this opportunity slip by. Start now, while the Cinderella advertising is real news, to cash in on this great national campaign. Get full details of the profit-making Cinderella Sales Plan by mailing the coupon NOW.



Black & Decker Mfg. Co.,  
700 E. Pennsylvania Ave.  
Towson, Md.

Please send full details of the Cinderella sales plan to:

Name.....  
Street No.....  
City..... County..... State.....

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





*Irving Sarlin*

# He sells the "shopper"



WHEN a prospect enters the radio department of Finkenberg's furniture store, he never shops any further. At least, the whole plan of the department has been developed around the idea of showing the prospect instantly what he wants, concentrating his attention on that one model, comparing it with his second choice if necessary, and closing the sale on the spot.

Irving Sarlin, radio buyer for Finkenberg's, has devised a special connector system by means of which every set on the floor can be given an instant and clean connection for demonstration. Mr. Sarlin sells Philco, Atwater Kent, Majestic and Stewart Warner sets. His display is arranged like a window, everything facing towards the interested customer.

Each aerial comes down to the main floor baseboard, all ground wires have small bi-pass conductors. There is a large filter-volt line noise eliminator on every line, each of which contains male and female Kliegle electric plugs No. 985; they are used for aerials and grounds. From the line noise eliminator runs a 30-foot rubber cable with a white lamp cotton cord 30 feet long, which is taped parallel against the rubber cable at 8 inch intervals. The reason for using the white cord, explains Mr. Sarlin, is make the length of wire and cable stand out when it is stretched along the floor to the set which the salesman is operating, the white cotton lamp cord preventing the prospect or the salesman from tripping over the cable by mistake. Another reason for making

the cable stand out by using the white cord is that the customer sees it and knows immediately that it is being hooked only to the set demonstrated. When he first sees the white cotton lamp cord taped to the long rubber cable he naturally asks what's it for and this gives the salesman an opportunity to impress the customer with the fact that the connection cord is being used for his set alone.

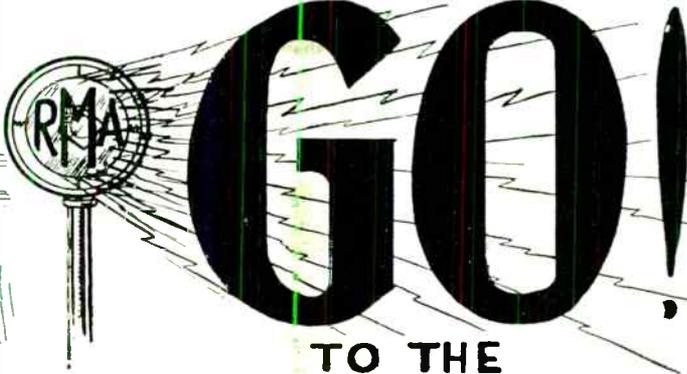
There are three of these cables all 30 feet long, 2 for AC and one for DC; there are female Kliegle plugs on both ends of each cable. In the case of the 2 AC cables, both the male and the female plugs are lacquered with black, while the DC cable is painted red. As every set on the Finkenberg floor has a 3-foot wire strip connection ready to be plugged in on the right front leg, these male connections are also painted either black or red in accordance with the type of set they are. Of course the AC and DC sets are segregated in different parts of the floor. All the salesman has to do to start a set is to take one of the cables for aerial and ground and plug them into the male connections attached to the leg of the set. The salesman demonstrating the radio knows that he can walk up to any set and make it function instantly by means of the simple hook-up process.

The DC cables have ends painted in red, the same rubber cable, but instead of white cotton lamp cord taped to the cable, there is a brown lamp cord.

As soon as the sets come into the Finkenberg store, they are prepared for instantaneous hook-up.



STEVENS HOTEL  
(HEADQUARTERS)



BLACKSTONE HOTEL

TO THE  
FIFTH ANNUAL

# RMA Trade Show

AND 7TH ANNUAL RMA CONVENTION

# CHICAGO

# JUNE 8 to 12th



**BUSINESS\$ FOR YOU WITHOUT BALLYHOO**

**EVERYBODY WILL BE THERE.**

*Bu\$ine\$\$* will be the key-note during "Radio Week" of June 8th. This will be a "*bu\$ine\$\$*" show and *bu\$ine\$\$* for YOU, *bu\$ine\$\$* for everybody in radio.

The National Furniture Industry and the Music Industry also will be holding conventions and exhibits in Chicago, drawing thousands of visitors, during "Radio Week."

All the new radio products on display in the trade show. Every leading manufacturer of receiving sets, tubes, speakers and accessories has reserved exhibit booths in the trade show and demonstration rooms in hotels. There will be *more* new circuits, new tubes, new speakers, new cabinet designs, and new radio products, including home talkies, television, remote control, and other radio devices and products than ever before in one year.

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

**ADMISSION TO THE TRADE ONLY—NO VACANT BOOTHS—ALL EXHIBITORS REQUIRED TO SHOW THEIR MERCHANDISE.**

Twenty-five thousand radio manufacturers, jobbers and dealers expected to attend.

Reduced railroad rates have been granted on all lines—one and one-half fare rate. Secure certificates from local railroad agents. RMA special trains from all sections.

Official hotels—Stevens Hotel (headquarters), Blackstone, Congress and Auditorium Hotels, with demonstration rooms of manufacturers.

### INDUSTRIES AND EXHIBITIONS

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

Music industry convention and exhibits, Palmer House—June 8-10, during "Radio Week."

Institute of Radio Engineers annual convention, Sherman Hotel—June 3-6.

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

Business meetings and entertainment for visitors during entire "Radio Week"—June 8-12—RMA "stag" party Wednesday, June 10—Music Industry banquet, Tuesday, June 9.

Apply now direct to hotels for room reservations.

RMA invitation credentials mailed to the trade about May 1st. For information or credentials write to Bond Geddes, RMA Executive Vice-President, Stevens Hotel, Chicago, or.



CONGRESS HOTEL

**RADIO MANUFACTURERS ASSOCIATION**

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

32 W. RANDOLPH ST. CHICAGO

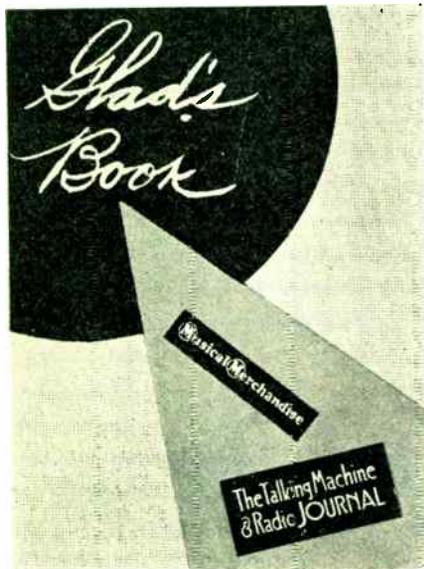


AUDITORIUM HOTEL

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



## EXTRACTS FROM



Some people have an irritating way of paying their past due bills with a patronizing gesture.

The reason most men marry young is that they fear all the girls will be gone unless they hurry.

One of the things I like about business is that buyers and sellers do not weep on each other's shoulders. They keep their troubles to themselves, taking losses, disappointments, and heartaches philosophically. Business men size each other up fairly. Performance counts. I have no sympathy with the attempt that has been made by the new priestcraft to read a lot of nonsense into the business ritual. It does not belong there, and it is a healthy sign that there has been a revolt against it.

A corporation employing more than 2,000 office people, 90% of whom have routine duties, has arranged for a series of lectures to be attended by its employees, in groups of about one hundred.

This is a splendid idea—good for the employees and good for the corporation.

The secret of all success lies in being alive to all that is going on around you.

Employees who have any intelligent conception of what the company that employs them is trying to accomplish are as rare as double-yolked eggs. The majority seem unable or unwilling to get a complete mental picture of their job in its relation to the objective of the entire enterprise. If they would strive to get this picture into their minds, they would be astonished to find that their jobs become more interesting and that their chances of promotion were multiplied ten times.

The type of mind that can grasp all

angles of a proposition, perceive the relation of the parts to the whole, is so uncommon that the man who has it or can cultivate it is marked for leadership. His progress is as certain as the movement of the sun.

Certain tasks in the industrial world are so repetitive that they can be performed as well by a machine as by a human being. As wages rise machines are devised to do these jobs. I suspect the number of purely repetitive tasks is decreasing. Everywhere, the demand is for men with alert minds, who are able to grasp the idea that they are members of a team and that they must work for the success of this team.

Mentally, many people are sound asleep. They are working and eating and sleeping, but they do not know what is happening around them. They are hopeless, and these thoughts are not addressed to them.

To those who are alive I suggest that every opportunity be taken to find out what is going on around you. Do not be satisfied to know merely the details of your little job. If you are addressing envelopes take an interest in the name you write, their source, their accuracy, and the results obtained from the mailings. An inquiring mind soon becomes an outstanding mind. In every business organization innumerable things are being done sloppily and ineffectively, mainly because the majority of workers give no intelligent thought to their jobs.

