

The Talking Machine and Radio Journal

RADIO
Electric Appliances



Glad Henderson
Editor

THE BRUNSWICK "STEP-LADDER SALES PLAN"

WILL STEP-UP
YOUR PROFITS



Brunswick has a new retail sales plan, created to help you raise the unit sale price. It's called the "Step-Ladder Sales Plan", because it will step-up your profit on each sale . . .

You'll hear all the details very soon . . . It isn't tricky, and doesn't require high-pressure salesmanship. It's simple and constructive . . . you can operate it very easily in your store.

The only profitable customer is the satisfied customer

who stays satisfied . . . who is proud to own the product you sell him. Brunswick knows and you know that your customer will not be satisfied with an inferior radio, whatever its price may be . . . and there is a difference in the musical quality of Radio.

Therefore, you can sell and your customer can buy a Brunswick with complete confidence, because Brunswick instruments are built to a rigid standard of musical performance.

BRUNSWICK RADIO CORPORATION—NEW YORK—CHICAGO—TORONTO—Subsidiary of WARNER BROS. PICTURES, INC.
MANUFACTURERS OF RADIO, PANATROPE AND THE WORLD-FAMOUS BRUNSWICK RECORDS

BRUNSWICK RADIO

BE SURE TO SEE THE NEW BRUNSWICK INSTRUMENTS DESCRIBED ON PAGE 55



Surging Power . . . that's what Pentodes give to radio reception. Your Pentode means even more power when it's a Champion.

Recognized as a supreme radio achievement of Champion engineering the Power Pentode is adapted to your particular Radio set.

Try everywhere — you will only get added amplification, selectivity and the most harmonious radio reception through the use of Champion.

Make your own comparisons—search where you will—only in Champions will you get outstanding radio perfection.

CHAMPION RADIO WORKS
DanVers, Mass.

Champion

POWER PENTODE TUBE

The Talking Machine
RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

1932
MODELS

AGAIN LYRIC

—sets the pace in VALUE

- ALL MODELS SUPER-HETERODYNE •
- ALL MODELS WITH PENTODE AND VARIABLE MU TUBES •

THE minute you see the new LYRICS you'll be won by their beauty of design. When you hear them, you'll find a real thrill from their glorious tone. Solid months of intensive laboratory work have brought forth a super-heterodyne that sets entirely new standards of clarity, hair-line tuning, selectivity and pure undistorted reception.

Here is a radio that meets every popular demand in performance; all models are Super-heterodyne with Pentode and Variable-Mu tubes. Tone control, four gang condenser and Lyric spot light tuning on all models except the smallest. Push pull amplification in model S-8 for the first time in Super-heterodyne circuit. Nothing better than the S-9 with automatic volume control.

Here is a radio in a complete range of models, popularly priced for everyone . . . a radio that welcomes comparison on any and every point of construction and performance.

Today's buying public demands an exceptional radio at a very reasonable price. Lyric 1932 models will set the pace in value and Lyric dealers will set the pace in sales.

Sell the line that sells itself.

All-American Mohawk Corporation

North Tonawanda, N. Y.



Model S-7 \$69.50 complete with 7 tubes:

- 2-224 Modulator and Detector Tubes
- 1-227 Oscillator Tube
- 2-551 Variable Mu Tubes
- 1-247 Pentode
- 1-280 Power

Model S-8 \$99.50 complete with 8 tubes:

- 1-224 Modulator and Detector Tube
- 2-227 Oscillator Tube
- 2-551 Variable Mu Tubes
- 2-247 Pentodes
- 1-280 Power

Also S-6—a 6 tube Super-heterodyne at \$49.50 complete with tubes, and S-9—a 9 tube Super-heterodyne with automatic volume control.



\$ 49⁵⁰ to 39⁵⁰ COMPLETE WITH TUBES

LYRIC RADIO

PRODUCT OF WURLITZER

WRITE OR WIRE FOR COMPLETE LYRIC PROPOSITION

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



DIVERSITY of the Stromberg-



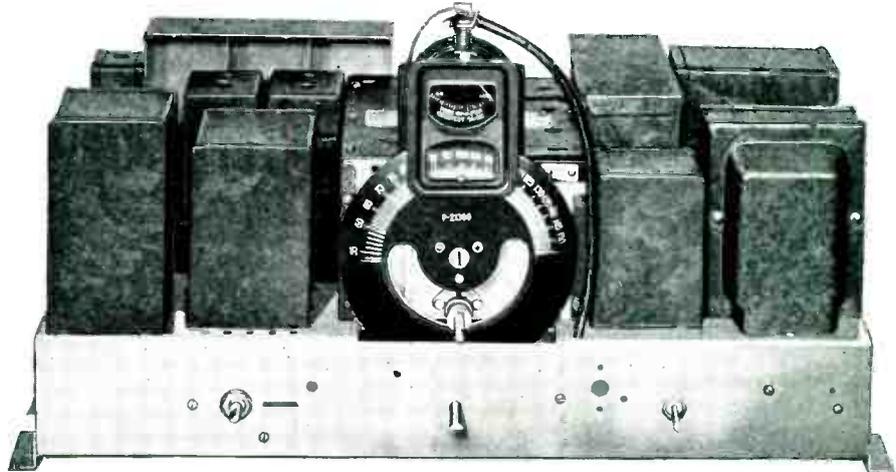
No. 19 Superheterodyne Receiver, 60 cycle. Price, complete with tubes, East of Rockies . . . \$195



No. 20 Superheterodyne Receiver, 60 cycle. Price, complete with tubes, East of Rockies . . . \$225



No. 22 Superheterodyne Receiver, 60 cycle. Price, complete with tubes, East of Rockies . . . \$370



Superheterodyne chassis used in the finest Stromberg-Carlson models of this circuit.

CIRCUITS: Tuned Radio Frequency and Non-Radiating Superheterodyne.

MODELS: A. C. and D. C.

CABINETS: Simple and more decorative—Mahogany and Walnut—with doors and without doors.

TYPES: Radio alone—Automatic Record Changing Combination—Radio Convertible into Radio-Phonograph.

PRICES: Ranging from \$195 to \$645.

"There is nothing finer than a Stromberg-Carlson"

The new and revolutionary merchandising plan behind the new Stromberg-Carlson franchise offers features never before applied to radio merchandising. You will want to know the novel details of this original plan. Write for them.

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



1894

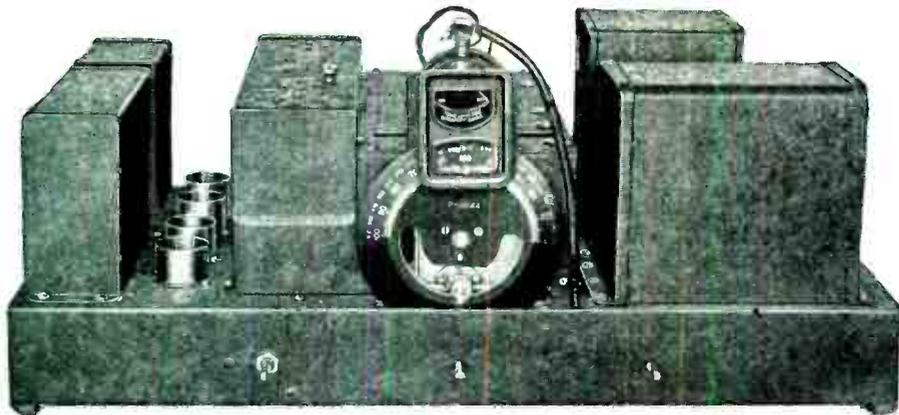
Stromberg-Carlson

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



1931

CHOICE *Marks* *Carlson Line* ..



T. R. F. chassis used in the finest Stromberg-Carlson models of this circuit.

HAVING what the public wants, presents no problems to Stromberg-Carlson dealers. If some households prefer the pinnacle of attainment in radio tone quality, with easy tuning in of the best stations and the finest programs—Stromberg-Carlson T. R. F. Receivers give it.

If others prefer the finest tone compatible with the utmost selectivity and skilled tuning in of remote stations close together on the dial yet miles apart geographically—Stromberg-Carlson Telephone - Built Superheterodynes, completely free of radiation—give it.

If some want A. C. operation, some D. C. operation, some convertible models, others again automatic phonograph combinations—they need look no farther than Stromberg-Carlson. Preferences in simple or more decorative cabinets, in either walnut or mahogany—every Stromberg-Carlson dealer can meet.

If some desire to pay, for the finest make of radio, as little as \$195 and others, for radio's most luxurious model, over \$600—either can choose a price within the Stromberg-Carlson line.

Possessing such variety of circuits, models, types and prices, Stromberg-Carlson dealers do not have all their eggs in one basket—a fact more vital in 1931 than in any other year in radio. In our judgment, no radical changes in the radio art threatens the owner of one of these Stromberg-Carlsons. Nowhere in radio are the fundamentals so perfected as in this Stromberg-Carlson stabilized line of T. R. F. and Non-Radiating Superheterodyne radios.

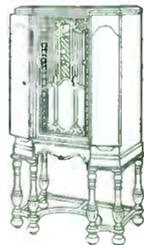
STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.



No. 10 T. R. F. Receiver,
60 cycle. Price \$259.00
Tubes 12.35
*Total \$271.35
(Also made for D. C. Areas)



No. 11 T. R. F. Receiver,
60 cycle. Price \$285.00
Tubes 12.35
*Total \$297.35
(Also made for D. C. Areas)



No. 12 T. R. F. Receiver,
60 cycle. Price \$355.00
Tubes 15.65
*Total \$370.65



No. 14 T. R. F. Multi-Record Receiver, 60 cycle.
Price \$645.00
Tubes 15.65
*Total \$660.65
*Prices quoted are East of Rockies.



1894

Stromberg-Carlson

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



1931

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

The Talking Machine & RADIO JOURNAL

Ken · Rad



★ ★ ★ ★ *This is the Acrometer —*
 the tube merchandiser, the dramatic tube
 tell-tale that sees all, tells all and *sells all.*



ANNOUNCES THE

Acremeter



The first really successful plan to get the tube business...

★ Not an experiment—and not a theory—but a proved success...

★ Increases tube sales for dealers 200 to 1500 percent...

★ More than 400 Acremeters in use—backed by a sales plan that really sells tubes...

★ Positively the biggest merchandising development in the history of the tube business...

Acremeter is available only through Ken-Rad. See it at the R. M. A. Show—Ken-Rad Space No. 50 and 51, Hotel Stevens. If you can't get to the show, wire or write us for the full story. It's too big and too important to miss.

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

Ken·Rad *Fine Radio Tubes*

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



AMERICAN BOSCH RADIO

*No other line of radio
checks with it*

THE BEST IN RADIO

The features offered in American Bosch Radio this year are worth thinking about — worth knowing about — and worth writing-in about. Six models range in price from \$43.50 to \$139.50 including tubes — with engineering features that incorporate every worthwhile improvement in radio. And with a selling name that is a buying guide everywhere — American Bosch Radio

gives you, under one name, a profitable line of merchandise that will appeal to the broadest market in your territory.

Until you have had the whole story on American Bosch Radio for this year, you won't be able to really appreciate its full selling and profit-making possibilities. Write for this information to the nearest branch today.



UNITED AMERICAN
SPRINGFIELD, MASS. • Branches: NEW YORK

- ✓ PENTODE TUBES
- ✓ SUPER HETERODYNE MODELS
- ✓ FIVE TUBE MODELS
- ✓ EIGHT TUBE MODELS
- ✓ AMAZING SELECTIVITY
- ✓ VARIABLE MU TUBES
- ✓ TUNED RADIO FREQUENCY MODELS
- ✓ PRICED COMPLETE WITH TUBES
- ✓ PERSONAL RADIO MODEL
- ✓ SURPRISING SENSITIVITY
- ✓ SIX MODELS - RANGING IN PRICE FROM \$43⁵⁰ to \$139⁵⁰ - COMPLETE WITH TUBES

THE BEST IN RADIO

MODEL	5A	5B	5C	20J	20K	20L
CIRCUIT	Tuned Radio Frequency	Tuned Radio Frequency	Tuned Radio Frequency	Super-Heterodyne	Super-Heterodyne	Super-Heterodyne
NO. TUBES	5	5	5	8	8	8
TYPE TUBES	1 Pentode 247 3 Screen-Grid 224 1-280 Rectifier	1 Pentode 247 3 Screen-Grid 224 1-280 Rectifier	1 Pentode 247 2 Variable MU 551 1-224 Detector 1-280 Rectifier	2 Pentodes 247 3 Variable MU 551 2-227 1-280 Rectifier	2 Pentodes 247 3 Variable MU 551 2-227 1-280 Rectifier	2 Pentodes 247 3 Variable MU 551 2-227 1-280 Rectifier
CABINET						
Height	8 1/2"	32 1/4"	36 1/2"	38 3/4"	39"	41 1/4"
Width	14"	17 1/4"	21"	24"	24"	25 1/4"
Depth	6 7/32"	10 1/4"	12 1/8"	12 1/2"	14"	14 1/2"
PRICE COMPLETE with TUBES	\$43.50	\$53.50	\$69.50	\$89.50	\$99.50	\$139.50

American Bosch Radio is licensed under patents and applications of R. C. A. Western prices slightly higher.



BOSCH CORPORATION
 CHICAGO • DETROIT • SAN FRANCISCO

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



A permanent magnet dynamic



Jensen research scores again! The new Jensen PM-1 marks the most important advance in the radio industry since the introduction of the Jensen Electro-Dynamic. Its tone quality is electro-dynamic, yet it requires no field coil or separate power supply. It is particularly designed for use with battery operated sets and for hotel room and apartment installations. It is unusually compact and light in weight.

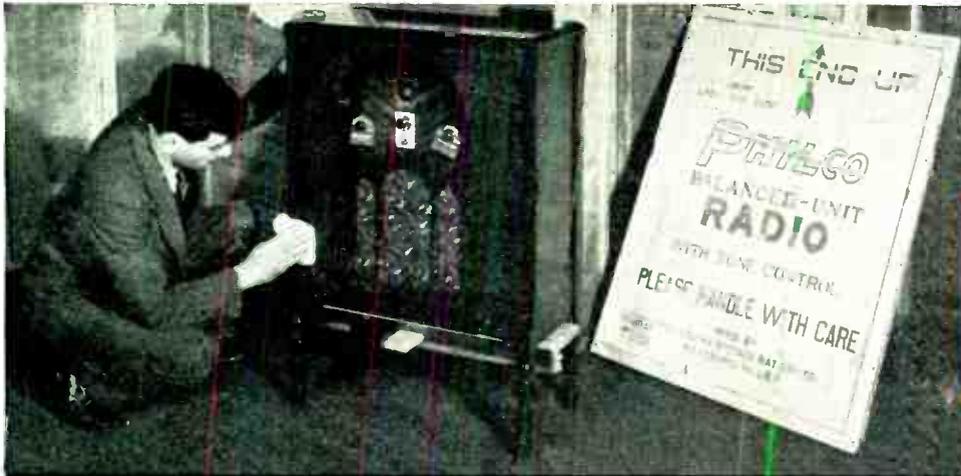
Jensen

NEW MODEL SPEAKERS

BIG in performance—compact in size. The new Jensen Model J-1, Concert Jr. Electro Dynamic Speaker, with 6-inch diameter (overall) cone, is designed to meet the latest requirements in set design. Its appearance is an absolute innovation in Electro-Dynamic Speaker Design. All connections completely enclosed. Actually hear this new speaker to convince yourself of its superiority over any other unit of comparable size. All of the new Jensen Speakers will be on display and demonstrated at the R. M. A. Trade Show, Stevens Hotel, Chicago. Literature mailed on request. JENSEN RADIO MANUFACTURING COMPANY
6601 S. Laramie Ave., Chicago, Illinois



A new electro-dynamic



IF YOU SHIP IN ATLAS CASES, IT COSTS DEALERS LESS TO HANDLE YOUR LINE



Not a scratch, hardly dusty—as your radio comes out of an Atlas case in a dealer's shipping room. A quick wipe-down and the radio is ready to go in the window or on the display room floor. Re-finishing expense is eliminated, the dealer saves money.