(Copyright 1928)

## Selling Aerials

(Continued from page 28)

lord or apartment house owner; he then rigs up the regular antenna system on the roof, runs his leads down the sides of the building and installs his multicouplers outside the chosen windows.

Can dealers make estimates? "Sure, he can," says Mr. Seidler. "Only three different units are involved: the multi-coupler, the loading coil and the terminal resistance unit. Anyone with an elementary knowledge of radio work can make an estimate. But the dealer must remember that he'll have to work with the electrical contractor if the latter has the contract for wiring the building."

As one important figure, connected with one of the largest manufacturers in the field of antenna equipment, remarked when the JOURNAL interviewed him: "Old buildings are the dealer's meat." He dwelt on the fact that dealers are constantly going into these buildings servicing and demonstrating and that he's bound to note the conditions for reception in the apartments. If it's necessary for dealers to warm the palm of the superintendent's hand, so that his sales argument will get to the landlord or the owner, then he advises him to do so.

Every antenna installation is a new job, dealers should remember. Blanket franchises or protected territories don't exist. A 15 percent profit should be sufficient.

How to go about it? Sometimes the dealer can go to the manufacturer of the equipment, receive his price and can even have the job laid out for him if he submits a floor plan obtained from the apartment house landlord. If necessary, he can go to the local contractor to handle the floor plan, get the contractor's quotation and then submit his own figure to the owner. Frequently the electrical contractor is satisfied with a normal profit, but the dealer has to figure the cost of the equipment, how much it'll cost him to install it, etc. It's more of a brokerage business: little overhead, just a bit

of letter writing or direct sales work; little money invested, perhaps for the equipment during the installation period.

A radio specialist actually engaged in antenna installations for the past three years is Harrison F. Thornell, who has a radio store in Tudor City, and who heads Radiant Sales Corp., which specializes in installations of antennas for apartment-hotels in Tudor City and elsewhere in Manhattan. However, Mr. Thornell is firmly convinced that the average dealer can't function in his specialized field, "at least, now while he's 'average,'" he claims. He limits the dealer to small apartment houses in sections away from the big cities. "A fellow can sink everything he has in this business. If I didn't have a wide engineering background in telephone manufacturing, phonograph and radio, I wouldn't be able to cope with the many problems found in this sort of endeavor. It's not for children; it requires genuine engineering ability."

Mr. Thornell guarantees satisfactory reception to each tenant and there is a verbal agreement with the apartment-hotel management that no charge will be made if the system doesn't operate satisfactorily. The many skyscrapers in the vicinity of his contracts produce special "shielding problems" for him to overcome. According to the terms of the contract, no other radio organizations or service men other than his are allowed to make hook-ups in the apartment-hotels. Furthermore, his firm is allowed the privilege of addressing the tenants on the apartment-hotel's own stationery in its role of "radio department" of the building. Each tenant, too, that has signed for the service can have instant communication with the Radiant studio as a special telephone wire runs from each building to the store.

His business hums fastest around September and October when the apartment-hotels—he specializes only in them—have about a 35 percent turnover, states Mr. Thornell. When a new tenant appears he has to sell him the idea, "just as the telephone company sells the idea of convenience and comfort to tenants."

# HOW ABOUT 1931

- - The National Electric Light Association reports an increase in electricity for domestic use of 14% in 1930 over 1929. One-half of this increase is due to Electric Refrigeration.

**850,000 DOMESTIC REFRIGERATORS  
SOLD IN 1930**

**HALF AS MANY HAVE BEEN SOLD AS IN  
ALL PREVIOUS YEARS**

- - No greater proof of sales possibilities on Refrigeration can be found.
- - The MAJESTIC REFRIGERATOR opens for you the largest and most profitable home market in America.

**The Only Market of its Kind Left:**

40.7% of all wired homes own Vacuum Cleaners  
93.0% of all wired homes own Electric Irons  
34.7% of all wired homes own Radios

**But in Electric Refrigeration Only 10%  
of The Market is Gone**

90 Out of Every 100 Wired Home Are Still Open to You!!!

**Majestic Meets This Demand with Superior  
Quality at Amazingly Low Prices**

**Eisenbrandt Radio Co.**

*Majestic Wholesalers*

**Paca & Pratt Sts.**

**Baltimore, Md.**

"1931 IS A MAJESTIC REFRIGERATION YEAR"



Just plug Cinderella in any electric outlet and it does the washing in a jiffy—for only one cent an hour.



Cinderella is useful for the week's wash, and for quickly needed things that are washed every day.



Cinderella is a big seller to small families—especially to families with young babies.



Cinderella is safe for the daintiest silks and laces; it has no moving parts to injure clothes.



Cinderella is just right for apartment dwellers. It can be tucked away in small space when not in use.



This glass demonstrator shows Cinderella's "Vacuum-Action" in action, and helps you make sales.



*A big seller to small families—especially those with children*

# Cinderella <sup>\$</sup>37<sup>50</sup>

Portable Electric Clothes Washer

**B**ALTIMORE territory dealers will find that the Cinderella is BOUGHT quickly by women who already know of its value. The national advertising back of The Cinderella reaches millions.

**D**ON'T wait! Write us to-day and secure complete details of a plan that will bring in a great deal of cash.

## PARKS & HULL, INC.

*Wholesale Distributors of  
The Cinderella Washer*

1031 CATHEDRAL STREET  
BALTIMORE, MD.



supple-men'ta-ry (sŭp'lĕ-mĕn'tā-rĭ), a. [Cf. F. *supplémentaire*.] Added to supply what is wanted; additional; serving as a supplement; as, a *supplementary* volume.

for Radio. Electric and Music Dealers and Wholesalers

## Electric Appliance SECTION of The JOURNAL

Edited by H. E. SPEARE

# Five steps that lead to profits in selling washing machines

By *Silas H. Altorfer*

President Altorfer Bros. Company

There are five steps for adding a profit-making washing machine line to the business of any live radio dealer. Followed faithfully they will lead to success. They have already done so in the case of numerous merchants who have come under our personal observation.

Here are the five:

Stock a well known line, one that will compare favorably with the established line of radios already on your floor.

Stock a full line, thus catering to every taste and size of home and taking every advantage of the price range, as in selling radio.

Find and correct the weak spots in the store organization. How many additional salesmen must be employed to cash in on the larger selling opportunity? How well trained are the present men? What additional training do they need? Should any of them be replaced?

Have a complete line of useful dealer helps.

Outline a full co-operative advertising plan making your store electrical household utilities headquarters as thoroughly as it is radio headquarters.

We know the radio dealer is a valuable, live sales force for washing machines. Dealers who know they must have something as saleable as radio, in the periods when radio sales drop off, are producing some of the best sales records with our ABC line of washers and ironers and the new electrotable which mechanizes more than 100 old hand-done kitchen tasks.

It is as important to sell a known line in household equipment as in radios. The same intensive sales work that moves one will move the other. Furthermore, if the washers are a full line, the products of an old-established, well-entrenched manufacturer, and designed to serve the needs of all types of customers, the dealer will soon learn to his delight that overnight style changes will not leave him with a stock of distress merchandise.

The opportunity for selling washers is as large as that for radios. For the rural sections, gas-engine models are made for those farms not yet using electricity. In a full line of washers like ours there is a

model for the smallest homes, fitted to its particular needs. There are larger models for larger homes and greater washing needs, culminating in a model that does away with wringing by spinning clothes dry for the line, instead.

Nor is this the sole opportunity of the dealer and the salesman. There is the ironing machine, too, devised so the housewife can buy as little or as much at a time as she desires. She can buy the ironer roll, to operate on her washer, or the roll and power-unit to set on any table, or she can install them and their own special table as one unit.

Add the new electrotable, the ingenious kitchen device by which a motor performs more than 100 of the old hand-done food preparation tasks, and the radio dealer has a line which gives himself and his men a selling opportunity for every day of the year.

There are no sales curves in the need for cleanliness. Every day furnishes an opportunity to sell washing machines. The housewife is always receptive to a selling story that will solve her greatest household problem.

The electrical washing machine is the most popular of the higher-priced labor-saving devices in the American home, being outsold, as a matter of fact, by only a few of the lower-priced items, such as irons and vacuum cleaners.

The wonder is that every live radio dealer, seeking to add sales in dull months



One of the higher priced models in the ABC line.

and to keep his force of skilled specialty salesmen contented, busy and making money the year around, has not already obtained the franchise for a line produced by a company of known standing in the manufacturing and selling fields.

### Refrigerator Sales Leads

From a questionnaire sent out recently to the dealers of all kinds selling refrigerators, we have gathered the following interesting information telling where prospects originate, whether the husband or wife seemed to decide the selection and what per centage of sales were closed in the home.

50% came from canvassing.

26% came from the floor.

24% came from recommendations and advertising leads.

The husband leads over his wife as the deciding factor by 12%, 56% of the husbands making the choice and 44% of the wives. This is open to argument as our replies stated, although not asked, that a good 66 2/3% of all sales were closed in the home. In other words, the wife signed the lease and gave the down payment.