The manufacturer saves money, too. Damage claims become a thing of the past. Tested Atlas cases provide dependable protection during shipment or storage. In addition, the unusual lightness of plywood construction cuts the weight of the cases (without sacrificing strength) and lowers freight charges.

An Atlas man will be glad to tell you about other advantages which will help to reduce your shipping costs. Write the nearest office, no obligation.



PARK SQUARE BUILDING, BOSTON, MASSACHUSETTS
New York Office: 33 W. 42nd St.
Chicago Office: 619 McCormick Bldg.

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

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



AS OLD AS RADIO AS NEW AS TELEVISION

No other single organization offers as complete and diversified line of radio products as the DeForest Radio Company.

Today the DeForest name is to be found on—

- Receiving Tubes
- Transmitting Tubes
- Special Purpose Tubes
- Transmitters
- Carrier-Current Equipment
- Speech Amplifiers
- Centralized Receiving Systems
- Short-Wave Receivers
- Facsimile Apparatus
- Television Equipment from Home to Studio

DeForest does not rest on its laurels. Having contributed the

- Audion or practical radio tube
- Regenerative principle
- Oscillating tube circuit
- Audio amplifier
- Practical radio telephone
- Practical radio telegraph
- Broadcasting of entertainment
- Outstanding features of 1931 tubes

—the very foundations of our present radio industry, the DeForest organization looks ahead rather than behind in serving you.

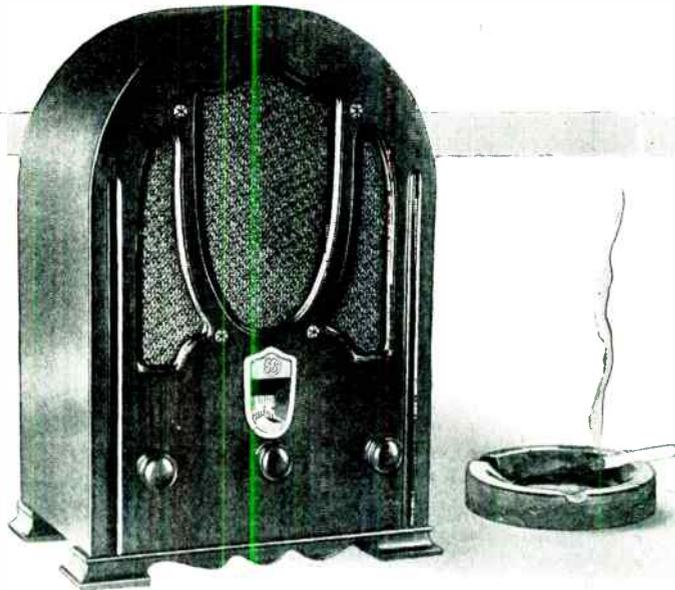
See our unique DeForest exhibit, during R.M.A. Trade Show, by visiting Booths 92, 93, 96 and 97, facing main entrance, Hotel Stevens. Or if you prefer, write for our Silver Anniversary Souvenir.

DE FOREST
RADIO
CO
PASSAIC
NEW JERSEY

GENERAL ELECTRIC'S NEWEST!

SMALLER THAN THE JUNIOR—PENTODE TUBE

LIST PRICE
\$ **37.50**
COMPLETE WITH TUBES



- Four tubes—two 224 screen grid tubes; one 280; and a Pentode tube for high output
- Tuned radio frequency set
- Unit chassis, including power supply system—completely shielded
- Dynamic speaker
- Attractive cabinet
- Tone quality above its price class
- Dimensions: Height—15 1/4"; width—10 7/8"; depth—7"
- Materials, design and workmanship up to General Electric standards
- Put these all together—add the exceptionally low price
- Result: Sales—and Profits!
- See your G-E Distributor or write to Section R-756, Merchandise Department, General Electric Co., Bridgeport, Connecticut

Junior • Junior Console • Lowboy
Highboy • Radio-phonograph Combination
• and this latest addition •
A Complete Line
for Summer Sales

GENERAL ELECTRIC

FULL RANGE RADIO

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

The Talking Machine
& RADIO JOURNAL

NOW YOU CAN GIVE

*FADA announces
a new and revolutionary
line of
SUPERHETERODYNES
at new and revolutionary prices!*



FADA, always a quality receiver, always in demand, captures a wider market than ever before with an amazing superheterodyne line at new, low prices. Now, with Fada, you have price as well as quality to capitalize on—an unbeatable combination. Line up with Fada, the profit line!



**MODEL 51
7-TUBE
SUPERHETERODYNE
WITH POWER
PENTODE**

\$69⁵⁰



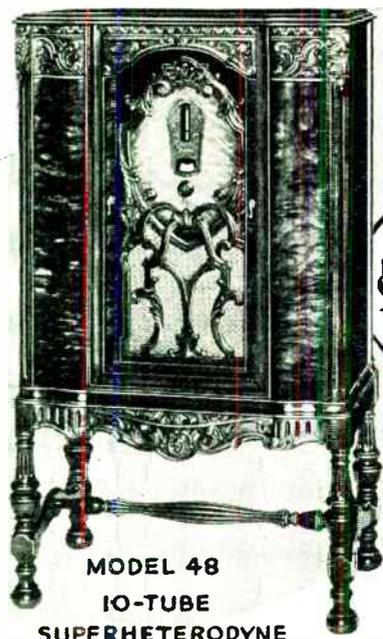
**MODEL 45
8-TUBE
SUPERHETERODYNE**

**WITH PUSH-PULL
PENTODES**

\$112⁵⁰



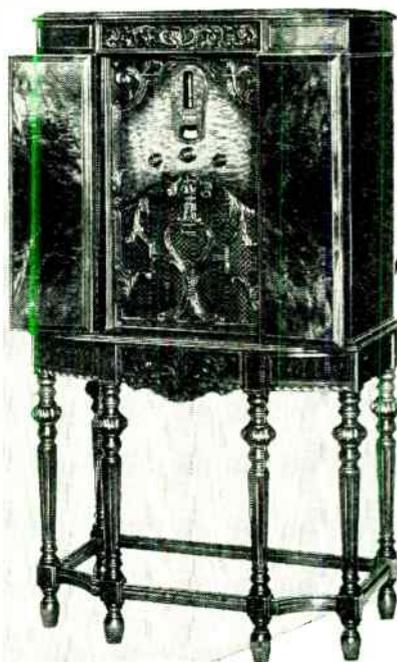
'EM BOTH BARRELS



\$147⁵⁰

DELUXE

**MODEL 48
10-TUBE
SUPERHETERODYNE**



DELUXE

\$175⁰⁰

**MODEL 49
10-TUBE
SUPER-
HETERODYNE**

ALL PRICES COMPLETE WITH TUBES

★ ★ ★ ★ ★ ★ ★ ★ ★ ★

QUIET OPERATION. Silencing forever the eternal hum and hiss, the crackle and squeal and all the other unwanted noises that infest other sets.

***AUTOMATIC FLASHOGRAPH.** An exclusive Fada feature. A rising stab of light automatically tells you when you're tuned-in precisely on the station you want.

***AUTOMATIC VOLUME CONTROL.** Fading and blasting banished. Carefree reception achieved. No need to tune up the weak stations or tune down the strong ones.

***TUNING SILENCER.** Absolute silence as dial is turned between desired stations.

***TONE FILTER AND NOISE SUPPRESSOR.** Does not impair tone fidelity as ordinary tone controls do—suppresses noise in the high frequency sector.

*Features of Fada Deluxe Sets.

Manufactured by

F. A. D. ANDREA, Inc., Long Island City, New York

At the Chicago Show

You can *hear* the new Fada in the demonstrating rooms at the Hotel Stevens, Rooms 604, 605, 606, 607.

You can *see* the new models on display in the Hotel Stevens Exhibition Hall, Booths 103, 104, 105, 106.

IMPROVED SUPERHETERODYNE plus TUNED RADIO FREQUENCY. All that's best in superheterodyne combined with all that's best in the tuned-radio frequency circuit. **DOES NOT INTERFERE.** The Fada Improved Superheterodyne absolutely does not interfere with other nearby radio receivers.

PENTODE TUBES IN PUSH-PULL. A guarantee of maximum undistorted sound volume.

MULTI-MU TUBES. Banish all hum, hiss and other internal background noises.

SHIELDING. 100% shielded to eliminate absolutely any re-radiation.

TOPE QUALITY. Every note of every instrument in the band is clear and sharp.

SELECTIVITY. When stations are only a whisker apart, you get only the one you want without even a whisper of interference from the other.

SENSITIVITY. Whether the station you want is right in your own back yard or clear across the country, you get them all with these new and finer Fadas.

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



NEW **SPEED** TUBES

FOR THE NEW RECEIVERS...

VARI-MU and PENTODE



SPEED TYPE 235

NEW!

- 247—Pentode
- 233—Pentode (2 volts) D.C.
- 235—Vari-Mu Screen Grid
- 551—Vari-Mu Screen Grid
- 236—Screen Grid
(6 volts) for D. C. or auto sets.
- 237—Det.-Amp.
(6 volts) for D. C. or auto sets.
- 238—Pentode
(6 volts) for D. C. or auto sets.

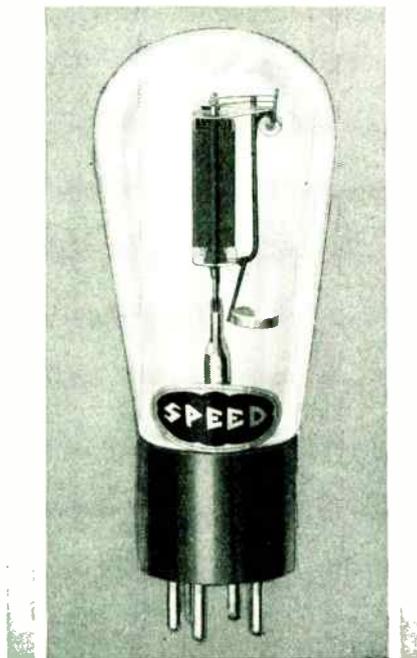


SPEED TYPE 551

NEW!
FOTO-LECTRIC
TUBES

Gas-filled red sensitive
type.

Numerous types for all
standard equipment.



SPEED TYPE 247

NEW!
PRODUCTS
QUOTATIONS
SALES PLAN
ADJUSTMENT POLICY

Write for details or get
them at the Cable booth at
the RMA Trade Show.

RMA Trade Show
Booths 72-73
Ballroom
Stevens Hotel, Chicago

CABLE RADIO TUBE CORP.
84-90 NORTH 9TH STREET
BROOKLYN, NEW YORK

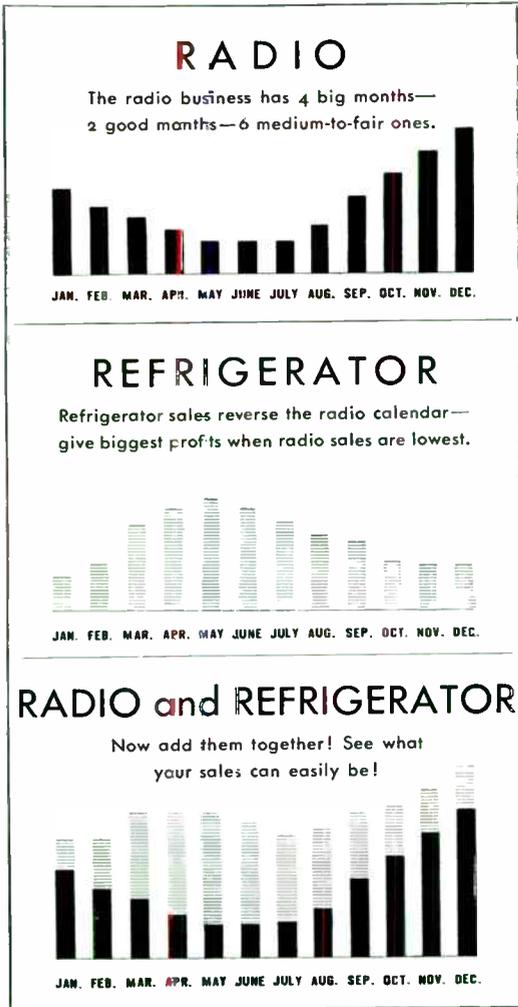
Hotel Headquarters
2118A-2119A-2120A
Stevens Hotel
Chicago

SPEED
CABLE RADIO TUBE CORPORATION



Mighty Monarch
of the Air

There is no seasonal problem for MAJESTIC Dealers



Just as the "natural" radio months end, refrigerator sales begin. During those months when radio prospects are hard to find and difficult to sell, refrigerator sales are at their peak. In the Fall, when the public loses some of its interest in the cooling of food, radio comes back into its own. Majestic Dealers have only to follow this cycle for year 'round profits.

Two and one-half million Majestic Radio owners are "leads" for the sale of Majestic Refrigerators. The public knows that Majestic builds a quality product and, by highly developed manufacturing methods, can set prices that mean Value. Majestic discounts are so arranged that a dealer can make a worth-while profit on his investment and his work. Majestic Distributors are experienced merchandisers and work *with* their dealers.

If you do not hold a Majestic franchise, call, write or wire the Majestic Distributor at once.



MIGHTY MONARCH
OF THE ARCTIC

GRIGSBY-GRUNOW COMPANY
CHICAGO, ILL.

Makers of

Majestic

RADIO and REFRIGERATOR

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



AT BOOTHS 53 and 54
Ballroom of Stevens Hotel (R. M. A. Show)
AT ROOMS 556A and 557A
Stevens Hotel—For Demonstration

Co



Eight solid acres of industrial strength and manufacturing efficiency. Colonial's huge plant in Buffalo is geared for volume production at minimum cost — one of the strongest factors in the field.

100% Colonial Quality

Produced for VOLUME Sales

The Perfect Jobber and Dealer Combination

Higher than market quality—considerably lower in price. Designed by Dr. Fulton Cutting for eye value above the ordinary—radio value beyond usual standards. Colonial presents the finest, most *flexible* merchandising line in its long quality history. See — and compare — Colonial's jobbing and retailing advantages at the R. M. A. Show.

JOBBERS

Exclusive franchises now being considered in a few desirable territories. Full details at R. M. A. Convention or by mail.



MODEL 39

Five-tube set. Walnut finish.

\$49.95

Complete with tubes.

MODEL 48

Superheterodyne. 8-tube Highboy including Mu and Pentode will be on display at the show.

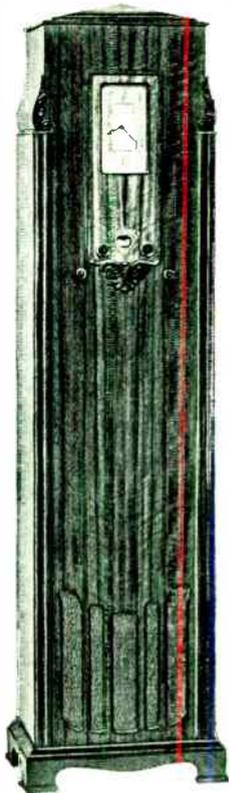
COLONIAL RADIO CORPORATION

254 RANO STREET, BUFFALO, N. Y.

Announcing the NEW LONIAL SUPERHETERODYNES

New Developments . . . Using Pentode and Variable Mu Tubes . . . New Furniture . . . Complete Line of new Models Beginning at \$49.95 Complete with Tubes.

Engineered by Dr. Fulton Cutting. New Design . . . Tone Control . . . Dynamic Speaker . . . Superb Cabinetry . . . VALUE!



MODEL 41C
Six-tube set, Hammond Electric Clock.
\$99.50
Complete with Tubes.



MODEL 44
Superheterodyne, 6 tubes, including Mu and Pentode.
\$59.95
Complete with Tubes.



MODEL 47
Superheterodyne Lowboy. Six tubes, including Pentode and Mu.
\$79.95
Complete with Tubes.

COLONIAL Radio



"RADIO'S CLEARER VOICE"

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





VISIONOLA A SWEEPING SUCCESS!

WARNING!

Visionola is Patented

Visionola is fully protected by patents and patents pending, in the United States and all parts of the world. All infringements will be vigorously prosecuted.

The Talking Machine
& RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

HOME TALKIES PROVE A SALES SENSATION

Visionola is a proven success.

Although only recently put on the market, so great is the demand that distributors have already been appointed, territories allotted and dealers franchised on the Pacific Coast as well as in Chicago, New York, Washington, D. C., Detroit and Boston.

Proper merchandising is essential in marketing a product such as this. For that reason, in handling the flood of orders that have poured in, it has been necessary to disappoint some dealers in territories not yet fully opened.

However, we will welcome all inquiries from dealers and distributors and assure you that new territories will be opened just as fast as sound merchandising dictates.

VISIONOLA IS THE FIRST IN THE FIELD THE LEADER

It is the complete home entertainer, combining in one compact, attractive cabinet

HOME TALKIES • RADIO PHONOGRAPH MOTION PICTURE PROJECTOR

It is so easy to operate that a child can run it. The synchronous motor assures correct speed for talking pictures. The film lasts longer because of simple projector design. The radio chassis is specially designed. And—Visionola's patented features make possible perfect home recording.

If you're interested in Visionola, don't wait. Write or wire today.
VISIONOLA MFG. CORPORATION,
60 East 42nd Street, New York City.

VISIONOLA

ATWATER KENT RADIO

The Chicago Show is a Buying Show
...but the big year-round show
on your own floor is a
SELLING SHOW

AS WEEKS, months and years roll by, the public's choice
in radio is **Atwater Kent**.

Radios come, radios go.

Atwater Kent Radio KEEPS ON.

**Leader in pioneering—leader in progress—leader in
public demand—leader in consistent, satisfying net
profits for radio merchants who keep their mind on the
public's preference and their eye on the big turnover.**

ATWATER KENT MANUFACTURING COMPANY
4700 Wissahickon Ave. *A. Atwater Kent, Pres.* Philadelphia, Pa.

See us at the R. M. A. Show

**Atwater Kent Exhibit, Booths B 23-24-25-26, Grand Ballroom, Stevens
Hotel; Demonstration Rooms 700-701-701A. Also at the Music Indus-
tries Convention, Display Rooms 838-839-840, Palmer House. Hear
Nanette Guilford, Atwater Kent artist and Metropolitan Opera star,
at the Music Merchants' banquet, June 9.**

"A new DEAL for the RADIO MERCHANT

A 5 ACE HAND for YOU!



We'll Show
 "Our hand"
 at the
CHICAGO SHOW
 SPACES
 109-110
 Exhibition Hall
 Stevens Hotel

PROFITS!

Kennedy, "The Royalty of Radio", announces a merchandising policy that is a distinct innovation, a new line that is sensational in features and performance, and low prices that set a new standard of value-giving for quality merchandise.

A Kennedy Franchise means that "Profit is Trump" this year. We'll give you plenty of reasons why if you see "Our Hand" at the show . . . or write for full particulars.

COLIN B. KENNEDY CORPORATION, South Bend, Ind.





HARD TIMES COULDN'T HOLD BACK NATIONAL UNION!

You've heard how National Union sales were booming. It's been the talk of the trade. But look! Just look what the latest R. M. A. figures show! Here's proof that will make you roll your eyes!

In July last year National Union was selling 6% of all the tubes sold by all the companies. In February the R. M. A. shows National Union selling 17% of all the tubes!

An amazing record for any new company in a competitive field. But it is almost miraculous when you realize it was made during the hardest year radio has faced!

We're proud of that record. And you'll be proud

to sell the tube that gave us this business. For only a quality tube . . . precision made . . . perfect day after day . . . could roll up such an impressive record in so short a time against tubes long entrenched in the business.

Why has National Union prospered? Simply because National Union tubes are developed, made and perfected on revolutionary scientific principles and thus bring amazing improvement to any set!

Set manufacturers, dealers and set owners have discovered this and the result is the astounding sales increase graphically shown above.

Write and let us tell you how you can capitalize on the rapid success of National Union Tubes —the Standard Tube for Standard Sets.

NATIONAL UNION RADIO CORPORATION • 400 MADISON AVENUE • NEW YORK CITY

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



AND
VEGA **ODELL**
 FRETTED INSTRUMENTS

On Display
 at the
 Convention



Room 804
 at the
 Palmer House

Here's a popular line of Guitars and Mandolins that will increase your sales of Fretted Instruments tremendously. They range in price all the way from \$15.00 to \$220.00, giving you an opportunity to sell Vega and Odell instruments to every prospect, whether beginner or high-salaried professional. Vega Guitars and Mandolins are famous for their superior workmanship, greater tone volume, and ease of performance. Be sure to see this complete line of Fretted Instruments at the Convention.

The VEGA Co.

161 Columbus Ave.
 BOSTON, MASS.

Answers to Questionnaire

1. Does dealer carry midget line?
351 answered Yes; 19 answered No.

2. Does he consider midget a good merchandising item?
72 answered Yes; 298 answered No.

3. Do customers of the carry line?
No.

4. Do customers of the carry line?
No.

11. Does dealer install and service midget sets free of charge?
329 answered Yes; 41 answered No.

12. What are the mechanical difficulties most often encountered?
208 answered Tube trouble
9 answered wiring
92 answered Aerial
40 answered Bad installation
110 answered Selectivity
47 answered Shielding
50 answered Outside noises
42 answered No more trouble than any sets
24 answered Bad treatment by owners.

This questionnaire, reproduced from a recent issue of "RADIO", shows the opinions of 370 representative radio dealers on various angles of selling midget sets. Notice question No. 12, where these dealers list the most important mechanical troubles of midgets.

Thousands of Dealers

know the way to end the most common complaint in

Question No. 12—

“Use ARCTURUS Blue Tubes”

In any set, midget or standard size, under any conditions, summer or winter, Arcturus Blue Tubes give the kind of reception that means satisfied customers



See our exhibit at the R. M. A. Trade Show, Booths 45-46, Grand Ball Room, Hotel Stevens

Many radio dealers have a lot of tube trouble with midget sets. The reason is obvious—midgets are often equipped at the factory with low-cost inferior tubes. When the customer makes his legitimate kick, the dealer has to make good.

But there's a sure-fire way to avoid tube trouble in midget sets and all other sets. See that they leave your store equipped with Arcturus Blue Tubes. The quick action and life-like tone of Arcturus Tubes insure the kind of set performance that satisfies your customers. And thousands of dealers have found that Arcturus Tubes cut their costly service calls 50% or more.

If you haven't tried Arcturus Tubes, use them in the next ten midgets you sell and see how they cut tube trouble down to the minimum. Ask your jobber.

ARCTURUS RADIO TUBE COMPANY • Newark, N. J.

ARCTURUS

The TUBE with the LIFE-LIKE TONE

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



Better tubes

Bigger Sales

AND A
FAIR
SQUARE
POLICY



THE advent of the new Pentode and Variable-Mu tubes has brought about important changes in radio set design. At the trade show you will find that most of the new sets on display use one or both of these tubes.

For months Perryman production has been increased steadily to keep pace with the new demand created by these new tubes. Many leading receivers are being Perryman equipped this year—a tribute to the inbuilt quality of Perryman products.

Jobbers and dealers can look forward confidently to a vastly increased tube business. Low list prices, the elimination of distress stock, the advent of the new tubes and the re-establishment of fair trade practices will mean far greater profits than ever before.

Several territories are now open for distributors interested in handling the new Perryman tubes. Our dealer policy has always been sound. It assures our distributors and jobbers everywhere a fair deal—generous profit—sincere cooperation. We will welcome the opportunity to explain special features to distributors. Headquarters: Rooms 619 and 620, Hotel Stevens. Booth 9, Exhibition Hall.

PERRYMAN ELECTRIC CO., Inc.
North Bergen, N. J.

PERRYMAN



RADIO TUBES

REMEMBER... they ALL look nice and new
and resplendent and promise much... at the
beginning of the season » » » » »

REMEMBER, too, that ZENITH sets look
nice and new and resplendent and PROFIT
much... THROUGHOUT the season » » »

NEW... 1932



Super-HETERODYNE
Hyper-HETERODYNE

EXHIBITING

June 8th to 12th

SUITES J-22-24, CONGRESS HOTEL, CHICAGO

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



It Draws the Crowds!

*Cinderella Glass Demonstrators
Prove Big Help in Making Sales*



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 \$37⁵⁰

Portable Electric Clothes Washer

"WINDOW demonstration marvelous attraction. Sales increasing. Cinderella Washers are washing away the bad times for us." That is what one dealer wrote about the Cinderella Glass Demonstrator. And similar enthusiastic letters are coming in every day.

women who have been unwilling to trust their clothes to washers with agitators of one kind or another that thrash about inside. Cinderella's handy size and light weight appeal to thousands of women for whom a large, heavy washer would be entirely impractical.

Cinderella's low price of \$37.50 appeals to thousands of women who couldn't afford a washer before. Cinderella's amazing new "Vacuum-Action" principle, which does away with moving parts, appeals to thousands of

Don't wait any longer. Mail the coupon for full details of the profit-making Cinderella Sales Plan. Cinderella is a product of The Black & Decker Mfg. Co., World's Largest Manufacturer of Portable Electric Tools. Mail the coupon now.



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

Please send full details of the Cinderella sales plan to:

Name.....

Street No.....

City..... County..... State.....



At Chicago
GENERAL MOTORS RADIO
will present..

THE IMPROVED SUPER-HETERODYNE

in an entirely new series of
Radios and Radio-phonographs



GENERAL MOTORS RADIO CORPORATION
DAYTON, OHIO

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

Refuses more radio copy than any other newspaper in New York

The News radio advertising regulations prohibit unfair comparative prices, improper use of manufacturer's name, indefinite terms of offer and payment, misleading or ambiguous statements; and in general provide the fullest possible protection for the prospective purchaser.

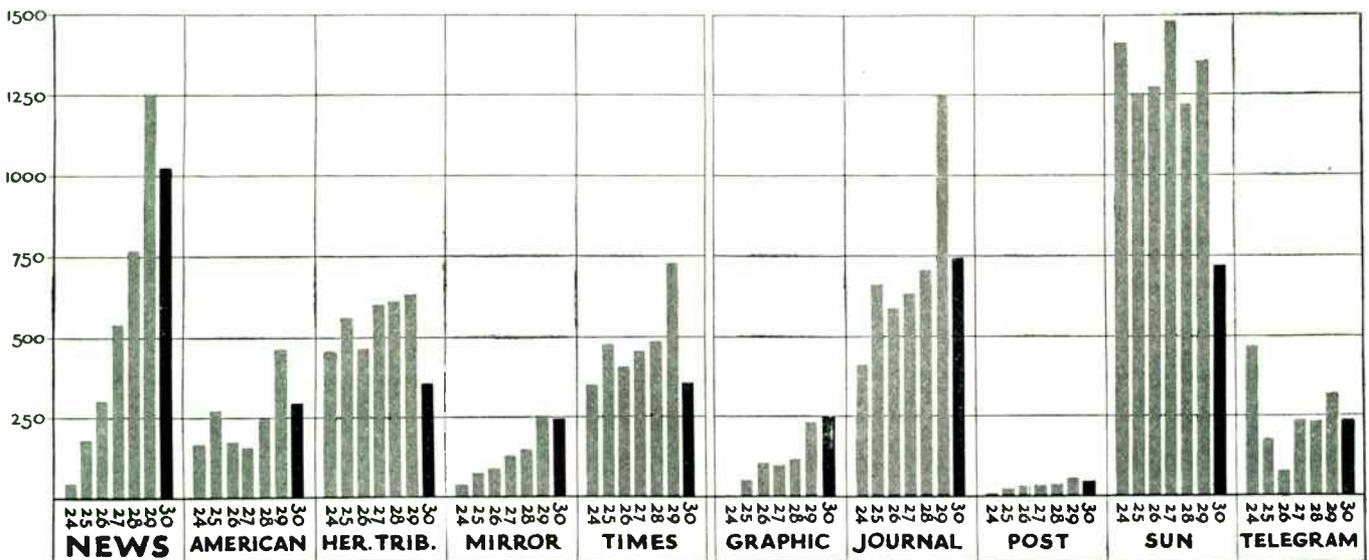
—still it carries more!

In the first four months of 1931 and all through 1930, The News carried more radio advertising than any other New York newspaper! News circulation —1,300,000 copies daily, 1,800,000 Sunday—gives thorough coverage. The small page affords increased visibility, greater effectiveness. The low cost makes sales at a profit. Investigate!

THE NEWS, NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago + Kohl Building, San Francisco + 220 EAST 42nd STREET, NEW YORK

THOUSANDS OF LINES

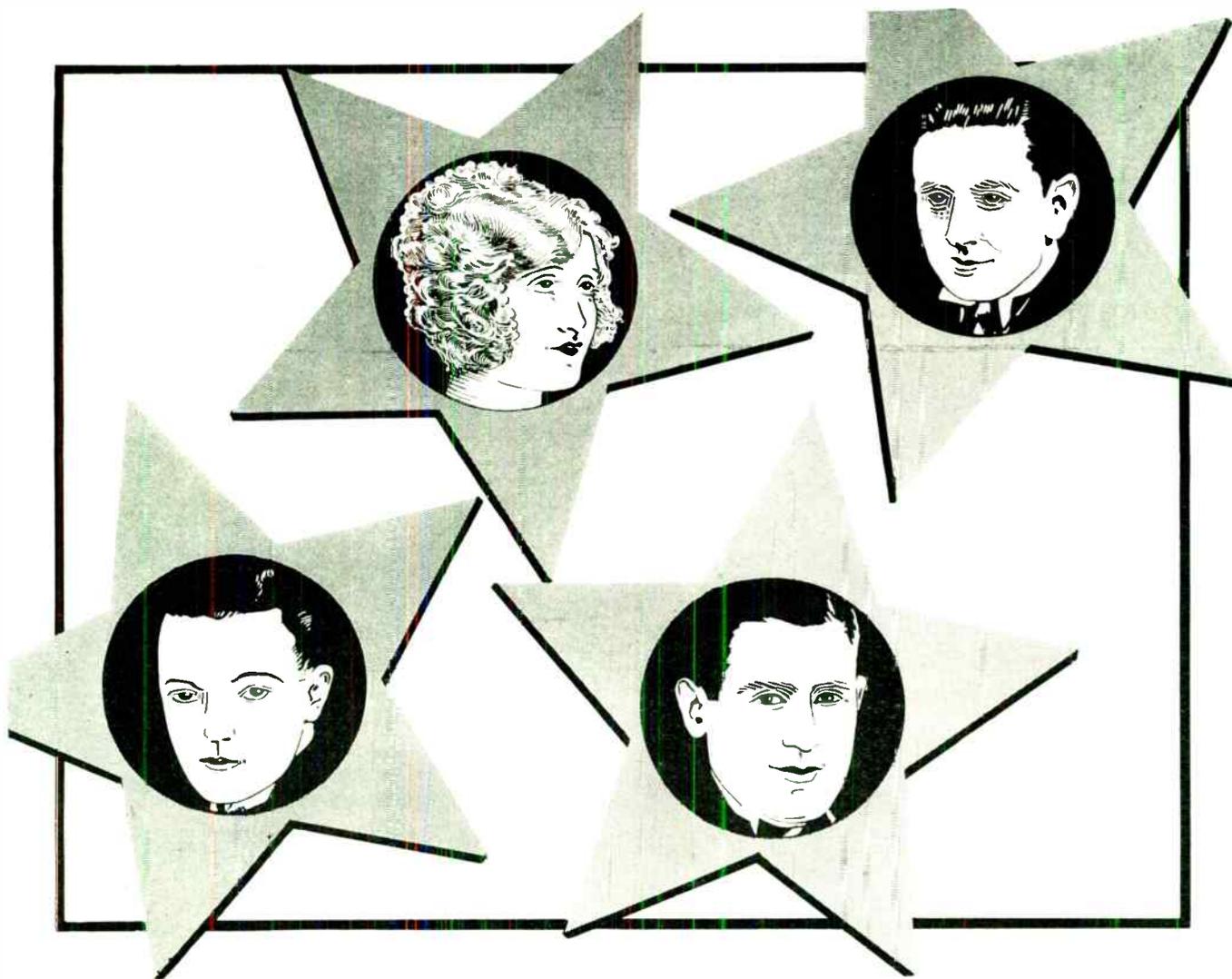


1924-1930 RADIO LINAGE IN NEW YORK NEWSPAPERS

Figures for 1924-27 from New York Evening Post, for 1928-30 from Advertising Record Co.



mentioned in your reply gives you a quicker answer.