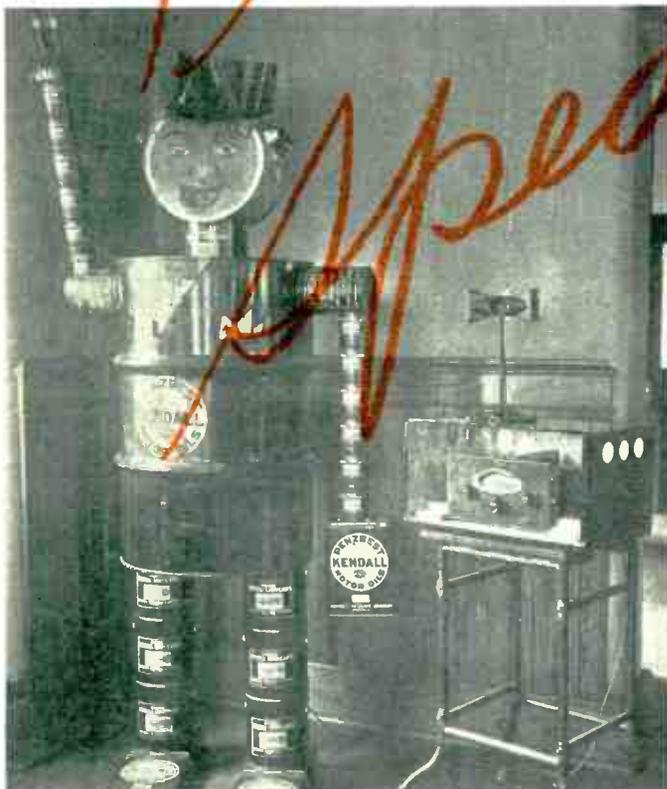
Now that we've got into electric refrigerators, meet some of the girls from that department of General Electric. They're a fast-moving nine, having won eight out of eight basketball games.



Need we introduce the pipe and Grunow? It is reported that Bill keeps in disguise to protect his secrets until next month, when it is rumored something's gonna happen.



Raytheon tubes get an unique test. Ten were taken up 2,000 feet in the air and dropped. Although not in any package of protection, none were broken or impaired.



Kendall Refining Co. gives a voice to its Robot with an Atwater Kent radio. This Robot is shown around the country as special publicity for Kendall.

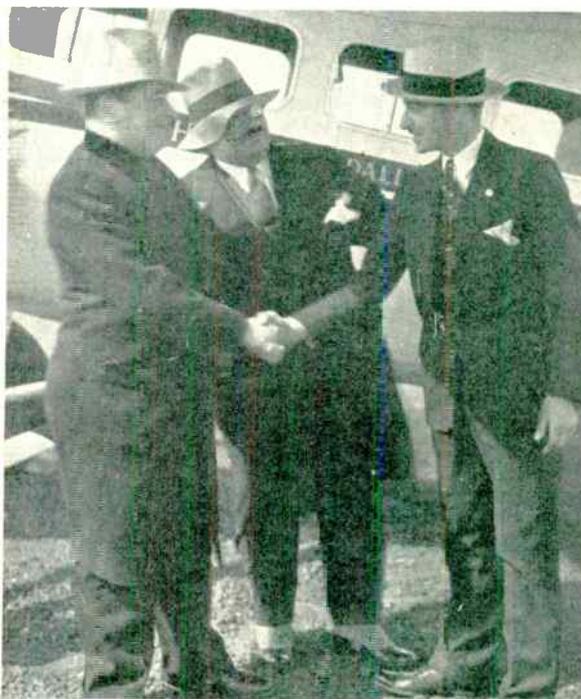


Morty Salzman and Maurice Landay sent us this to show that with this kind of equipment they don't care if they never find a golf course.

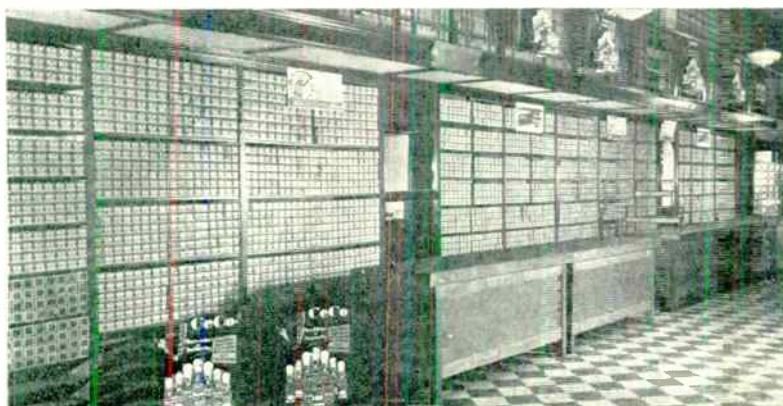


Exponents of birth control will have additional evidence on viewing some of these etchings snapped at the Hotel Astor, at the request of Martin Flanagan, Executive Secretary of the RMA (extreme right), Bond P. Geddes, Executive Vice President, RMA (next to Mr. Flanagan), Ben Erskine, (extreme left), and Herbert H. Frost, when four trade paper editors were corralled to select from the brown derby, various pieces of paper indicating the allotment of booths at the RMA Trade Show, Hotel Stevens, Chicago, June 8th. Choice of hat holder, paper-puller-out, and on-the-level officials was made by flips of a coin. Everything was done legitimately, which is the policy every member of the RMA is willing to abide by.

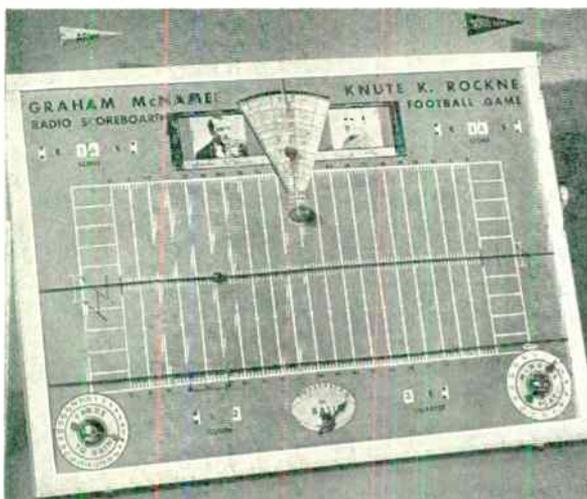
Second from the left, next to Ben Erskine—evidently wearing Ben's trousers—is Glad Henderson, editor of The JOURNAL, and the sartorial "make-up" is due to his spare time job at Macy's. This is mentioned in deference to Messrs. Erskine, Frost, Geddes and Flanagan, only, who might be accused of associating with a new type of New York companion.



Bob Robins, Duovac's vice-president, drops in on A. I. Lack of the Oklahoma Tire & Supply Co. and Leo Unger, Western manager for Duovac.



One of the largest exclusive tube stores in the country is Uncle Sam's in Akron, Ohio. How's that for inventory?



Knute Rockne's football game, which received his approval just a few days before his tragic death, is now on the market.



A forceful window display by the Independent Radio Co. of New York City defeats "Orphan" radio price cut competition.

# HOME TALKING MOVIES AT AMAZINGLY LOW PRICES

RADIO'S NEW



OPPORTUNITY

Moving pictures—TALKING moving pictures, for the HOME! The Sprague Visivox furnishes this new opportunity for dealers in a compact, good-looking instrument which projects home movies, talking movies and plays any size record when you desire to use it as a phonograph. ¶Dealer franchises are being awarded now—but no dealer could possibly visualize the full possibilities of this machine without learning the great potential market that exists. ¶Backed by national advertising, boasting of a number of exclusive features, presented with a strong sales promotion campaign, the Sprague Visivox deserves the earnest consideration of every dealer who wants to increase his volume and his profits.

Write today for full information. Address Dept.

SPRAGUE  
SPECIALTIES  
COMPANY  
1245 Hancock St.  
QUINCY,  
MASS.



Visivox, Model C, Complete—Talking Moving Pictures—phonograph in handsome cabinet—\$225, including delivery.



Visivox (Portable) Model A—Simplest, compact, complete—\$125, including delivery.



Model A—ready for projection—\$115.00



Model B—used with Model A where no table is available—\$75.00  
A and B combined, complete, portable machine—\$190.00

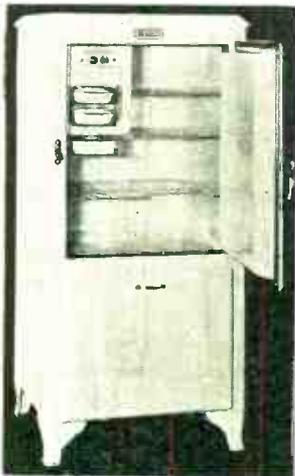
# SPRAGUE VISIVOX

THE HOME TALKING MOVIES

# New Models

Here are the latest additions to the lines offered by manufacturers

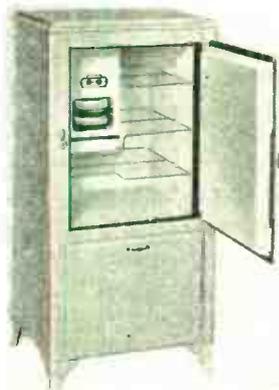
## All American Mohawk



"The Mohawk" electric refrigerator—in five models: 5, 10 and 15, standard, and 20 and 25, deluxe—is the latest addition to the line of Wurlitzer products and marks the debut of All American Mohawk Corp. in the field of electric refrigeration.