HERE'S WHY COLUMBIA RECORDS
are always short-time tenants!

Columbia's popular disc releases never linger long on your shelves. The biggest reason for their quick, profitable turnover is the ace staff of customer-pulling stars that make Columbia records.

They're all stars whose popular appeal has been thoroughly proven on stage, screen and radio. So they're stars who are bound to sell records for you.

Here you can see the faces and names of some

famous Columbia recorders. They're artists whose performances are known and loved from coast to coast. And they're just a few of the many great entertainment personalities who are recording *exclusively* for Columbia. Don't you want a share of the bigger record business these stars are bringing in? Send for our latest release sheet and best-seller analysis. *The Columbia Phonograph Co., Inc., New York City. In Canada: Columbia Phonograph Co., Ltd., Toronto.*

Columbia  **Records**

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

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 2,500 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. 273 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—\$6.00.

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.

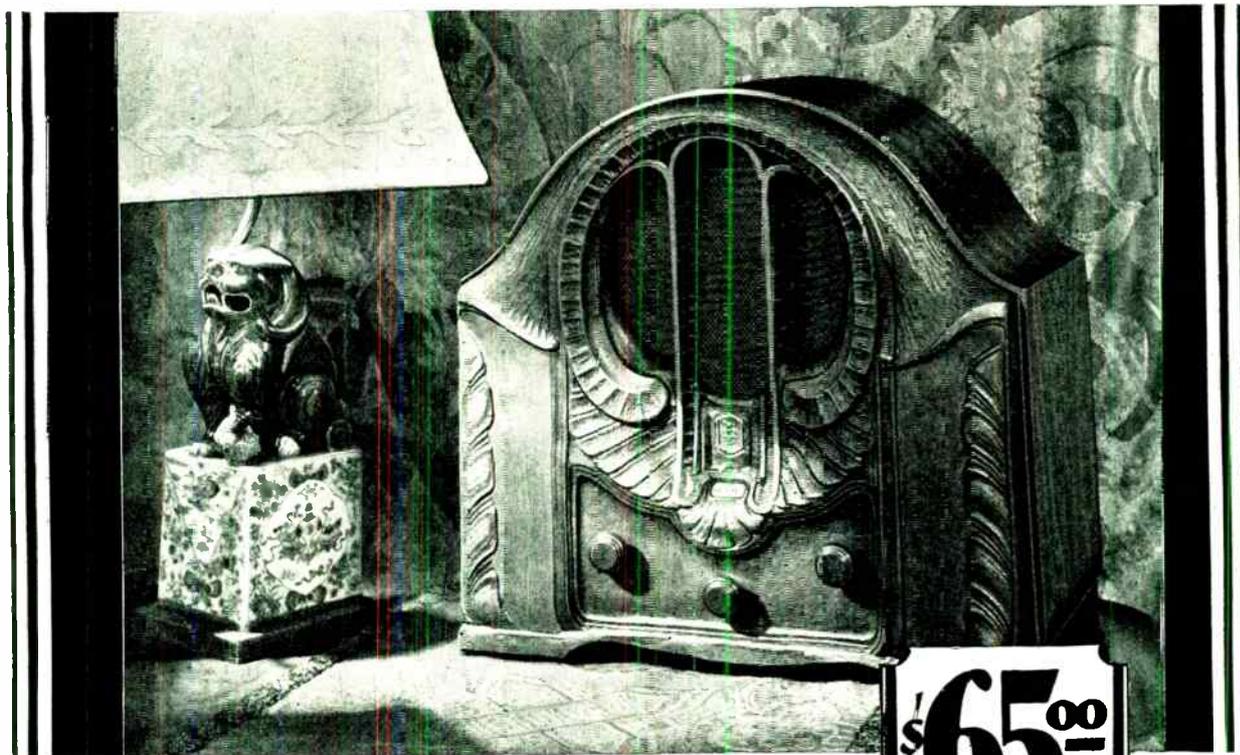
All prices are quoted on a cash-with-order basis

BOOK DEPARTMENT

The Talking Machine & RADIO Journal

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

~~CROSLEY~~ presents a Low Priced 7-Tube Superheterodyne Pentode (Pliodynatron) Radio Receiver



The New Crosley **SUPER BUDDY BOY**

\$65⁰⁰
COMPLETE WITH
TUBES AND
TENNABOARD

Montana,
Wyoming,
Colorado, New
Mexico and
West, price
slightly higher.

16 FEATURES

1. *New Crosley Superheterodyne Pentode Circuit
2. Seven Tubes (Six Screen Grid)
3. Five-Element Pentode Output Tube
4. Exponential or Variable Mu Radio Frequency Tube
5. Exponential or Variable Mu Intermediate Frequency Tube
6. *Pliodynatron Oscillator
7. Full Floating Moving Coil Dynamic Speaker
8. Continuous (Stepless) Static Control
9. *Illuminated Angular Vision Ribbon Dial
10. Vernier Drive
11. Continuous (Stepless) Variable Tone Control
12. Combined Volume Control and On-Off Switch
13. *Crosley Tennaboard
14. *Beautiful New One-piece Molded Cabinet
15. Perfect Tone and Powerful Undistorted Output
16. Priced Complete with 7 Tubes at only \$65.00

*Exclusive CROSLEY Feature

SINCE its introduction only a few weeks ago The New Crosley SUPER BUDDY BOY has enjoyed unprecedented success. The radio public is ready, willing and anxious to accept this radio sensation which can boast of so many outstanding features (five features exclusive with Crosley).

The SUPER BUDDY BOY incorporates the most recent of all radio developments—the Five-Element Pentode Output Tube. Its use is equal to two stages of amplification. The Variable Mu tubes impart a richness and fullness of tone to reception remarkably free from the customary background noises. The use of a Screen Grid tube as the Pliodynatron Oscillator—an exclusive Crosley feature—eliminates adjustments that are necessary with the three-element oscillator used in all other superheterodynes. In spite of these astonishing features, The SUPER BUDDY BOY is small in size and can be easily carried from room to room in the home.

Never has there been a radio receiver that holds the possibilities of big sales and profits as The SUPER BUDDY BOY. Get in touch with your Crosley distributor today—see and hear this marvelous new receiver.

THE CROSLEY RADIO CORPORATION

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

Also manufacturers of the CROSLEY Battery Radio Receivers and the CROSLEY ROAMING Radio Receiving Set.



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



ANNOUNCING

La Petite

APARTMENT
ELECTRIC
WASHER

Drastically different in principle—infinately finer in performance—light weight and quietly efficient—requiring no oiling—having fewer working parts. La Petite electric washer is a “natural” for this season’s profits!

DEMONSTRATION

from June 8th. to June 12th.

Plan to visit the La Petite display during the Chicago Radio Trade Show at Suite 1549, McCormick Building.

Judge its unique merchandising advantages—compare its exceptional quality construction with an unusually low price that establishes a record for economy. You too will want to share the profits that La Petite makes possible.

Distributing Territories Open

ENPEECO APPLIANCE CORPORATION

332 South Michigan Ave., Chicago, Illinois

TELEPHONE - HARRISON 1325



THE SILVER LINING FOR THAT RADIO HEADACHE

THE business storm for radio distributors and dealers during the past few years has been severe. Profits and values have risen and fallen. Reputation and quality have been imaginary and crude.

“Out of it all comes one dominating lesson. An alliance with quality merchandise is the safe and sure way to permanent and expanding profits. Select only that product which has built into it the ‘Priceless Ingredient’—the honor and integrity of those who make it.

“When you distribute and sell CeCo Radio Tubes, you are assured of the ‘Priceless Ingredient.’ *Plus* quality only can bear the CeCo name.

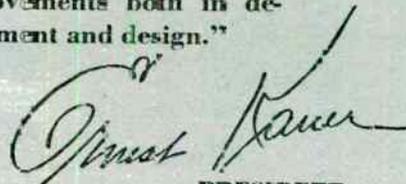
“The CeCo Radio Tubes you receive are fresh tubes. With CeCo production balanced against current market demands, you are assured of the most recent improvements both in development and design.”

CeCo

RADIO TUBES

Licensed Under Patents of Radio Corp. of America

PIONEERS OF THE PENTODE



PRESIDENT

**NEW
MERCHANTISING
IDEAS**

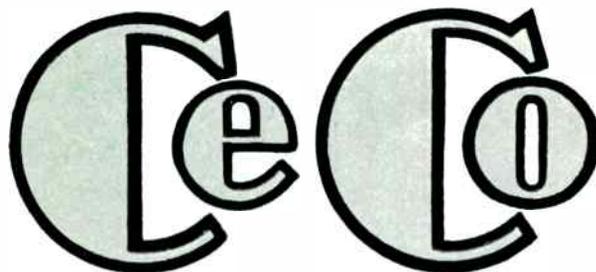
*are available to you
at the*

**CECO HEADQUARTERS
ROOM 2200
HOTEL STEVENS**

RMA SHOW JUNE 8-12, 1931

PPRICE CUTTING may stimulate sales... at the expense of profits—but skillful merchandising will *increase profits* with sales.

CeCo's plan does not stop at making the finest radio tubes...but furnishes a coöperative plan to develop the jobber and dealer. Let's plan together—in 1931—for a profit-building year.



RADIO TUBES



WHAT A VACATION SELLER!
1932 MODEL
THE RADIO REPORTER
USING THE NEW PENTODE TUBE

\$1550 NET
Complete with
Champion Tubes
D.C. sets as well as 25 cycle.
Write for Prices.

Weight	12¼ lbs.
Height	13 inches
Width	12 inches
Depth	8 inches
Tubes	2-224, 1-280, and 1-247 (Pentode)

WOLPER & SEIDSCHER
ROOM 1437, MERCHANDISE MART, 222 NO. BANK DRIVE, CHICAGO

*During Radio Show in Chicago See Us at
Congress Hotel—Rooms 1206 and 1208*

NOW!

D. W. MAY, Inc.
EXCLUSIVE DISTRIBUTORS

SPRAGUE VISIVOX

NEW YORK CITY
Including Westchester,
Bronx besides Rockland,
Sullivan and Orange
Counties, also Staten Island

BROOKLYN
Including Queens, Nassau
and Suffolk Counties

NEW JERSEY
Northern and Central

SEVERAL CHOICE DEALER FRANCHISES STILL AVAILABLE

NEW YORK
34 W. Houston St.
New York, N. Y.
Spring 7-0800

Phone — Write — Wire
D. W. MAY, Inc.

NEW JERSEY
343 New Street
Newark, N. J.
Mitchell 2-7963

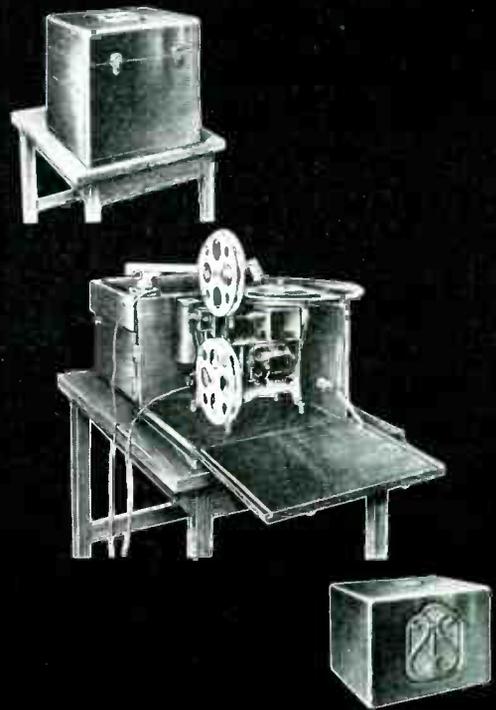
The NEW 1931 LINE

NATIONAL ADVERTISING

LOW PRICE

At prices so low that everyone can afford them, Sprague Visivox Home Talking Movies present to the radio and musical dealer the opportunity of a lifetime to get in on the ground floor of a brand new industry. Liberal discounts mean continuous, large, constantly increasing profits.

Three forms of advertising will help Sprague dealers in their sales of Visivox machines. Schedules in colors and in black-and-white will run in many leading national publications. Newspaper advertising will be used wherever there is distribution. And sales promotion material of a particularly appealing character is now being produced for the benefit of Sprague dealers. Sprague national advertising will reach ten million families.



VISIVOX Models A and B.

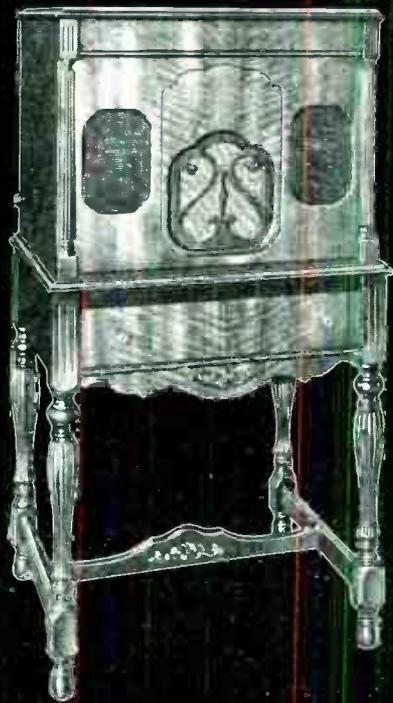
The upper illustration is Visivox Portable Model "A" showing compactness when closed. Centre illustration shows Model A open and ready for projection. Lower photo Model B used with Model A where no radio is available. List price model A—\$119. List price Model B—\$50. List price A and B combined, complete portable outfit—\$169.

FILMS are available

Libraries of film and synchronized records are available for Visivox dealers on either rental or purchase basis. Permanent profits on customer rentals add to the dealer's profit.

SPRAGUE VISIVOX

that HAS EVERYTHING



VISIVOX Model C.

The complete Visivox Talking Moving Picture projector in handsome walnut cabinet contains a synchronized turn-table and projector with phonograph pick-up, including amplifier and full tone speaker. In the base are drawers for records and films. Visivox operates standard phonograph records or 16" theatre records, uses 16 m.m. films standard for all home pictures.