Among the principal features of the "Mohawk" refrigerators are:

Twin units—one for freezing, one for cooling, the first making possible fast freezing of ice cubes, insuring quick freezing of desserts, and the second eliminating dehydration and frost accumulation; a fin type coil with extremely large cool-



ing area cools the air in the cabinet and absorbs heat from the foods in the box without extracting moisture, cooling without reduction to low sharp temperatures; no frost accumulation to check refrigeration, as the "Mohawk" Chill-Rater has eight convenient speeds for fast freezing, start and stop switch, automatic control of temperature, over-load relay protecting motor, chromium-plated hardware of artistic design, broom high legs, quick installation as it plugs into nearest wall socket, interior of white porcelain on steel, exterior of white lacquer on steel, heavy sturdy doors with specially designed insulation, motor and compressor mounted on 2 1/4 ins. live cushion rubber to eliminate vibration. Deluxe models have several additional conveniences and are porcelain throughout. Popular priced Model 5 has a capacity of 5 cubic feet.

## General Electric



The G. E. end table phonograph provides the means of converting any modern radio into a radio-phonograph combi-

nation. Cabinet follows early American Duncan Phyffe motif. In height, it reaches level of an easy chair arm from which it may easily be operated. Unique sliding top allows access to phonograph equipment without disturbing ornaments or articles on the top. Beneath is a shelf for record albums, books or magazines. Besides being an end table, it may also be used as base on which to set the G. T. Junior, or any midget set with phonograph jack, to operate in combination. Connection of the end table phonograph with a radio is extremely simple, it is said.

## Echophone



The Echophone Consolette, a console furniture piece ready to house a midget radio, is offered by Echophone. The cabinet retails at \$12.50 and offers a follow-up sale. The entire radio slips into the cabinet without any changes whatsoever except the sliding in of a small stick in the back to keep it from falling out. The whole face is the Echophone set, merely slid into the cabinet. The operator can slide out the stick in the back and use the set for travelling purposes. There are no screws, bolts or fastenings of any kind, just the stick. The Echophone set itself weighs but 23 lbs. and is 26 inches deep.

## Master

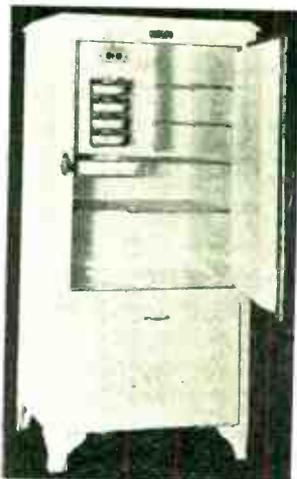


Model 900, pentode and multi-tube super-heterodyne, uses two pentodes in push-pull, two multi-tube intermediate amplifiers, two screen grid 224's, two 227's, and one '80. Construction is said to include such features as distortionless volume control to maintain uniform volume, variable tone control, full dynamic speaker, micro-vernier dial calibrated in kilocycles. Cabinet is in Gothic style of figured center-matched walnut. Price is \$79.50, complete.

Production is also announced on two other Master super-heterodynes, offered as smaller companions: models 700 and 800, seven and eight tubes, respectively, as well as Model 901, 9-tube super-heterodyne pentode and multi-tube chassis, 12 inches x 16 inches, designed for console installation only.

## Grinnell Washing Machine Corp.

The Regal, a Lovell wringer, porcelain tub, submerged agitator washer, retailing at \$59.50, is latest product of Grinnell Washing Machine Corp. Has balloon wringer rolls, double safety release, double rust-proof drain boards, full six sheet capacity mottled green porcelain tub (porcelain inside and out), large four-blade cast aluminum submerged bottom driven agitator, direct drive, Westinghouse motor, Durex oilless bushings (made by General Motors), steel legs bolted to steel base, no bolts in tub's bottom, Bassick casters set in rust-proof caster sockets.



**Steinite**



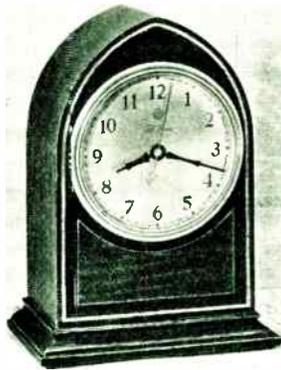
Announcement of two new receivers, Marvel Midget and Monarch, is made by the Steinite Radio Co. Former is 5-tube tuned radio frequency receiver, \$19.50 complete, with impedance coupled screen grid detector circuit which is said to afford absolute tone fidelity without sacrificing power or distance-getting ability; walnut veneered cabinet The Monarch, 8-tube super-heterodyne, \$89.50 complete, is housed in 40-inch console cabinet, contains a 12½-inch super-power, dynamic speaker; receiver is equipped with tone control local-distance switch, and offers triple screen grid and push-pull amplification.

**Jesse French**



Jesse French & Sons Piano Co. has released a new miniature model called the Devon. It is a super-heterodyne, which uses 7 tubes, a pentode in the audio and two 551 type variable-mu tubes in the radio frequency. The set is equipped with tone-shade and is encased in an attractive cabinet. Height is approximately 18 inches and the weight of the receiver is about 40 lbs when boxed. Lists at \$76.50, complete.

**Warren Telechron**



The Warren Telechron Co. announces several new electric clocks, including the following models: "Salisbury" (No. 327 at \$9.75), "Alden" (No. 327 at \$12.50 — ready for shipments around June 1st), and "Trenton" (No. 336 at \$12.50); the popular "Apollo", now offered in ivory, green, blue and red (No. 357 at \$15.00); an adaptation of the "Apollo" called the "Diana" (\$18.00); the redesigned "Hostess" (No. 454) kitchen clock now offered in white, green, ivory, orange, blue, yellow and black, and, lastly, three new upright and three tambour designs, all in mahogany and ranging in price from \$11.00 to \$29.50.

The "Salisbury" is in high-lighted mahogany of Gothic design, with 3½ in. gold finished dial; the "Alden" is same in design, but has alarm movement; the "Trenton" is a mahogany tambour with satinwood ornaments, is 13 ins. wide, 5¼ ins. high, with a 3½ in. gold-finish dial, the "Apollo" is modernistically designed, while the "Diana," in ivory, blue, green and red, has a Lumite translucent dial illuminated by small electric lamps, and a rheostat for controlling the light's intensity.

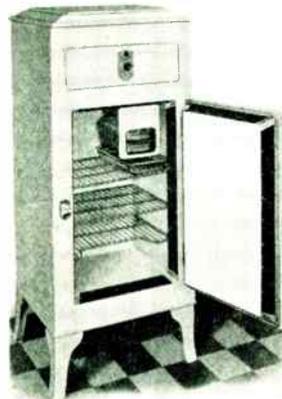
**RCA Victor Co.**



A small end table, in reality a record-playing instrument that will transform a radio into a modern electric phonograph-radio combination, is the new RCA Victor End Table Electrola. Has a pick-up device with convenient radio-record transfer switch, a control knob for volume, the RCA Victor inertia tone arm, the standard RCA Victor electric motor, and

a record turntable that starts and stops automatically. Equipment is housed inconspicuously in a walnut-veneered utility table 24¾ ins. high, 16 ins. deep, 26 ins. wide; cabinet has moveable lid and also a spacious lower ledge for storing record albums. Eight feet of power cord and a 20-foot audio cable are also provided. Price \$59.50.

**Grigsby-Grunow**



The new Majestic refrigerator model is No. 140, which can claim a net food storage space of 4.1 cubic feet and a shelf area of 7¼ square feet. Like the larger models it carries a 3-year guarantee. Hermetically sealed mechanism is practically identical with that of Models 150 and 170. The machine is about 2 square feet at the base and can be obtained with either short or high legs.

**Jackson-Bell**



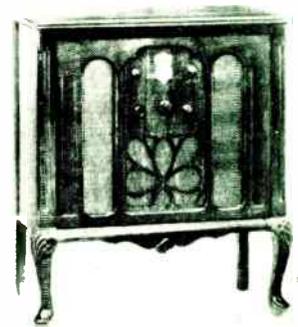
The new No. 69 Jackson-Bell 8-tube super-heterodyne in midget size is fourth and latest of the models of this company. Features of the set are as follows: 2 24's (screen grid), 2 27's and 1 80, electrolytic filter condensers, Magnavox electrodynamic speaker, illuminated vernier dial graduated in kilocycles, new full-range tone control, extreme sensitivity, 10-kilocycle selectivity, new matched walnut cabinet, polished and embellished with recessed panel of burl walnut and classic ornamentation. Complete at \$69.50.

**Operadio Mfg. Co.**



New type 408 portable projector amplifier, completely A.C. operated, designed especially for use with sound-on-film in conjunction with photoelectric cell of the Caesium type; does not have to be operated in conjunction with a PEC amplifier, but takes its input energy direct from photoelectric cell; furnishes necessary voltage for PE cell as well as filament for exciter lamp; no batteries required: 19 ins. wide, 21 ins. high, 8 ins. deep. May be put in convenient carrying case, or it may be mounted on wall of projection booth between projectors.

**Sparks-Withington**



The new battery-operated No. 32 bearing the Sparton name is available for rural communities where electric current is not sold commercially. The model is housed in attractive console cabinet. Reduction of current consumption to low levels is said to be one feature of the set. Six dry cells sufficient for two months of ordinary usage, it is claimed, or if storage battery is used, only one cell need be connected. Uses 4 232's, 1 230 and 1 231. Model lists at \$85, less tubes, at \$102.60, complete.

**Stromberg-Carlson**

A new and improved type of police radio receiver, designed for installation on police patrol automobiles, has been announced by the Stromberg-Carlson Telephone Manufacturing Co. Stromberg-Carlson engineers have experimented for some time on this type of radio receiver.

### Sprague Visivox Projector for Home Talkies

Two models of Visivox, home talking moving picture equipment, are now being offered the trade by the Sprague Specialities Co. The portable model, requiring radio for reproduction, lists at \$119. Amplification and speaker for this model is provided to list at \$50. The second model is fully complete, including screen, and lists for \$189.

These models, forecast two months ago in The JOURNAL, have been subjected to a number of tests in the factory to iron out all problems and full production started with the instruments in perfect order. Deliveries are promised about May 20th.

The smaller model of Visivox includes the phonograph synchronizing equipment, pick-up, projector and screen. The user plugs one wire into his radio receiver, another into an electric socket and he is ready to operate. This instrument, as well as the audio and speaker accessory, is fully portable.

Model C is a complete machine in a handsome walnut cabinet, including projector, phonograph apparatus, audio, loud speaker and screen.



Visivox Model C

### Columbia



The Columbia electrical transcription Radiograph is a new, constant-speed unit for reproducing electrically transcribed radio programs, motion pictures and sound accompaniments and all other sixteen-inch or twelve-inch 33 1/3 r.p.m. discs. A new constant speed, synchronous electric motor is said to give absolute accuracy of speed, which is most essential to reproducing from 33 1/3 records. A pickup of either high or low impedance can be supplied. Neither amplifier nor speaker is included.

# 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.

### 5 and 10 Club

Dear Glad:

I am opposed to the latest wrinkle of distributors shipping tubes and sets without permission to their authorized dealers and allowing their pet accounts, such as Policemen, Bootleggers and Politicians, to enjoy the wholesale prices without the usual dealer restrictions. Certain jobbers in Boston are selling friends radios and tubes to non-franchised customers and swearing up and down that they would not do such a thing. Please give us an editorial on this.

What do you think of organizing a "Five and Ten" club, being respectively 5 percent courtesy discount and 10 percent cash discount? Dealers belonging to pay less and have a pin, etc., and perhaps a supper now and then. Certain factory purchasing agents are hijacking radio dealers here by saying they can get larger discounts than actually possible and thus getting larger discounts than they should. Could you arrange for any jobbers to help form such a club?

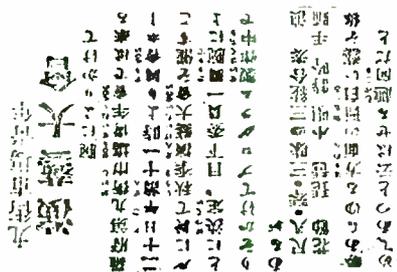
Yours truly,  
G. Freeland Proctor,  
Boston, Mass.

### 60-Cent Investment Nets \$4.20

Oddities of manufacturers' list prices and discounts are revealed in a recent announcement in which a model of a company lists at \$119.50, with 50 and 5 discount to the jobber. In this same line is a model listing at \$127.50, with 50 and

10 to the jobber, which makes a difference of but 60 cents to the jobber, on the two models. Selling each to the dealer at 40 per cent off gives the wholesaler a gross profit of \$14.93 on the lower priced model, and a gross profit of \$19.13 on the higher priced model, or a difference of \$4.80 gross, or \$4.20 net on a 60-cent investment. It's good that a wholesaler gets a "break" once in a while.

### Says You!



Every month we receive hundreds of letters, some of which are difficult to answer.

### Brothers under the Skin

The "What Do You Think?" department of The JOURNAL should have this story, because it concerns Wheless Gambill, president, Braid Electric Company, Nashville, Tenn., Radiola wholesaler, who, taking a taxi from Pennsylvania Station to The JOURNAL office, was asked to pay 25 cents for a handbag. The taxi driver picked up a slip that said 74-25 to "prove" it, and we are wondering if Wheless looks "easy."

Following notice is to taxi drivers of New York: First ask a guy if he is in the radio business before trying to gyp. If he is, then he is a "brother," and both should take neutral corners. Taxi drivers can tell radio men by the love-light in their eyes.

# NINE BOOKS TO HELP YOU INCREASE SALES

Learn the Secrets of Success  
Used by Thousands of Retailers



*These books in your home for your spare minutes will give you the benefits of collaborating with thousands of successful retailers.*

**TIPS FROM A THOUSAND SALESMEN**—A collection of 250 messages to salesmen. Includes useful anecdotes illustrating tactics of successful salesmen and sales managers. These are excerpts from bulletins, letters, speeches and news items used by well-known sales managers, as well as selected messages. Filled with material for sales bulletins; house organs; talks to salesmen, etc. 260 pages; beautifully bound in Molloy covers—\$3.75.

**MAIL ORDER SELLING**—A practical handbook that will help you to sell by mail. Written by Ralph K. Wadsworth, out of a wide mail-order experience with Montgomery Ward & Company and others. Numerous plans for those who wish to use the mails to supplement the business of existing sales staff as well as those who sell entirely by mail. In the uniform Molloy binding. 256 pages fully illustrated—\$3.75.

**PRACTICAL SALESMANSHIP**—An ideal book to put in the hands of older salesmen who have lost the house point of view, as well as younger men taking up sales work. Written as a practical aid to practical men by B. J. Williams, sales director of the Paraffine Companies. Bound in Molloy covers. 265 pages—\$3.75.

**INTENSIVE SALES MANAGEMENT**—A survey by J. C. Aspley and staff among 2,560 concerns. Gives their experience with better ways for paying salesmen; effective methods of speeding sales; improved methods of salesmen's time control; data useful in preparing sales manuals; arranging territories and setting sales tasks. In uniform Molloy binding. 278 helpful pages—\$3.75.

**TWO HUNDRED COLLECTING PLANS AND LETTERS** Full-sized reproductions of letters and ideas which have brought back the money for more than 3,500 merchants. A collection of data

that will pay for itself over and over again. This material is arranged in loose-leaf binders, under classified index tabs—\$7.50

**COMPETITIVE TRADE PRACTICES**—A loose-leaf survey giving in concise form the practices and methods employed by leading concerns in meeting price competition. If you have a competitive problem you will find this data most helpful. Complete with binder—\$8.00.

**INDEPENDENT RETAILING**—A typewritten report of a survey made among a large group of retailers who have been successful in meeting chain-store and price competition. Includes a wealth of fact material, which concerns, selling through retailers, will find useful in dealer service work. Invaluable to wholesalers and newspapers. 250 sheets, indexed and arranged under tabs in loose-leaf binder—\$12.50.

**ONE HUNDRED AND FIFTY SALES LETTERS THAT PULLED**—Facsimile letters and fact data relating to sales letters selected from several thousand letters. Letters that opened new accounts; letters that closed big deals; letters that increased sales to old customers; letters that opened doors to salesmen, etc., etc. Arranged in loose-leaf binders, under reference tabs—\$7.50.

**HOW TO SELL QUALITY**—One of the ten Dartnell "case" books for salesmen. Written by J. C. Aspley, with the aid of the Dartnell staff. Describes methods and tactics salesmen have found effective in breaking down price resistance and getting a quality price for a quality product. Bound in leatherette, 100 pages pocket size—\$1.68.