Be sure and see the Visivox exhibit at the Chicago Show. For full information about territories, etc. address

SPRAGUE SPECIALTIES COMPANY
QUINCY, MASS.

INSTANT APPEAL

"I WANT IT" is the reaction of everyone who sees and hears the Sprague Visivox Home Talking Movies demonstration. The realization that in this compact machine there is combined an excellent phonograph, a first-class moving picture projector for 16 m.m. films and the newest perfected talking moving picture projector, brings instant interest on the part of people who see and hear this machine. Advertising will do much to intensify that interest, and the low prices add to the appeal. A demonstration is conclusive.

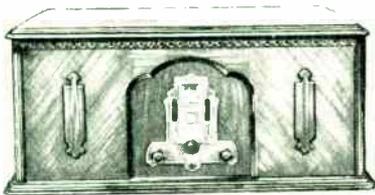
SIMPLICITY

Even a child can operate the Sprague Visivox successfully. The utter simplicity of all models and the ease of operation constitute a new marvel of efficiency. Anyone who has ever operated a moving picture machine will appreciate the absence of feed and take-up sprockets; the fast mechanical re-wind; the simplicity of threading.

HOME TALKING MOVIES

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





Accepted the

The world knows Pilot, not only because Pilot engineers have produced outstanding broadcast receivers, but also because Pilot short-wave receivers have become standard for *world-wide* reception.

You find Pilot boosters wherever you go and these Pilot boosters *know radio* because they are licensed amateurs, custom set builders, short-wave fans, etc.

And now—Pilot brings dealers a new radio market of unfathomed possibilities in sales and profits from the great army of buyers which is always looking for "A NEW KICK OUT OF RADIO".

PILOT "ALL WAVE" RECEIVER

(for short and long waves with automatic coil changing)
GIVES THE ENTIRE WORLD OF RADIO ON A SINGLE KNOB

Here is the thrill thousands have been waiting for. The set which gives world-wide reception on the short-waves, in addition to broadcasting, with all its *familiar* stations and programs.

ALL METAL chassis . . . Highly sensitive and selective circuit . . . Screen Grid TRF amplifier PLUS Screen grid DETECTOR . . . 227 First Audio Stage . . . two 215's in push-pull output stage . . . Stations can be logged PERMANENTLY ON DIALS . . . Regeneration control does not alter tuning . . . Provision for PHONOGRAPH PICK-UP . . . Earphone Jack on FRONT PANEL . . . illuminated dial.

Console Model

The All-Wave Console model, for short and long wave reception. Beautiful two-tone, full size walnut cabinet. Contains full-size dynamic speaker. Looks like any high class broadcast console, which it is—and more.

\$149⁵⁰

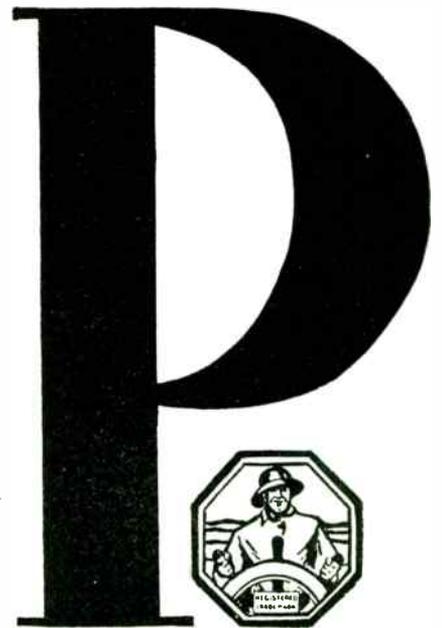
LESS TUBES

Table Model

The All-Wave Table model. Superb walnut cabinet. Can be used with separate speaker of dynamic or magnetic type.

\$99⁵⁰

LESS TUBES



PILOT RADIO & TUBE CORP., Lawrence, Mass.

SEE PILOT EXHIBIT AT CHICAGO R. M. A. SHOW, BOOTHS B-33 and B-17, HOTEL STEVENS BALLROOM

World Over!

In 1931, radio jobbers and retailers know they must have salability *plus* in every type of receiver. Up-to-the-minute circuits expertly engineered. . . . Every operating convenience. . . . *Quality* cabinets of great beauty. . . . Pilot's new line of superior Midget, Consolette and Console model super-heterodynes will not disappoint them. . . . They have unbeatable appeal to both ear and eye and their list prices represent real value to the purchaser and respectable profit to the merchant.

But — in 1931 jobbers and dealers need even more than good lines; they need the confidence of the public in the manufacturers of their lines; many radio reputations are slipping — Pilot's is growing continually.

There is profit and progress — in 1931 — for jobbers and dealers in Pilot's products, protective policies and plans of sales promotion. Write for the PILOT 1931 PLAN.

PILOT SUPER-HETERODYNES

are worthy to carry on the uninterrupted and always increasing success of the Pilot Company — since 1908 a company of international renown.

NEW MIDGET SUPER - HET

The Midget Super-Heterodyne (7 tubes) has automatic volume control, clear vision dial, tone control and phonograph connection. Its rich wa-tone walnut cabinet, its super-heterodyne selectivity and sensitivity, its splendid tone, make it the superior of all Midgets. Uses three 551 variable-mu tubes, two 227's, one 247 pentode and one 280 rectifier.

\$59⁵⁰
LESS TUBES

CONSOLETTA 7 TUBE SUPER-HET

The Consolette Super-Heterodyne (7 tubes) has the same sterling chassis as the Midget in a beautiful small console cabinet.

\$74⁵⁰
LESS TUBES

STANDARD 10 TUBE SUPER-HET

The Standard Super-Heterodyne (10 tubes) has automatic volume control, visual tuning meter, push-pull audio, clear vision dial and tone control. In its rich and handsomely grained full-size console cabinet this set will grace the finest home. Uses four 551 variable-mu tubes, three 227's, two 245's and one 280.

\$116
LESS TUBES

DE LUXE 10 TUBE SUPER-HET

The De Luxe Super-Heterodyne lives up to its name. It uses the same 10-tube chassis as the Standard model, in a truly magnificent walnut console cabinet with hinged doors. Will satisfy the most fastidious taste.

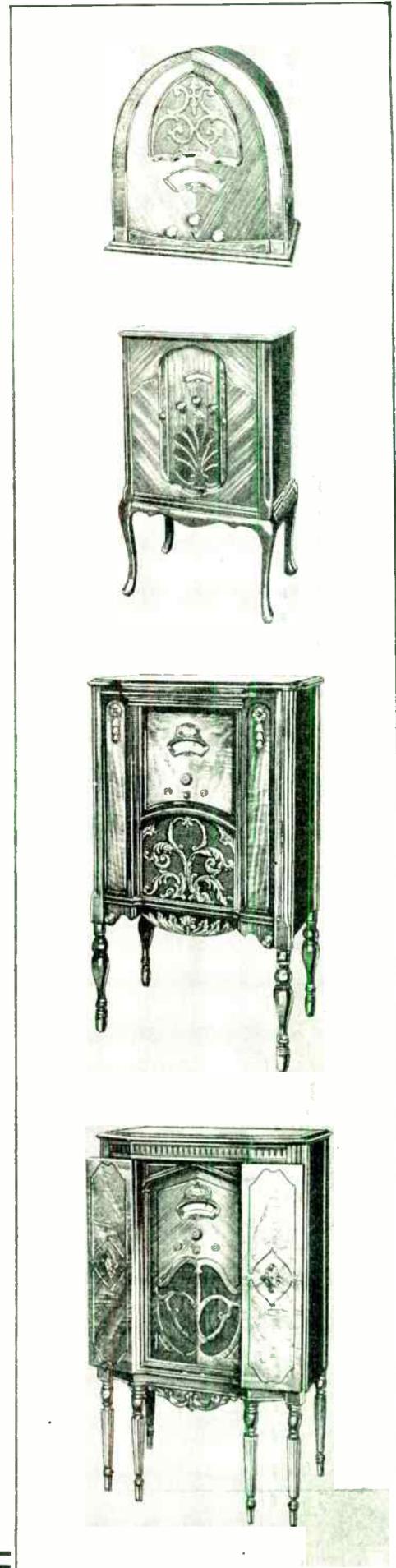
\$139⁵⁰
LESS TUBES

Also special models for operation on batteries, direct current, and 25 cycle A. C.

PILOT

Chicago: 231 S. Wells Street New York: 525 Broadway San Francisco: 1278 Mission Street
OFFICES IN PRINCIPAL COUNTRIES OF THE WORLD

VISIT THE PILOT DEMONSTRATION AND RECEPTION ROOMS 542A AND 544A, HOTEL STEVENS



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



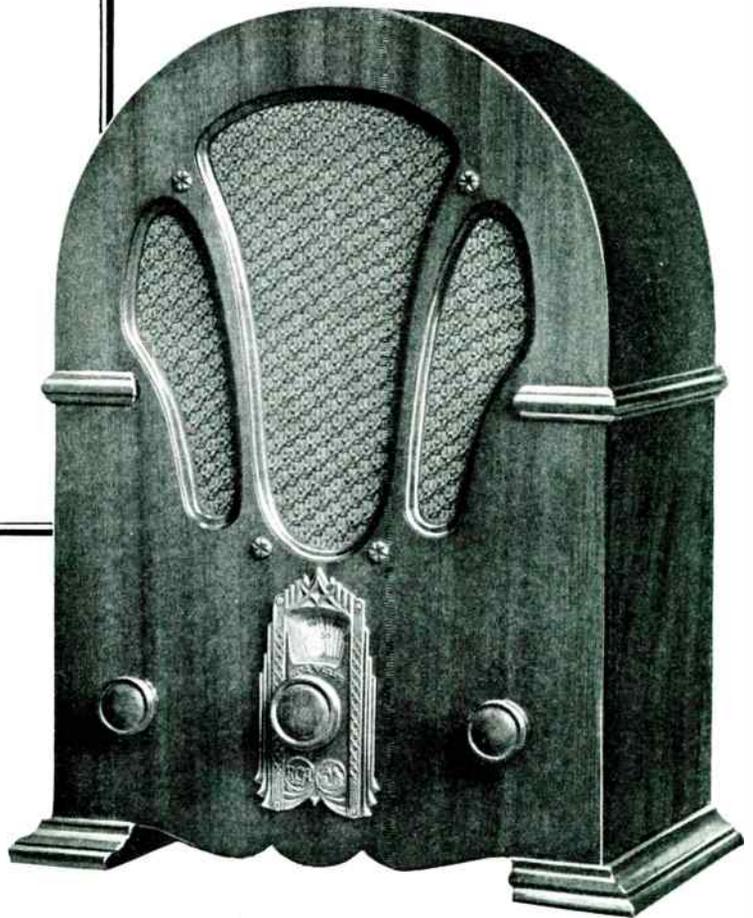
RADIO HEADQUARTERS

announces the

RCA VICTOR RADIOLETTE

\$37⁵⁰

... complete with
RCA RADIOTRONS
(including the new RCA Pentode)
ready to operate



HERE it is... a powerful radio set by RCA Victor... only 15 inches high... weighing only 16 pounds... with four RCA Radiotrons... including the new RCA Pentode for only \$37.50 COMPLETE... imagine it! What a wonderful leader to get people into your store... a wonderful lever for selling customers your larger, more expensive sets!

The new RADIOLETTE and the SUPERETTE open up a new market for you... the EXTRA SET MARKET. These instruments cost so little that millions of families can afford one or two or three of them in addition to their large radios!

Ask your RCA Victor distributor for complete information. Call him up right away!



← **The Hit of the Season**

(At left) ... the Superette is leading the field in its class... it's the smallest BIG radio ever built... an 8-tube Super-Heterodyne for \$69.50 complete.



RCA Victor Company, Inc. • A Radio Corporation of America Subsidiary • Camden, N.J.



mentioned in your reply gives you a quicker answer.



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

Vol. XXX No. 6 JUNE, 1931 50c a copy
 \$5.00 a year

Doing business with a lot of crabbed folks is no sinecure. But there do seem to come times when everybody gets under the sign of the Cancer, and the business man has to make the best of it. About the most potent incantation to break the spell is a well-planned sales campaign now.



As we see the business

P RIVATE BRAND RADIO SETS have grown in sales approximately double, this year, of 1930 volume. A number of high class radio manufacturers are planning a section of their business devoted to the production and sale of chassis, with or without tubes, with or without cabinet designs, or with or without names. Some of these chassis will bear the name of the manufacturer, which is equivalent to a birth certificate; others will be nameless, which means, of course, stencil radio sets.

T HERE IS A GREAT DIFFERENCE in social prestige of a private brand radio set and a stenciled set. The private brand is a legitimate radio set; the stencil is a set that is referred to by everybody in the nomenclature that begins with B.

B UT WHETHER PRIVATE BRAND or stenciled radio sets, the great



problem for the industry is that this definite trend away from standard trademark manufacturing and merchandising of name-value-radio is distinctly a step backward for the industry at large, even though manufacturers may be making money selling a chassis, or even if dealers are making money selling it. The principle back of the entire work is wrong for a new industry like radio.

T HE GREAT ATTENTION PAID TO stencil pianos by the piano industry was a big factor in its downfall. The phonograph business started on its downward path with the introduction of the \$28 console, to department stores. There are no automobile stencils nor private brands. The reason for them in radio is an outgrowth of the distress merchandise phase of radio, the public responding promptly to the lure of "\$175 Radio Sets at \$59.50." When the distress merchandise was gone, private brand, or stencil sets came in, in order that the maintenance of

the volume secured on distress merchandise could be maintained by radio dealers.

IF PRIVATE BRAND, OR STENCIL sets continue for the next year, at the same growth in sales of the past year, it simply means for the manufacturer that the most skillful concerns who can quote the lowest prices will get the business, and those factories concentrating on this work will simply become what is known as shop-order houses. Thus a number of good names will be sacrificed; instead of a concern being a manufacturer, and directing its own affairs, its soul will be at the mercy of any other manufacturer who can quote 10 cents a set less. Good will is obsolete with shop-order houses, and it will be necessary for jobbers to secure their own brands of sets in order to compete with the selfsame price merchandise sold at the same price that jobbers pay to the larger operators. The business will thus get back on a quantity basis, and the smaller dealers will be eliminated.

IN THIS ERA OF SKILLFUL MARKETING, with advertising playing such an important part, our present private brand caste is bewildering. Some concerns are planning to have two types of chassis; one for the regular prestige name line, and the other for bulk sales, but the wholesaler of the name-line is finding that the big sales are being secured direct with the manufacturer, with the second chassis. It might be that eventually the manufacturer of a special chassis, who sells over the head of the wholesaler will reimburse 5% to the wholesaler, which would be a legitimate procedure, and the commission thus secured could be used by the wholesaler to promote the name line. But this is a matter of policy for factories, but if not done it is liable to cause the wholesaler to revolt, and makes his present none-too-happy situation even more precarious than ever.

THE REAL DIFFERENCE OF RETAIL price between private brand radio and name value radio is not much, and we are inclined to believe that the old adage of quoting prices on chassis, which now range from \$12 to \$20, is determined by eliminating marketing expense, with the overhead incorrectly analyzed. The unusual concession demand on everything in the past, for advertising and miscellaneous expenses, divided pro rata on the number of sets purchased, does show a huge figure, which is eliminated on the chassis, both by the buyer and the seller. If it can be eliminated on the chassis, why can't it be eliminated on the regular production? And it can be except that these retail buyers are regulating factory prices and the manufacturer neglects to look out for his own interest.

A FEW MANUFACTURERS ARE standing by their guns with name-value prestige sets, and it is surprising how few of them are left. If it is proper for the benefit of the entire industry, to make and sell private brand merchandise, The JOURNAL is for it, but we can point to no precedent in any industry that has shown the wisdom of this method for very long. Maybe radio will be the exception to the rule; maybe radio isn't purchased by the public on a pride of ownership basis; perhaps radio is a business in which all sets are so good that the difference in playing qualities is not visibly apparent. Perhaps the urge for volume is such that private brand radio is the correct thing to do, but in any event the situation as it now exists, puts radio squarely in the center of the spot, with the probability of an impending catastrophe for the radio industry, if radio is to be sold as a commodity and not as a specialty.

HERE WE HAVE A GREAT BUSINESS, doing approximately \$800,-

000,000 a year, faced with a marketing problem that is taking the way of least resistance, and a path that will make the big retailers govern the manufacturers and jobbers, leaving the latter with just a bare manufacturing profit.

WE BELIEVE THIS IS A TOPIC for discussion at all Association meetings; that is more fundamental to the trade than style waves in radio sets, for those who are in the chassis business will have their problems, if all concerns produce chassis, and the great bulk of business will simply go to the most efficient manufacturers. We bring this to the attention of the Association for their June Convention, not with any malice towards anybody, but with the idea that whatever is best for the business should be done. This presentation of facts is from an entirely impersonal basis to any manufacturer, and is submitted for discussion for a possible solution, one way or another.

SOME RADIO DEALERS, NOW HANDLING washers, are a little puzzled over the proper retail prices, but in many places, washers are sold almost on an F.O.B. factory list, with freight, etc., added to the dealer's spot. Dealers are selling the \$79 washer for \$99, and are having no trouble doing it when they do sell a washer under a hundred, but most of them put their time on the \$160 washer. If handling washers on the foregoing basis does for radio dealers only one thing—that of elevating their thoughts to higher priced radio sales—then, selling washers is not only profitable, but certainly educational for radio selling.

A RADIO DEALER RECEIVED A stock certificate showing a nude man as the illustration, and the picture caused him to hesitate about putting the

certificate in the vault. He visualized himself as the man on the certificate, all ready to be spanked. Next day he sold it and saved himself about \$4,000. The moral to manufacturers is to select the proper design for stock certificates, say a pretty girl, a beautiful bird, but not an elephant or a picture to “scare” buyers.

A RADIO JOBBER CHANGING lines found that he had over a ton of metal electros, even after the wood was cut off. These electros represented advertisements sent out by the manufacturer—too many for use by all the dealers put together, and shows the extravagance of excessive advertising “co-operation.”

AN EASTERN RADIO MANUFACTURER recently received an inquiry from a coast jobber asking to handle that line, and the manufacturer wrote back, “You have been representing us for the past 3 years.”

A SPECIAL REPRESENTATIVE OF a radio plant just returned from an April and May trip, and says he found refrigerators selling like wildfire. He gathered the impression that there is nothing like the refrigerator business, but he neglected to remember that about two-thirds of the annual refrigerator production is sold in 3 months. We hope to have some refrigerator maker come into our office next December and express astonishment at the tremendous amount of radio business being done in October, November and December, when 60% of the year's radio retail sales are made.



Give radio NAME

The reputation of the
by radio dealers as their

*The 1931 radio
dealer tells what
he wants in prod-
ucts and in sales help
from his manufacturer*



THE greatest asset a radio dealer can have is the name of the manufacturer making the equipment he sells. Dealers themselves overwhelmingly reported to The JOURNAL in our recent survey that they considered the manufacturer's reputation their greatest aid in selling sets. Price,

design, tone, sensitivity and all other claims for any make of radio cannot equal the value of the name which has been established firmly by the manufacturer.

The reports were made voluntarily by thousands of the readers of The JOURNAL, who mailed back to us filled-in questionnaires that we have been publishing for the last several months. As the oldest report is dated the middle of January, 1931, the summary of these questions gives the industry the very latest cross-section of the dealers' wishes.

What is the strongest sales appeal the dealer can lay before his prospects? The vote of JOURNAL readers goes for the reputation of the manufacturer who made the radio. 36 per cent of the dealers favored the maker's reputation over any other appeal. The second strongest was price, with 23 per cent giving it precedence, but over a third of the answers recognized that price appeal was useless without name value. Easy terms secured 11 percent of the votes, and both tone and the manufacturer's advertising were given 9 per cent. Design, distance reception, and trade-in allow-

Vote Wet or Dry—but Now!

If all you please fill in the questions below, and mail this back to us immediately? If you want this information so that we will know more definitely what you're up against on your side, if there are any new, more, greater help in solving these problems? Please mark this back to us.

Name _____
Address _____
City _____

**Advertise
the
Set at
List Price**

Please mark back to:
THE TALKING MACHINE & RADIO JOURNAL
504 Grand Central Terminal
New York, N. Y.

What's Troublin' You?

If all you please fill in the questions below and mail this back to us immediately? If you want this information so that we will know more definitely what you're up against on your side, if there are any new, more, greater help in solving these problems? Please mark this back to us.

Name _____
Address _____
City _____

**\$130
Is the Most
Popular
Sales Price**

Please mark back to:
THE TALKING MACHINE & RADIO JOURNAL
504 Grand Central Terminal
New York, N. Y.

ances got a 4 per cent vote each. It would seem that both tone and easy terms are taken so much for granted now that name value is the big seller of radio sets.

In spite of this emphasis on name value, the big majority of dealers believe in manufacturers advertising the list price; 85 per cent favoring including it in all advertising. Many also mentioned the advisability of including tubes in the advertised list price.

There is nothing wrong with the profit possibilities of radio, dealers say. 72 per cent of them reported that their present profit margins were satisfactory, but this is, of course, providing their other grievances were heard. And although over 50 per cent of The JOURNAL readers are selling other products than strictly radio, they split evenly on the question as to whether their radio departments were as profitable as other lines.

Cut prices, the cross of the radio industry since its earliest days, is still the dealer's bitterest enemy. Asked what type of stores took away most of their sales, 45 per cent did not hesitate to answer, "Cut price stores." Department stores ran a poor second with 18 per cent, and chains almost equalled that with 16 per cent. Furniture stores were adjudged the hardest competitors by 6 per cent, and the remainder of JOURNAL readers

S with VALUE!

manufacturer acclaimed greatest aid for selling

Vote Wet or Dry—but Now!

If all you please, tell us they cannot be better and what they have to say immediately! If you wish information on how we will bring you a more complete, what you'll see appear in "Wet or Dry", then we can give you greater help in solving their problems. Please send the back to us.

**If You Dump
We Will
Drop Your
Line**

Please look back to
THE TALKING MACHINE & RADIO JOURNAL
201 (June 1934) 11-12

What's Troublin' You?

If all you please, tell us the question that's a real one, that had to be answered! If you wish information on how we will bring you a more complete, what you'll see appear in "Wet or Dry", then we can give you greater help in solving their problems. Please send the back to us.

**Profit
Margins
Are
O. K.**

Please look back to
THE TALKING MACHINE & RADIO JOURNAL
201 (June 1934) 11-12

scattered their votes over every kind of an establishment from a garage up.

The most salable price range for radio seems to rest entirely with the individual dealer and his location. Although this report was furnished us when the midget was at its peak, more dealers reported the most salable radio at a range from \$100 to \$140 than above and below together. Only 5 per cent reported their best sellers from \$70 down, and 2% reported their best number over \$160. Dividing the answers into ten dollar divisions, the biggest vote was for the set selling at \$130 less tubes.

Newspaper advertising continues to be the big favorite with dealers. 37 per cent of them reported that they preferred the manufacturer to spend his advertising dollars in local newspaper advertising which they could see in their own communities. The education of the dealer is reflected in the fact that the second choice, 35 per cent, very closely rivalling the first, was for direct mail. It would seem that manufacturers who prepare direct mail campaigns for their dealers are on the right track. National magazines come in a poor third, with 13 per cent of the vote. Billboards received a 10 per cent attention, and radio, the substance the dealer is selling,

*Price is not
the important factor
today, for dealers have
learned how to sell radio
on its own intrinsic merits*

came last, with only 5 per cent of the dealers favoring it.

Style waves for certain designs help determine which sets will be sold, according to the dealers. Although practically all of those reporting sell midget sets, the vote was very definitely in favor of the Gothic design as compared with squarer sets. 85 percent of the dealers said Gothic midgets sell best, only 15 percent choosing other shapes.

The question of what to do when a line is dumped seems to puzzle the dealers. 73 per cent of them reported that when a radio line is dumped they discontinue selling it. This statement, however, was so modified by marginal notes that it cannot be accepted entirely. Lines are not thrown out generally when dumped if there has been some attempt to forewarn the dealer or to make restitution. Nevertheless, the dealers expressed no more confidence in a manufacturer once he unloaded.

It may surprise some to find the extent to which exclusive franchises have been granted to dealers. 68 per cent of those answering reported that they had the exclusive franchise on their radio lines for their territories. 89 per cent said that they would like to have exclusive lines, but the fact that such a large proportion already have them is an indication of the approaching stability of the trade.

Thus we come to one group of answers which please The JOURNAL. Asked what they would like to see

discussed in their magazine, dealers outlined exactly those articles which we have been preparing for them. All of these problems have been covered by our articles in the past few months, and will be tackled again from varying angles. Dealers told us that they were interested to hear about electric appliances, public address systems, refrigerators, income from service, television, book-keeping for time sales, record changing mechanism, time payment plans, and a scattering of subjects in specialized fields.

"What is most necessary before you can make more sales of radio?" we asked. "No dumping," replied 22 per cent without hesitation, and, "Better general business conditions," replied another 17 per cent. Considering the amazingly wide range of answers that were received to this one question, these two replies stand out supreme. We are listing only those which received 1 per cent or more of the total vote. "Fewer model changes," was stressed as the most important step towards bigger sales by many. These dealers apparently didn't mean that too many new models killed their profits on their sales, but that the frequent hullabaloo that attended the frequent announcements kept many people from buying because of the fear of more big changes. A variation on these themes was the request to stabilize propaganda on the immense amount of revolutionary new designs in radio.

"Local interference" received a surprisingly large vote when the years that have been spent improving man-made static are considered. Almost as popular as a panacea was the desire to eliminate many present radio tradesmen. Many dealers believe the business will

improve when there are fewer manufacturers, jobbers, and dealers. Failing this, a strong request for standardized practice by all dealers was made. Larger discounts to cover trade-ins would do a lot to help, said many.

Scattering votes were given for such cures as: Kill the gyps, smaller trade-ins, more high-power stations, no sideline dealers, cheaper sets, better broadcast programs, more rigid franchise, equal discounts to all, higher prices, exclusive franchises, more service help, no courtesy discounts, prices quoted complete. Away down near the bottom of the list we find the suggestion, "More hard selling work by dealers."

The dealer, then, if he had what he wanted, would be selling radio sets bearing a famous name, advertised in the local newspapers by manufacturers quoting prices complete with tubes. It would be a line that is not dumped and that seldom had model changes. The dealer would be working with other retailers in his community to establish standard practices, although he would have an exclusive franchise for his line. Local interference would be cleared up and more high powered stations would give good reception in his town. Better programs, too, would increase interest in radio. In other words, ideal conditions would prevail and the dealer would make a fortune from radio.

The dealer knows very well what he wants, and in many cases strong associations are working to secure ideal conditions. Almost the same troubles prevail throughout the country, with the exception of the purely local matters of interference and distance from broadcast stations.

Mr. Radio Dealer Tells Us He Wants:

- Sets with name value.**
- List prices in manufacturers' advertising.**
- No price cutting by dealers.**
- Newspaper advertising support from manufacturers.**
- No dumping.**
- Exclusive franchises.**
- Direct mail advertising support.**
- Fewer model changes.**
- Less "revolutionary" talk about circuits in the office.**
- Elimination of local interference.**
- Less trade-in allowances.**
- Standard practise by all dealers.**
- More high power stations.**
- Equal trade discounts to all dealers.**
- More service help.**
- No courtesy discounts.**
- Prices quoted complete in advertising.**
- No side-line dealers.**

J. Clarke Coit

The JOURNAL presents as prominent manufacturer of our industry for June, 1931, J. Clarke Coit, president U. S. Radio & Television Corp.

June, 1931



What electric appliances can you sell?

Here is the way to profit from each of the products

By H. E. Speare



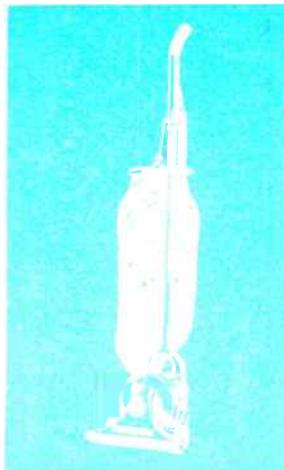
RADIO dealers are considered by distributors and manufacturers today as the best class of merchants to aggressively sell electric appliances. They are so considered, but they must remember that emphasis is put on that word "aggressively."

The reason for the success of many radio dealers in selling electric appliances is the fact that they have worked intensively to sell them, while many of the old electric dealers were merely "handling" them. Perhaps the keynote to the successful selling of appliances is that one word.

Beyond all doubt, radio dealers have adopted the electric appliance field for their own. Generally speaking, it has been found that the retailers have specialized in the appliance field, possibly to avoid tying up too much capital. Dealers have shown favor for certain products and they have energetically put them over. There follows a description of the methods used in selling a number of the outstanding appliances. This information is drawn from the firing line and represents the 1931 picture.

Vacuum Cleaners—Distributors who have told us about their experiences with vacuum cleaners are very much pleased with the additional volume which has come without much extra expense. Whereas the greater proportion of cleaner business comes from canvassing, yet dealers have had a surprise from the amount of floor sales which has been developed by calling the attention of all radio customers to the new "appliance department," when these customers call at the store for one reason or another.

We must remember that over 1,000,000 cleaners are sold yearly, and the radio dealer can get a share of this business if he does no more



15-20	1.75
50-1.00	1.75
75-2.00	1.75
100-4.00	1.75
125-9.00	1.75
150-12.00	1.75
175-25.85	1.75

is quiet, steady
1. Straw very
Large bales, No.
No. 3 And ship-
107421 clover,
1531 straw,
3 straw,
157181 older

Outlet for Electrical Goods.
Retail radio shops offer a new and logical outlet for the manufacturers of electrical household equipment who are seeking additional markets, according to the sales executives of one of the largest producers of household electrical goods. The company recently completed an experiment in New Jersey, where they persuaded a radio jobber to take on their complete line. Using the sales argument that electrical equipment provides a logical sideline to be pushed when radio sales fall off, the company reports it built up a considerable volume of new business. Plans for extending the campaign to other States are now under way, this executive said.

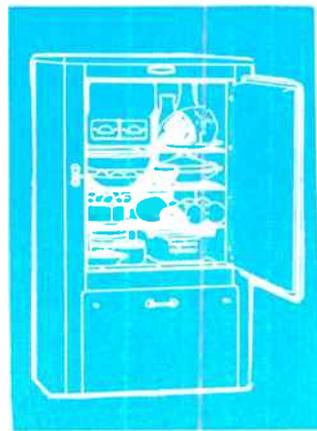
The "New York Times" recognizes the importance of the radio dealer in appliances.

than display them attractively and speak to every one who enters his store about the "newest" cleaner which he is now selling. Cleaners with sanitation units, seven in number, moth exterminator, floor - waxer, auto cleaner, massage and hair-dryer unit, drapery and curtain cleaner, as well as a vacuum cleaner, are going at an astounding pace. For use in the replacement market they are invaluable.