*All prices are quoted on a cash-with-order basis*

BOOK DEPARTMENT

THE TALKING MACHINE & RADIO JOURNAL

5941 Grand Central Terminal, New York, N. Y.

# The Last Word

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

## President of Radiotron Co.

*G. K. Throckmorton Head of Cunningham, Inc.,  
as E. T. Cunningham Goes to RCA Radiotron*

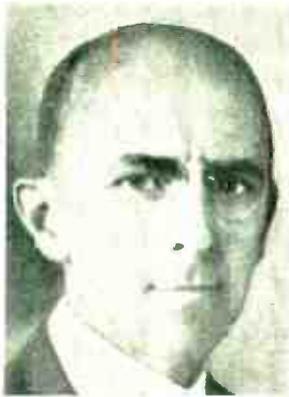
Appointment of Elmer T. Cunningham as president of the RCA Radiotron Company, Inc., tube manufacturing subsidiary of the Radio Corporation of America, was announced by David Sarnoff, chairman of



*E. T. Cunningham*

that company's board of directors. T. W. Frech, former president of RCA Radiotron Co., Inc., returns to his former duties with General Electric Company as vice-president in charge of their incandescent lamp department.

Mr. Cunningham's election as head of the Radiotron Company, brings to the position an outstanding figure in the development of the radio tube business in this



*G. K. Throckmorton*

country. He has been identified with the manufacture and merchandising of radio tubes on a national scale for more than fifteen years.

The E. T. Cunningham, Inc., radio tube

organization, of which Mr. Cunningham is the founder, is likewise a wholly-owned subsidiary of the Radio Corporation of America. Its product is marketed under the Cunningham trade name through an entirely separate and distinct channel of Cunningham distributors and dealers. Warehouses and sales offices are strategically located throughout the country.

Appointment of George K. Throckmorton as president of Cunningham was also announced by David Sarnoff. Mr. Throckmorton previously was executive vice-president and general manager of the Cunningham organization.

Mr. Throckmorton will assume his new duties immediately and will continue his headquarters at the executive offices of the Cunningham Company at 370 Seventh Ave., New York.

## Landon Joins Majestic Engineering Division

H. E. Kranz, vice-president in charge of engineering of Grigsby-Grunow Company, announced that V. D. Landon has been appointed to direct the development work on Majestic radio receivers.

Mr. Landon goes to Majestic from the Radio Frequency Laboratories, during which time he assisted in the design and development of such receivers as Bosch, Kellogg, Steinitz, Stromberg-Carlson, Rogers-Majestic, and Clarion, in addition to his work with Majestic. Mr. Landon was directly responsible for the major development work on the radio frequency and intermediate frequency end of Majestic Models 20 and 60.

## Morford Stewart-Warner Radio Sales Manager

W. J. Zucker, vice-president and general sales manager of the Stewart-Warner Corporation, Chicago, announces that E. F. Morford has been placed in charge of the radio sales department, effective April 20th.

Mr. Morford has been associated with the Stewart-Warner Corporation for a period of twenty years, acting the last three as the Stewart-Warner radio distributor in Cleveland, Ohio, and brings to his new position an enviable record of achievement. His many friends in radio circles extend congratulations and best wishes for continued success.

## Sylvania Dealer Plan Offered Nationally

Sylvania Products Company is offering a new 100 percent dealer plan, which has already been placed in operation in many sections of the East, and is now being extended to practically every section of the country.

Based on the results of a nation-wide survey, which indicates that the average American family spends \$73.90 per year for radio and electrical goods, this plan has been evolved to help the dealer concentrate the purchases of his logical customers in his own store.

The effect of this plan is to impress on the minds of customers the fact that the 100 percent Sylvania dealer is progressive, that he has the interests of his customers in mind, and that his store is the right place to look for any item of radio and electrical merchandise, from an electrical refrigerator or a radio set to a kitchen clock or an iron, not forgetting new Sylvania radio tubes to pep up his old set.

## Victor Gardner Joins Blaine-Thompson

Victor H. Gardner, for several years with Lord & Thomas and Logan, contacting RCA Radiotron and RCA-Victor accounts, has resigned and is now associated with Blaine-Thompson Company, agents of New York, where he will contact the Brunswick radio interests.

Mr. Gardner is well experienced for his new duties and highly regarded in the business as knowing its problems, and for the creation of campaigns to promote radio sales.

## Brin Appointed Pilot General Sales Manager

Leon Brin has been appointed general sales manager of the Pilot Radio & Tube Corporation, radio set and tube manufacturers, and will make his headquarters at the company's plant at Lawrence, Mass. Mr. Brin was formerly connected with the RCA-Victor Company at Camden, N. J.

## New Bowe Portable

Ben Bowe announces a new midget. Technical details follow:

Weight: 7 pounds, 6 ounces. Height: 19 inches. Design: Late Irish. No pentode tubes or other ailments. Loud speaker: full size. Tone control: absolutely none. Sensitivity: not yet measured. Portable and other full range features.

"What a boy!" says Ben.

## Jester Clarion Sales Head

*Former Stewart-Warner Executive  
Named TCA General Sales Manager*

Transformer Corporation of America, manufacturers of Clarion radio, announce the appointment of Oden F. Jester as general sales manager. Mr. Jester comes from the Stewart-Warner Corporation where he has enjoyed a highly successful career as director of sales in their radio division. Mr. Jester assumes all duties formerly administered by E. J. Dykstra, recently resigned.

In all enterprises, Mr. Jester has been associated with products that relate to home entertainment. His first business connection was with the Columbia Phonograph Co., where seventeen years ago he was employed as a salesman in their Philadelphia offices. Subsequently, he became district sales manager for Columbia in Eastern Pennsylvania.

Mr. Jester has made a notable record in radio sales, especially through his nationwide contacts with wholesale and retail outlets. He has the reputation of being one of the greatest travelers in the country having crossed the continent numerous times by plane, railroad and automobile. He has become especially interested in organizing meetings of distributors with their



O. F. Jester

dealers and has been successful in making all of these conventions productive of increased business.

### A. A. Trostler with Fada as Sales Representative

L. J. Chatten, vice-president and general sales manager of F. A. D. Andrea, Inc., has announced that Arthur A. Trostler has joined the Fada organization as special sales representative. Mr. Trostler's activities will include the territory from coast to coast and his plans involve traveling on special Fada matters for the Fada Co.

Mr. Trostler has been a prominent member of the talking machine and radio industry for many years. For the past two



A. A. Trostler

years he was sales manager for the Brunswick Radio Corp. and prior to his activities with Brunswick was vice-president in charge of sales with Freed-Eiseemann Radio Corp.

Before entering the radio field Mr. Trostler was for many years identified with the talking machine industry.

### Zenith Registers Four Radio Names

Four names for radio equipment have been filed for patent by the Zenith Corp. of America. They are: "Explorer", "Interocean", "Seneca" and "Zodiac".

### Hutter in Important Post with Capehart Corp.

W. H. Hutter, formerly chief engineer of the Webster Electric Company, has become associated with the Capehart Corporation as chief electrical engineer and in charge of Manufacturers' Division Sales.

For the past twenty-five years, Mr. Hutter has specialized in audio and acoustics and during that time has served as consulting engineer in an advisory capacity to many companies engaged in radio production.

### Corbin Assistant Sales Manager of Arcturus

Arcturus Radio Tube Company, Newark, N. J., announces the appointment of Brad Corbin as assistant sales manager, in charge of jobbing business.

Mr. Corbin has been connected with Arcturus since the first of the year and has extensively covered a large part of the country contacting Arcturus accounts. Prior to joining Arcturus, Mr. Corbin was for 3 years Southwestern district manager of Grigsby-Grunow Company, directing Majestic sales in that territory.

### Dubilier and Nyman Join Television Corp.

Shortwave & Television Corp. announced two additions to its technical and advisory staffs. William Dubilier, inventor, whose work in the radio and television fields is well known, has accepted appointment as technical adviser, and Alexander Nyman, former assistant to the chief engineer of Westinghouse Electric & Manufacturing Co., has been retained as consulting engineer.

### New Machine Plays 33 1-3 R. P. M. Records

A multiple-ratio phonograph playing all types of records at either 78 or the 33 1-3 r. p. m. and instantly adaptable for either A.C. or D.C. current has been perfected by Hector J. Steyckmans, of Davophone, Inc., N. Y.

This machine can be hooked onto any type of home film projector and offers synchronized music for home movie films. It also plays electrical transcription (broadcasting) records. The device drives the projector at a speed of 60 to 90 per minute in geared synchronism. The phonograph turntable can be adjusted for the 60 ratio, which means that silent pictures taken at the 60-foot speed can be played in unison with the Steyckman phonograph-talking picture device. Any electric or battery receiver will provide amplification.

### Columbia Phonograph Protects Its Name

In line with the extensive plans for future developments in the field of sound reproduction, Columbia Phonograph Company, Inc., announces the settlement of the litigation over the use of the name "Columbia."

Under the terms of the settlement, effective in the near future, Columbia Phonograph Company, Inc., retains exclusive use of the name Columbia for radio, phonographs, records, and pictorial and sound reproducing apparatus. This settlement gives friends of Columbia full assurance that hereafter all instruments, of the foregoing mentioned type, bearing the Columbia name are the product of Columbia Phonograph Company, Inc.

### Radio Corp. Now in Its Own Building

Radio Corporation of America moved its executive offices from the Woolworth Building to the new RCA Building, the new skyscraper with the gold tower that has arisen at 570 Lexington Ave., the southwest corner of 51st St.

RCA planned the construction of its new skyscraper before plans crystallized for Radio City and it is quite certain that the organization will have its headquarters in the Radio City when that project is completed.

RCA is occupying the 14th, 15th and 16th floors in the RCA Building.

### Helsper Sales Director for CeCo

S. J. Helsper has been appointed director of sales of the CeCo Manufacturing Company.

Mr. Helsper was with the Steinite Radio Company for many years and while there was responsible to a large extent for the excellent national distribution job done for Steinite.

Recently Mr. Helsper was in charge of sales of the Howard Radio Company. In the short time he was connected with this concern he rapidly built a national selling organization.

# Sporting Goods for Summer Days

(Continued from page 26)

"which makes for stabilization," adds this sporting-goods-radio retailer. The two companies mentioned sell about 70 percent of the sporting goods purchased in America, it is estimated. Most of the lines are established and customers have been familiar with the trademarks since childhood. "There's no over-production in the field," says Mr. Shaffer. "If you do a certain amount of business, you get one price; if you can do a larger business, you get a better price. Eighty percent of the business means dealing direct with manufacturers, who generally have their own branch offices. Sliding discounts, of course, depend on the amount of merchandise you purchase."

Naturally, the radio dealer has to know something about the various sports if he expects to successfully merchandise the equipment. "The younger element buys sporting goods principally, whereas in radio most of the purchases are made by heads of the family. One thing about these young folks: they expect you to know something about the sport they're interested in, and once they realize that they know more than you, well, it's too bad. So I repeat: the dealer has to acquire lots of experience. An occasional golf story told to a customer trying out the golf sticks, for instance, is part of the sales technique."

"Golf equipment sells biggest," Mr. Shaffer reports. Next in line is tennis, then follow fishing and baseball. The store does not go after fad sport lines, only the established ones. Effort is made, of course, to increase the unit of sale, but this is handled delicately. Careful

attention is paid to suggestions made by customers, because, after all, they are the ones using the goods, and they often prove productive of profitable advice.

The various lines in the store include golf sticks, bags and balls, tennis racquets and balls, baseball bats and balls, gloves, masks, hand balls, sweaters, cameras, films, electric clocks, sheet music, piano rolls, records, vacuum cleaners, and several makes of radios with tubes, batteries, and other accessories.

If the green dealer went after all sporting goods in the field to start with, he'd probably make some serious mistakes. "Supposing he wanted to have a complete stock of guns and fishing tackle," assumes Mr. Shaffer. "He'd find that these two items of sale offer certain difficulties. For instance, a really good range of guns would involve an investment of from \$8,000 to \$10,000, and would his business warrant it? Fishing tackle and bait, another of these highly specialized lines, take in such a vast stock, with their rods, hooks, hundreds of kinds of artificial bait, that the dealer is likely to figure the business incorrectly. These two lines involve a lot of money and are very seasonable. If the dealer is in close proximity with a large city, then he'd better figure on his competition before taking it for granted that he'll get all the business in his territory. The dealer really needs a specialist to handle guns and tackle. In the latter realm, there are a couple of thousand of items. The dealer has to watch his step and learn just how and what to sell."

## THE TWO NEWEST INNOVATIONS IN THE INDUSTRY!



### MULTI-MU and PENTODE Tubes ... both in the New Master Model 900 Superheterodyne

THE Master again demonstrates its policy of being always "up front" with the latest. In the Model 900, Master is one of the first to present in one instrument the two most important developments in radio — The Multi-Mu and Pentode Tubes. The Model 900 Superheterodyne proves itself superior in every possible test with infinite selectivity, tremendous power and distinction of tone. The public wants them NOW. With the Master Model 900 you have in one set the two most potent sales factors in radio retailing today. Delay means lost profits. Clip the coupon today for complete information.

PRICE COMPLETE WITH NINE TUBES  
**\$79.50**

Also obtainable in attractive console-cabinet model.

Other Master Superheterodyne Models  
8-tube set . . . \$69.50 with tubes  
7-tube set . . . \$59.50 with tubes  
*Special Console Chassis*

## MASTER RADIO MANUFACTURING CO., Ltd.

FULLY LICENSED

3550 Western Avenue » Los Angeles

Eastern Office . . . 1011 Chestnut Street, Philadelphia

Cable address Mastred

One of the oldest manufacturers of Radio on the Pacific Coast

Master Radio Mfg. Co. 3550 Western Ave. Los Angeles  
Please forward by return mail your latest catalog  
on the complete Master Line  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_

## Arrest Tube Counterfeiters

### Six New Englanders Charged with Imitating Trademarked Equipment

An extensive ring dealing in the manufacture and distribution of radio tubes which were practically worthless after a few hours use but which bore the counterfeit trademarks of some of the best tubes on the market was revealed when the police arrested six Greater Boston men on conspiracy charges.

The ring has flooded small radio accessory stores of many large cities in the East with the bootleg product. It is believed that its operations cover several months and that the resulting profits have been close to \$100,000. The first move by authorities against the ring came a few weeks ago in Philadelphia when a half dozen dealers and handlers of the tubes were sentenced to jail.

When the headquarters of the outfit was traced to Boston by detectives in the employ of one of the country's largest radio manufacturers, the detectives discovered

that the boxes imitating the distinctive style and pattern of the high-grade tubes were being manufactured there with the printing work being done in a North End establishment.

The tubes themselves were being made in a Lynn factory operated by the ring. The grand jury, after obtaining the stories told by the detectives, returned seven secret indictments. Police headquarters' inspectors yesterday rounded up six of the seven. The seventh man named is now believed to be out of the State.

The men arrested were Samuel J. Beckwith of 26 Fuller Street, Brookline; Edward C. Phair and John S. Weedon, both in the radio tube business on Market St., Lynn; Oscar Magerer, a North End printer; Louis Rich of 39 Richardson Street, Wakefield, and Jack Woldstein of 19 Maple Street, Roxbury.

## Gardner Heads RCA Victor International Division

B. Gardner, president of the Canadian Victor Company, has been appointed manager of a newly created international division of the RCA-Victor Company. As manager of the international division, Mr. Gardner will be in charge of all the foreign business of the RCA-Victor Company and of its subsidiary companies. He will continue as president of the Canadian Company.

Mr. Gardner joined the Canadian Victor Company in 1920, as director and treasurer. From then until 1927, together with Mr. Edgar M. Berliner, he was the active directing head of that company. He was then entrusted with the work of organizing a subsidiary company in Japan. In the two and a half years which he spent in the Orient, Mr. Gardner supervised the construction of one of the most modern phonograph manufacturing plants in the world. He established facilities for recording, and placed into operation an unusually successful system of merchandise distribution. The Japanese Company is now one of the most prosperous of the RCA-Victor subsidiary companies. He also organized a pioneer selling staff in the Chinese territory which was later the nucleus of a separate subsidiary company there. Early in 1930, Mr. Gardner was appointed president of the Canadian Company, which position he now retains in addition to his new duties.

## Columbia Phonograph Co. in New Quarters



The Columbia Phonograph Co., Inc., for many years located at 1819 Broadway, New York, is now established in the new offices on the tenth and eleventh floors of 55 Fifth Avenue. Columbia has coordinated on two floors the many elements entering into the production of records and sound reproducing instruments. On the eleventh floor are the offices. The tenth floor has the recording studios, audition rooms, and offices of the recording management.

## Centralized Installations Growing Rapidly

Radio manufacturers are now placing special field men throughout the country to aid dealers merchandise centralized radio equipment. RCA Victor Co., Inc.,—the Engineering Products Division—has about 20 representatives in various parts of the U. S., 10 of them in the East; they are specialists in the selling of centralized apparatus and many of them also handle radio transmitters.

## Naylor Opens Arcturus West Coast Office

L. P. Naylor, former sales manager of Arcturus Radio Tube Company, Newark, N. J., has resigned in order to assume the management of Arcturus activities on the Pacific Coast. He will establish an Arcturus branch with headquarters at Los Angeles.

Because of his past experience as a radio dealer, himself, then as sales manager for a set manufacturer and finally as sales manager of Arcturus, Mr. Naylor possesses a comprehensive merchandising experience in the radio field.

## Eglaston Is Now Clarion Distributor and Agent

R. L. Eglaston, vice-president and general manager of the Balkeit Sales Co. and the National Transformer Radio Mfg. Co. for the past year, has severed his connections with those organizations and is now acting as distributor and factory representative for Colonial in the Chicago territory. In town recently to make arrangements for the new set-up were Fred Carson and Joseph Gerl, from the Colonial home offices in Long Island City.

## New Lyon & Healy Sales Manager

Lyon & Healy has a new retail sales manager in the person of Joseph Healy, not a relation of the Healys who head the firm, who succeeds E. M. Schultz, who occupied the post for several years. Mr. Healy was for some time supervisor of basement trade-ins and the musical merchandise department.

## C. S. Tay, Inc., Moves

C. S. Tay, Inc., United American Bosch Magneto distributor in this area, has leased the entire first floor of the Bosch Bldg., at 3737 S. Michigan Blvd. This organization was formerly located at 17 S. Desplains St.