Sunshine Lamps—For the next three months sales will be low, but now is the time to look into the situation, select your line and be ready by September, because next fall, winter and spring, sunshine lamps are going to sell in an astounding manner. This year has

proven it. In '29 and '30 a great deal of money was spent in acquainting the public with its uses, value and health giving properties. Sales were disappointing principally because the price was high. This year lamps from \$5.95 to \$37.50 have cleaned up. You can sell them over the counter or by canvassers. Any salesman who will really study the sun lamp and its selling points should never lose a sale to a mother with a youngster or a business man whose work keeps him indoors all day. We know that



it keeps colds and sore throats away in the winter months, and it can be used for two purposes: to pep you up by driving ultra-violet rays into your system and for aiding sore muscles, neuritis, or sciatica; in fact, infra red rays are just what the doctor gives you at a cost of from \$2 to \$5 per treatment. One manufacturer who started from scratch on January 15th has sold up to May 15th over 40,000 low-priced sun lamps, and almost every company we know about has shown a good increase so far this year. Next fall sun lamps will sell bigger than ever before.

Washers, Large and Portable—Many distributors tell us they have done better than expected with washers, and having seen the figures of some of them, we know this to be true. A small number say just the opposite, and in checking the reason we found that the manufacturers sold them a good sized stock, gave them a factory salesman for about ten minutes, and said: "Thanks—see you in a couple of months. Just send in your orders and we will rush machines to you." There haven't been any reorders. Dealers and distributors must realize that selling washers is new to them, and when properly handled washers make money, but when left to the regular salesman



to sell on his daily calls—well, no soap, not even a bubble. Distributors in particular should take on lines of washers whose executives understand their problems and have money enough to get them off to the right kind of a start. Select washers of reputation and years of good standing, then you will prosper. The washer business is standing up remarkably well during these days of possible

uncertainty, and any radio company which will go about it in the right manner can greatly increase its volume. The big washing machine companies know how: listen to them, it will pay you. Portable washers have been very successful with almost every distributor that we know about. One manufacturer has a window

display machine with a glass tub and colored lights playing on the agitated water. It is really very attractive and pulls them in from the sidewalk.

Refrigerators—Here is the bug-a-boo of the industry. Just about the sweetest looking appliance we ever had. Many distributors tell us they are very much pleased with their new agency; a few others say they are disappointed. The same thing applies to dealers. We investigated the situation carefully and find that the sad distributors and dealers took on a weak sister, in some cases, an orphan. Why? Bigger discounts. This sums itself up to just one thing—don't take on a refrigerator until you have checked what it is doing elsewhere. There are many fine, well-made boxes on the market. However, there are others that are not ready, but they are out because the manufacturer wants to take advantage of this spring's business. The possibilities are great to make some money in refrigeration. You must first have a good unit, be prepared to spend some money to help create more of a demand for your particular box, have at least one experienced man at the head of your organization. The bigger you are the more you should have. Don't depend on your untrained salesmen to successfully sell against competitors' experts—it can't be done. Keep in mind that 24-hour service is expected by your customers. Experience has proved that a radio dealer should employ at least one salesman who has sold and knows refrigerators.



Electric Clocks—Clocks can be sold in volume, but they must have attention from someone who can concentrate on their sales. Just placing them on a counter will sell some, but not in satisfactory quantities. Here is a suggestion which I know sells clocks: In an Eastern city I have a kid cousin about 24 years old. He wanted to get into the electrical business, so I had him call on Richard Lincoln, superintendent of sales of the Boston Edison Co. Mr. Lincoln thought he had the makings, and so the next time I was in his town we met. I asked him if he had any money. He said: "Yes, about \$250." "Alright,

take your car and go to the ——— clock factory in the morning. I will phone them in advance, and they will give you a good discount. Buy all the clocks you can with your \$250 and I'll meet you tomorrow night." That night we sat down with his and my parents and wrote the name and address of every friend within a reasonable distance that we knew. I then got his father to agree to finance his paper, so he would get all there was in it. He got an auto full of clocks and I spent two hours with him the following morning. At the start I did all the talking, but the last few calls he did the selling. We made some actual sales, got some dandy prospects for Christmas—this was last November. At the end of his first week he had made \$190 net. I hear from him monthly, and he is averaging \$115 to \$125 weekly. The best feature regarding clocks is that after you sell a family one they are prospects for others for different rooms. The names of friends can always be procured from customers. One of his clients has bought six clocks.

(Continued on page 66)

The MAY COMPANY

Presents to Baltimore a

TELEVISION DEMONSTRATION

...An Actual Exhibit of This Newest Scientific Achievement As Developed for Home Use by the Jenkins Television Corp.

A DREAM for ages, an experiment for years, television is now a practicality. Two stations nightly are broadcasting live-action movies and pictures to all equipped to see them. Five more stations are being built or planned. Within a short span of years television receivers will probably be as common as radios are today.

Demonstration Monday Night
7 to 9 o'Clock, Radio Dept.

It is with the greatest pleasure that The May Company invites you to attend this interesting demonstration tomorrow evening, Station WJLB in Washington will be on the air from 7 to 9 P. M.

Radiovisor With Self-Synchronizing Receiver

The First Practical A. C. Current Operated Home Television Set!

The Jenkins Radiovisor Receiver is a special broadcast receiver set, designed especially to fit the exacting requirements of television reception in the domestic home.

It covers a wide range from 50 to 150 meters up to the ultra-high frequency band.

The Model 600 Radiovisor, shown at the top of the photograph is television receiver and amplifier set, designed especially to fit the exacting requirements of television reception in the domestic home. Price at \$215.



Short-Wave Chassis Knock-Down Kit



Seven Tubes... 5 Screen Grids Chassis Totally Shielded
Jenkins Television Chassis, especially made for television reception. The set employs three tubes of broad screen grid type for maximum reception of distant stations. It features a complete amplifier and loud speaker system. Price at \$125. Free subject to monthly payment, \$10.00.

Radiovisor Kit For Short-Wave Set



Can Be Set Up in Few Hours Requires Short-Wave Receiver
All parts except for wood or bakelite base. Can be set up by the average handy man or boy in 10 to 15 hours. All parts are finished and tested. This is not a complete television receiver and requires a good short-wave receiver covering the 100 to 150 meter wave band. Immediate delivery. Price at \$125.

The May Co.—Baltimore, Second Floor.

Radio opens its eyes



Television means cash

HOW TO GET INTO TELEVISION

- First: Install a television department, selling kits and sets. The JOURNAL will be glad to tell you who is making television today.
- Second: Add home talkies to your store.
- Third: Give television and home talkie shows. Advertise them and pass out tickets.
- Fourth: Tell your prospects exactly what your television sets will do. Don't exaggerate or belittle.

Mr. Jenkins explains the value of a radio receiver as a first step in the business of television. He says that the business of television is not a new one, but it is a new phase of the radio business. He says that the business of television is not a new one, but it is a new phase of the radio business. He says that the business of television is not a new one, but it is a new phase of the radio business.



While television is being popularized by the radio, the business of television is not a new one, but it is a new phase of the radio business. He says that the business of television is not a new one, but it is a new phase of the radio business.



Radiovisor kit for short-wave set.

The JOURNAL has been telling its readers how to profit from television



ANY radio dealers are going to the trade show this year in the hopes of finding television products which they can sell. If they are not expecting too much of this newest child of radio, they will be rewarded, for there will undoubtedly be a lot of television equipment sold during the next twelve months. But if they expect to find something they can demonstrate and sell like the modern radio set, they are marked for disappointment.

There are complete television sets, encased in fine cabinetry to look like large radio consoles, but the technical development of the science is not sufficiently advanced to permit of the same kind of merchandising.

Where is television today? That question has been answered by saying that it is in the same stage as radio when crystal sets were the latest thing. Reception is just as uncertain, varying with weather conditions, the equipment itself, and the skill of the operator. Marvelous stories are told of life-like reproduction across hundreds of miles, as we used to hear about radio. The sets in operation today and the majority of those to be sold this year are assembled in the home from parts and kits, just as we remember the days when every boy was making his own radio. The television customers of this year are the "tinkers" who have the patience to work for their results and the philosophy to accept as "excellent" the most blurred image.

It took the radio tube and its utilization in a circuit to lift radio from the headphone days of the crystal, and television's parallel with radio may be extended to say that some one great invention is going to change the whole television status.

In spite of this easy comparison with radio, television is not today in the "crystal" stage. Its growth will be different, and so fast, once it is started, that radio will

seem like a slow moving business.

Television starts with these fans and with a number of companies eager to supply them. Before television is actually in the commercial stage, factories worth millions of dollars are seeking television products to make. While radio was superbly served by the pioneer inventors who were interested in the field, television is being wooed by thousands of inventors and engineers in many of the largest radio and electrical organizations in the world. And there are twenty thousand dealers eager to sell television.

What are you going to do about television? It is coming as the greatest business builder the radio industry has seen since the AC receiver. There are several things you can do to welcome it to your door.

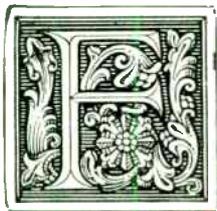
First, and most obvious, install a department of television parts and kits. There are excellent sales for this equipment if you can reach the fans of your neighborhood. In charge of this department, get an expert technical fan. Television kits are going to be sold to the experimenter, and he wants to talk over his problems.

Second, add home talkies to your store. Not only are you already in the home entertainment business and deserving of the home talkie profit, but you must become known for an expert on projected pictures. This field is very unlike television, yet in the popular mind there is a close relation. Further, many of your home talkies prospects are going to buy the earliest complete television sets you can offer.

Third, try to cloak your store in an atmosphere of "free entertainment." Give continuous moving picture shows, especially in the evening. Have a television set always in working order, and advertise free shows. Put either or both of these instruments in your window actually operating. This is going to draw the curious and afford you thousands of dollars' worth of advertising.

“Look Who’s Here!”

The Radio Division of The Horticultural Society, Perennial Species, presents its Personality Flower Show in all the beauty and splendor that come from homogeneity of color and design. Leap, do not run, for the nearest sun porch.



FIFTH Annual Radio Trade show in Chicago finds the dealers on the other side of the fence—buying instead of selling. With an attendance that is figured to run into the tens of thousands and new models announced by the majority of manufacturers, this year’s show promises to surpass in importance any of the previous gatherings. With the degree of stability being reached by the radio industry, the show assumes a greater significance than ever before. Dealers are eager to find companies to which they can tie up for the entire year.

Even more important than the new products you will see at the trade show in Chicago, or read about in the columns of The JOURNAL for June, are the people

you meet at the convention. It’s the men with whom you have dealings that determines in large part the profit you will show at the end of the year. And it’s the men from whom you buy, whether manufacturer or distributor, who will give you merchandising help to help move their products.

For the dealer who knows how to spend his convention time, the talks he has in rooms and corridors of hotels, or seated in demonstration booths, mean as much as or more to him than the hours he inspects the new models offered to him. Confidence in the men with whom you work and a glimpse at their merchandising plan as a whole will go a long way towards helping you shape your year’s activities regardless of the trend of the merchandise you sell.



Rond P. Geddes



Morris Metcalf



M. F. Flanagan



F. A. D. Andrea



A. B. Ayres



B. C. Bowe



C. C. Bohner



Meade Brunet



F. E. Basler



Harry Alter



E. T. Cunningham



Powel Crosley, Jr.



M. F. Burns



J. N. Blackman



Arthur Freed



Vernon W. Collamore



L. J. Chatten



Roy Burlew



R. M. Buck



A. Davega



H. B. Forster



H. E. Capehart



F. G. Carson



B. D. Colen



H. A. Beach



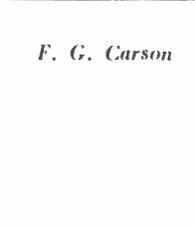
R. J. Emmert



Herb Fink



W. J. Barkley



F. G. Carson



R. H. Bechtol



J. D. R. Freed



Ben Erskine



W. C. Fuhri



Louis Buehn



H. C. Cox



Lambert Friedl



J. E. Hahn



E. R. Farny



H. H. Frost



Louis Buehn



H. C. Cox



Lambert Friedl



J. E. Hahn



Walter Ferry



A. H. Grebe



J. E. Grimm



B. J. Grigsby



Atwater Kent



C. B. Kennedy



Ed. H. McCarthy



E. A. Nicholas



Joseph Gerl



Barton Greene



R. W. Jackson



H. Linde



R. B. Lacey



G. C. Osborn



Ben Gross



E. J. Dykstra



G. H. Kiley



George Lewis



R. O. Siragusa



R. A. O'Connor



Oscar Getz



A. T. Haugh



W. C. Grunow



Julian Loeb



D. W. May



W. G. Peirce, Jr.



Leon Golder



O. F. Jester



E. M. Kauer



W. R. McCanne



F. G. Macomber



F. F. Paul



Bernard Greenbaum



Dave Kasson



C. T. McKelvy



R. H. Marson



R. T. Pierson



F. D. Pitts



J. L. Ray



H. B. Richmond



David Sarnoff



C. S. Tay



Roy Whipple



L. G. Pacent



G. B. Smith



R. E. Smiley



Jack Steinharter



E. A. Tracey



F. D. Williams



Joe Wolff



Ray Thomas



A. J. Steelman



H. H. Steinle



David Trilling



D. Wanamaker



H. T. Roberts



Oscar Ray



H. G. Sparks



F. E. Stern



Geo. K. Throckmorton



T. A. White



C. A. Rice



Robt. C. Sprague



Peter Sampson



H. Weymann



Herb Young



Len Welling



M. C. Rypinski



E. E. Shumaker



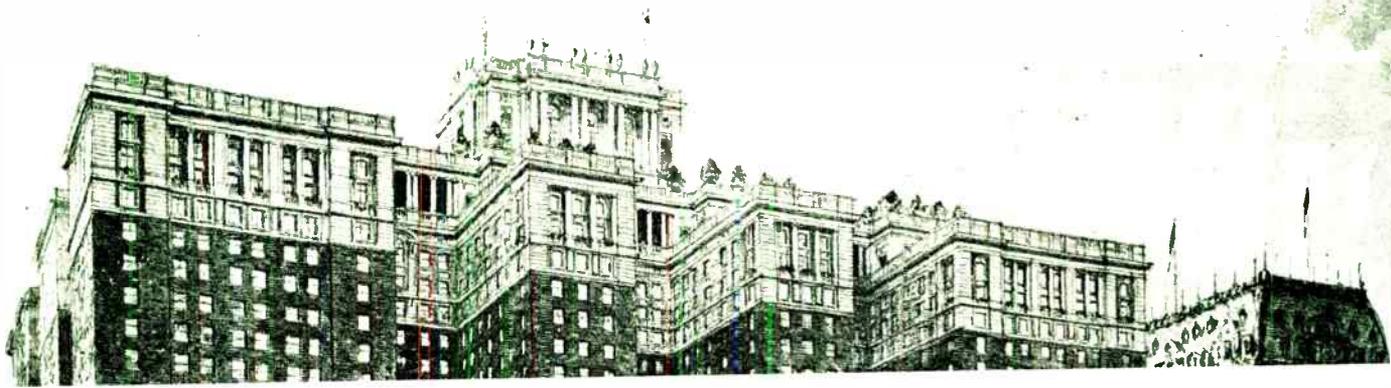
H. C. Schultz



Ernest H. Vogel



W. J. Zucker



New Models

Bosch



"Personal Radio Receivers," Models 5A and 5B, are announced by the United American Bosch Corp. Compactness is the aim of these sets, and they are shaped in the manner of an oblong chest, their dimensions being 14¾ ins. x 7¾ ins. x 6¾ ins. Made of solid mahogany, with a decorative border inlay, the cabinet of 5A has a simple circular grille opening for the self-contained electrodynamic speaker. Illuminated tuning dial is at the right of the speaker, and volume control at the left; the weight of the entire set is 18 lbs. According to the manufacturers, the set contains a chassis that is a radically new departure, and insuring maximum selectivity and tone quality. Complete with its 5 tubes at \$43.50.