## Easton Is Now Located in Long Island City

Easton Coil Mfg. Co., formerly of Keplers, Pa., has moved its plant and executive offices to Long Island City, N. Y. It is expected that all the manufacturing operations of the company will be located at 22-17 41st Ave., within the month. Among the important units for which Easton furnishes coils are Stromberg-Carlson and Westinghouse-New Haven Clock.

Becoming New York sales representative for Easton is Fred Kriven, for the past year field representative for Brunswick Radio Corp.

## Atwater Kent Hour to Open Music Week

The National Music Week Committee, headed by President Hoover and composed of the executive directors of all the important music associations of the country, has selected the Atwater Kent radio hour as the official opening for National Music Week, May 3 to 9. The Atwater Kent Auditions Quartet, composed of four first-place winners in Atwater Kent National Auditions, will be featured in the Atwater Kent radio hour of May 3.

## Miles Foreign Trade

Miles Reproducers, manufacturers of microphones and centralized radio equipment, report their foreign trade has assumed large proportions. The company recently concluded large shipments of equipment to the Swedish Government, to Batavia and other foreign lands. The Swedish Government is installing special Miles microphones, horns and speaker units for aeroplane use, says Mr. Kuhllick, in charge of the New York office of the Miles organization.

# Where to Buy Surplus Radio

## Three Months Guaranteed



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TUBES

Sold on a 3 Months' Free Replacement Guarantee. All tubes are carefully Receiver and Meter-Tested before shipment and carefully packed in uniform “RED SEAL” boxes. Do not confuse these **HIGH QUALITY** tubes with any other “low priced” tubes. Invoices Stamped with expiration date of Guarantee.

|      |             |         |             |
|------|-------------|---------|-------------|
| WD11 | .....\$ .65 | 230     | .....\$ .60 |
| WD12 | ..... .65   | 231     | ..... .60   |
| 112A | ..... .35   | 232     | ..... .75   |
| 120  | ..... .35   | 240     | ..... .35   |
| 171A | ..... .35   | 245     | ..... .35   |
| 199V | ..... .45   | 280     | ..... .35   |
| 199X | ..... .45   | 210     | ..... 1.00  |
| 200A | ..... .35   | 222     | ..... 1.00  |
| 201A | ..... .35   | 250     | ..... 1.00  |
| 224  | ..... .35   | 281     | ..... 1.00  |
| 226  | ..... .35   | 171AC   | ..... .35   |
| 227  | ..... .35   | BH type | ..... 1.35  |

Terms to rated accounts, otherwise 20% with order; balance C.O.D. 5% discount for full remittance. Write for quantity discounts. 24-hour service.

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You are protected by our written guarantee enclosed in each individual tube container.

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| UX226  | - .40 | UX201A | - .40 | UX2-0 | - .85 |
| UV227  | - .40 | UX199  | - .40 | UX2-1 | - .85 |
| UX245  | - .40 | UV199  | - .40 | UX2-2 | - .85 |
| UX280  | - .40 | UX120  | - .50 | UX2-3 | - .65 |
| UX112A | - .40 | WD11   | - .50 | UX2-1 | - .65 |
| UX171A | - .40 | WD12   | - .50 | UX2-2 | - .75 |

SPECIAL: The new Pentode tubes - .90

Remit 20% with order; balance C. O. D.; 2% discount if full amount accompanies order.

The complete line of AMERICAN BRAND radio tubes is manufactured expressly for the  
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## New England Trade Show in Boston June 29

On June 29th, 30th and July 1st will open the annual Radio Trade Show, sponsored by the Radio Wholesalers' Club, Inc. It will be held at the Hotel Statler and will again mark the official “opening” of New England’s radio season following as it does the national RMA Show in Chicago. All of the new models for the forthcoming radio year will be introduced to the dealers at the Statler show which will occupy the entire fourth floor and will be open only to members of the trade.

Comprising the committee are Davis E. Rockman, chairman; A. W. Stone, John D. Wilson, Edward E. Roewen, Alan Steiner and John Stewart. The Sheldon Fairbanks Expositions, Inc., are, as usual, handling the affair.

At the annual meeting of the Wholesalers' Club the following officers for the ensuing year were installed: Frank D. Pitts, president; Thomas E. Burke, vice-president; Frank C. Gorman, secretary; Arthur C. Marquardt, treasurer. The board of governors is composed of Frank D. Pitts, Thomas E. Burke, Arthur C.

Marquardt, Hollis Vaughan, John V. Wilson, Alfred S. Hunt and James A. Ago.

The Radio Wholesalers' Club, functioning as a formal, incorporated body and composed of every legitimate wholesale distributor of radio apparatus in Boston, has accomplished considerable during the past year toward wiping out unethical practices in connection with radio merchandising which sprang up as a result of general business depression and the forced liquidation of certain radio stocks.

With the interest of the public in mind, the club forced a general revision of certain methods of advertising and aided materially in wiping out certain unsound, unethical practices among a small group of dealers. As a general result of the club's activities, the merchandising of radios in the New England territory has become highly ethical with the safety of the public assured.

## Bodman with Pfantstiehl

H. C. Bodman, former sales manager for Silver-Marshall, Inc., has made a new connection with the Pfantstiehl Chemical Co., headed by Carl Pfantstiehl, well known in the radio industry.

## New Display Sign Taken on by Naedele-Janney

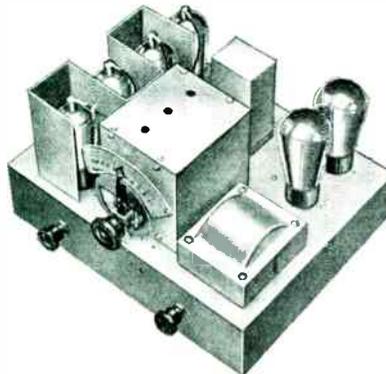
Naedele-Janney, Inc., Stewart-Warner jobber, has a new appliance that every dealer can utilize in his window. This is the Stewart-Warner Neon “Write It Yourself” sign, something like an electric blackboard. All the operator does is to write on the smooth, glass-like surface of this Neon device with red crayon, just as he would mark a blackboard with chalk. The “Write It Yourself” sign is easily one of the most flexible ever devised for display purposes. Even if the dealer has a new sale every hour or every day, he can easily change his sign to conform with the merchandise being offered simply by sponging off the crayon markings and marking in his new message to his prospects.

## New Servicing Firm

Servicing and repairing microphones in the Chicago locality is the new firm of Electro Voice Mfg. Co., of South Bend, Ind., which has just opened a Chicago office at 28 E. Jackson Blvd.



DE WALD CABINET



DE WALD CHASSIS

# “DE WALD”

PRESENTS

A POWERFUL NEW RADIO TRIO  
THAT YOU CAN MERCHANDISE AT A PROFIT

- 1 - PENTODE Super-Heterodyne
- 2 - PENTODE Ultra Sensitive T.R.F. for A.C.
- 3 - PENTODE Ultra Sensitive T.R.F. for D.C.

All in Cabinet or Chassis Form  
and all  
**LICENSED BY R.C.A.**

This new De Wald Trio surpasses its own high reputation for tone quality, workmanship and eye appeal.

Write for full particulars and see the new De Wald Trio at Chicago Radio Trade Show, Booth 107, Exhibition Hall.

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RADIO & MUSIC PRODUCTS FOR DEALERS & WHOLESALERS

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**1931**



BELIEVE that by far the great majority of radio receiver sales during 1931 will be to or through people who already own sets, rather than to those who never have possessed a radio receiver.

The present year will see fewer manufacturers and dealers—with the bulk of the business going to those dealers who take full advantage of the opportunities offered in merchandising good stabilized products, backed by well financed companies. This trend throughout 1931 toward fewer but better outlets will aid materially in the gradual, but steady improvement of the radio business. Further, each dealer's future prospective business rests on his own ability and aggressiveness in creating a contact, not only with his own customer, but with all set owners in his trading area.

With respect to the possibilities existent for radio tube sales, it is interesting to note that dollar tube volume as compared with dollar set volume is increasing—in fact, I believe the ratio today is, that for every dollar registered in set sales, approximately 40 cents represents renewal tube sales. This percentage, I believe, will continue to grow closer as more and more sets go into the field. In the final analysis, every dealer should remember that the average consumer knows or cares little about the "insides" of his radio; hundreds of thousands of sets would be improved in operating efficiency and quality by the replacement of from one to a complete set of tubes. But Mr. Customer will not buy renewal tubes of his own volition; he needs someone to prompt him to buy them.

**M. F. Burns**  
*Vice-President & General Sales Manager*  
E. T. Cunningham, Inc.



**MAY BUSINESS EDITORIAL**

# TUNG-SOL ANNOUNCES TWO NEW TUBES VARIABLE MU AND PENTODE

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RCA RADIOTRON CO., INC. ~ HARRISON, N. J.  
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# RCA Radiotrons

THE HEART OF YOUR RADIO