Model 5B, containing the same chassis as 5A, is contained in a piece of furniture offering general utility as end-table, smoking stand, or occasional table. The top and face of the cabinet are of walnut veneer, the facing being highly figured matched butt walnut; legs are of solid walnut, frame and ends of gum; syroco moulding in the apron and two front corners and a decorative

panel is beneath the apron. Measurements: 3½ ins. x 17 ins. x 10¼ ins. List price, complete, \$54.00.

The latest 3 Bosch models are 20J, 20K, and 20L, all consoles incorporating the power pentode super-heterodyne chassis and employing 2 pentodes as power tubes, 3 variable-mu 51 screen grids in the radio frequency stage, the first as radio frequency amplifier, second as first detector, or mixing tube, third as intermediate



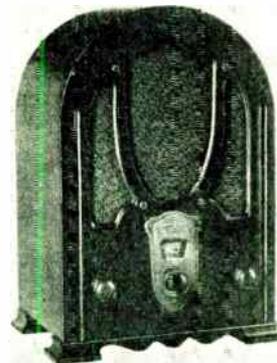
20J and 20K

frequency amplifier; 2 27's, one as oscillator and the other as second detector, which is followed by 2 47 pentodes acting as an audio power stage. In this "double detection circuit," first detector changes desired broadcast frequency to fixed lower frequency, the 175 kilocycles providing more amplification and sensitivity.

20J, simple in appearance, with striped walnut side panels and decorative tuning panel and grille offset by inlay veneer frame in zebra wood. Complete at \$89.50. 20K, open face model, has a center panel boasting a marquetry pattern of inlaid contrasting woods. Complete at \$99.50. 20L has tall sliding doors, revealing or-

namental tuning panel and speaker grille reproduced in carved wood, while the cabinet shows blended elm burl and striped walnut veneers, carvings and slightly bowed side panels of quarter matched walnut veneers. Complete at \$139.50.

General Electric



The General Electric Co.'s new midget receiver, incorporating the pentode tube, which gives it high output, stands 15¼ ins. The cabinet, following the cathedral style, is of brown walnut finish. Chassis, including power supply system, is one complete unit, completely shielded, and employs the tuned radio frequency principle and two tuned circuits.

Fada

Included in the new Fada line-up are Models 48 and 49, both 10-tube super-heterodynes, the former \$147.50, the latter \$175.00. Sliding doors are a feature of Model 48, a 4-legged console piece, while



Fada 43



Fada 49

hinged doors feature Model 49 which stands on 6 legs. Both cabinets are ornately decorated, in control panel, grille, apron, etc.

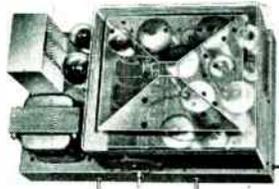


Fada



Fada 45

No. 45 (open faced Console Lowboy) is the first model of the new Fada line going into production. It is said to boast a full super-heterodyne design that eliminates interference and renders full selectivity and sensitivity. Two pentodes are used in push-pull amplification. The chassis measures 16½ ins. in width, 10 ins. in depth and 8½ ins. in height; its base is finished in cadmium and the overall shields covering condensers, coils and tubes, transformers and condenser have the usual gold-finish that has characterized the Fada product. The tubes are as follows: 2 multi-mu F-235's—one used in a stage of tuned radio frequency, the other for intermediate stage amplifier; 1 F-224 screen grid—used for first detector; 2 heater type F-227's—one as oscillator and the other as second detector; 2 F-247 Pentodes—used in push-pull in the audio output stage; 1 F-280 rectifier. Introduced ahead of the super circuit is a stage of fully shielded tuned radio frequency, thus eliminating any possibility of re-radiation through the antenna. The speaker, a special design, is 11 ins. high and 10½ ins. wide, with a large size electro-magnet and 10½ in. cone. Output transformer and choke coil are mounted on brackets holding the speaker to the cabinet floor. The circuit consists of fully shielded tuned radio frequency amplification ahead of a post selector tuning stage feeding into the first detector with oscillator feeding back into the first detector, thence into an intermediate stage amplifier to a final detector, and then into a push-pull pentode audio stage. There are 4 variable condensers each shock-mounted. The cabinet is 38 ins. by 23 ins. by 13¾ ins. Tuning panel above the grille and top panels of the side pilasters are of high quality maple burl and the same type carved ornamentation of last year's Fada models decorate



Fada KU Chassis

the top and bottom. Mouldings on the bottom of the side panels give excellent proportion in the base construction. Side pilasters, the top and sides are of polished selected grain walnut.

De Wald



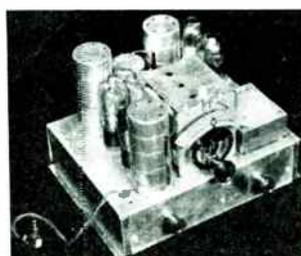
De Wald Midget

Pierce-Airo, Inc., comes forth with the De Wald pentode tube super-heterodynes, Models A.C. 747 and 647 and D.C. 638, in midget size, 18 ins. by 14 ins. by 10 ins. Front of the cabinet, the same type cabinet housing each, is of selected walnut. Chassis are of heavy, rugged, welded steel and are cadmium plated. 747 has 4 224's, 1 227, 1 Pentode 247 and 1 280, full vision dial, tone con-



De Wald Midget

trol, screen grid detection, phonograph pick-up jack, humless filter circuit, high intermediate frequency gain, anten-



New De Wald Chassis

na adjuster, electro-dynamic speaker. 647, tubed with 4 224's, 1 pentode 247 and 1 280, has the same characteristics of No. 747 as well as non-aqueous filter condenser, high gain R.F. amplification. Both 747 and 647 are available for 25 cycle current operation.

638, employing all heater type tubes providing for wide variation and fluctuation of line current, contains 3 236's, 1 237 and 2 pentode 238's; it has push-pull amplification, screen grid power detection, phonograph pick-up jack, high gain R.F. amplification and low current consumption.

Clarion



Clarion 81

The Clarion models, presented by the Transformer Corp. of America, are: 80—7-tube mantel set, \$67.50; 81—7-tube console, \$84.50; 90—8-tube mantel set, \$79.50; 91—8-tube console, \$99.50. All prices are complete with tubes.

The chassis of these sets is of the super-heterodyne type, us-



Clarion 91

ing the pentode and multi-mu tubes which eliminate background noises, hiss, cross-talk, hum and tube distortion. Full vision dial is provided and the kilocycle reading of the station



Clarion 90



Clarion 30

to which the selector is turned is located by a mechanism which plays a beam of light on the transparent dial. A static reducer is another provision. The fading of distant stations is offset by the employment of automatic volume control, had only in the 8-tube models. The cabinets of the four new receivers present a high-lighted two-tone effect. Construction is said to be rigid and three times the weight of the majority.

Hamilton-Lloyd

The Plaza Music Co. introduces its Hamilton-Lloyd midget receiver, 20 ins. by 15 ins. by 9⅞ ins., weight 27 pounds, \$69.50 complete. Utilizes the pentode combination, 4 screen grids: 4 224's, 1 280 and the pentode. Steel chassis is cadmium plated; electro dynamic speaker especially designed for use with the pentode;



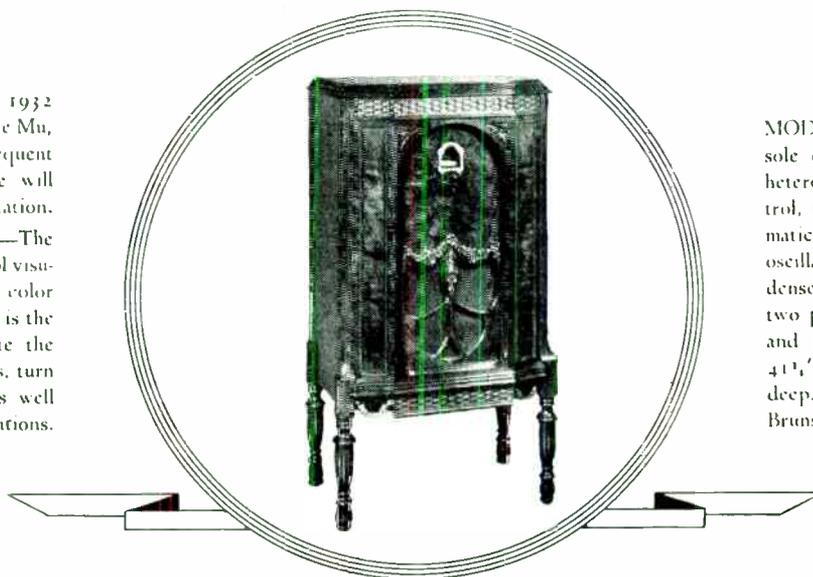
Hamilton-Lloyd Midget

A MODEL FOR EVERY CUSTOMER

A complete price range . . . plus a retail sales plan that works

TUBES—The Brunswick 1932 models use Pentode, Variable Mu, and Screen Grid Tubes. Subsequent advertisements and literature will define their number and adaptation.

COLOR TONE CONTROL—The Brunswick Color Tone Control visualizes musical tone in actual color on the tuning scale . . . Gold is the normal setting. To accentuate the treble, turn to blue . . . bass, turn to red . . . You can SEE as well as HEAR these tone variations.



MODEL 17—Lowboy walnut console of distinctive design. Superheterodyne, 9 tubes. Color tone control, Brunswick Uni-Selector, automatic volume control, dynatron oscillator, turret type tuning condenser, 12" super-dynamic speaker, two pentode tubes in output stage and power detector. Dimensions 41½" high, 21¼" wide, and 13½" deep. List price, complete with Brunswick tubes . . . \$149.50

Brunswick instruments have ALWAYS been famous for high quality, mechanical excellence and exquisite cabinets . . . as near perfection as human skill in design and craftsmanship can attain.

AND NOW . . . Brunswick offers you for the 1931-1932 season the most complete line of instruments in its history . . . list prices \$79.50 to \$265.00, complete with Brunswick tubes . . . plus a RETAIL SALES PLAN that will help you move these

instruments off your floors and into the homes of satisfied customers . . . at a profit!

There IS a difference in the musical quality of radio. Brunswick will prove it to your satisfaction, and you can easily prove it to your customer's satisfaction through the new Brunswick "Step-Ladder Sales Plan". Ask us about it. Its simplicity will surprise you . . . Its results will amaze you!

MODEL 12—A sensationally new idea in radio cabinets. Miniature high-boy console. Recessed panel of rare cratched walnut veneer, giving beautiful two-tone effect. Hand-carved grille. Superheterodyne 7 tubes. Color tone control, Brunswick Uni-Selector, full range volume control, dynatron oscillator, turret type tuning condenser, 9" dynamic speaker and power detector. Dimensions 43" x 17½" x 10½". List price, complete with Brunswick tubes . . . \$99.50



MODEL 24—Graceful six-legged highboy cabinet with arched French doors, in matched ribbon walnut and high-lighted matched burlled walnut, hand carved and fluted legs. Superheterodyne 9 tubes. Color tone control, Brunswick Uni-Selector, automatic volume control, dynatron oscillator, turret type tuning condenser, 12" super-dynamic speaker, two pentode tubes in output stage, power detector. Dimensions 45½" x 22½" x 16½". List price, complete with Brunswick tubes . . . \$169.50

MODEL 16—Lowboy console, finished in American Walnut. Superheterodyne 7 tubes. Color tone control, Brunswick Uni-Selector, full range volume control, dynatron oscillator, turret type tuning condenser, 12" dynamic speaker and power detector. Dimensions 38½" x 19½" x 14½". List price, complete with Brunswick tubes . . . \$119.50

MODEL 11—Table model or midget type, walnut cabinet, carved grille. Superheterodyne 7 tubes. Color tone control, Brunswick Uni-Selector, full range volume control, dynatron oscillator, turret type tuning condenser, 9" dynamic speaker, power detector. Dimensions 22½" x 17½" x 10½". List price, complete with Brunswick tubes . . . \$79.50

MODEL 33—Lowboy combination Radio-with-Panatrope, finished in American walnut. Cabinet lid with balanced stay arm. Panels of matched ribbon walnut, turned and fluted legs. Superheterodyne 7 tubes. Color tone control, Brunswick Uni-Selector, full range volume control, dynatron oscillator, turret type tuning condenser, 12" dynamic speaker and power detector. 39¾" x 19¾" x 14¾". List price, complete with Brunswick tubes . . . \$169.50

MODEL 42—Automatic Panatrope-with-Radio. Plays 20 ten inch records without attention. Also plays twelve-inch records manually. List price, complete with Brunswick tubes and 20 records . . . \$265.00

BRUNSWICK RADIO CORPORATION, NEW YORK—CHICAGO—TORONTO—*Subsidiary of* WARNER BROS. PICTURES, INC.

BRUNSWICK RADIO

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

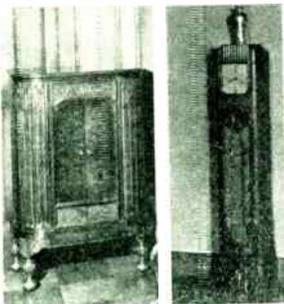
World Radio History

The Talking Machine
& RADIO JOURNAL

Crosley



Show Box and Buddy Boy



Troubadour and Oracle



Minstrel and Sonneteer



Songster and Musicale

The Crosley Radio Corp. has 8 new models, as follows: Show Boy, \$49.50; Sonneteer, \$59.50; Super Buddy Boy, \$65.00; Songster, \$79.50; Musicale, \$94.50; Oracle, \$99.50; Minstrel, \$129.50; Troubadour, \$199.50.

The Show Boy, with 5-tube T.R.F. chassis, using I-47 pentode output, 2-35 exponential or variable-mus, 1-24 screen grid, 1-80 rectifier, equipped with 3-gang condenser and full-floating moving coil dynamic speaker.

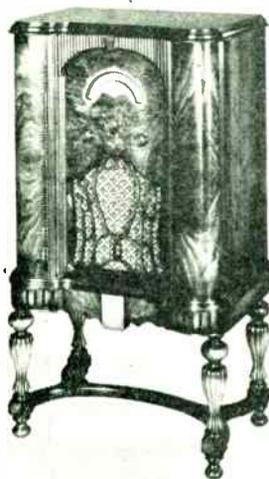
measures 14-9-16 ins. x 11-11-16 ins. x 9³/₈ ins. The Sonneteer and the Oracle, both having the characteristics of the Show Boy (except that the Oracle also contains a Sangamo electric clock) are 35¹/₈ ins. x 23³/₄ ins. x 12¹/₄ ins. and 61¹/₂ ins. x 14 ins. x 9³/₄ ins., respectively.

The Super Buddy Boy, the Songster, and the Musicale each have 7 tubes (6 screen grid), as follows: 1-5-clement output pentode '47, 2 exponential or variable mu '35's, 3-24 screen grids, 1-80 rectifier, and the pliodynatron oscillator circuit, full-floating moving coil dynamic speaker, continuous static and variable tone controls, illuminated angular vision dial, vernier drive, and have the respective dimensions: 15 ins. x 15¹/₄ ins. x 9-9-16 ins., 35 ins. x 20³/₈ ins. x 10³/₄ ins., and 36³/₄ ins. x 23¹/₂ ins. x 13³/₄ ins.

The Minstrel and the Troubadour, both 10-tube sets, employ 2-47 pentodes in push-pull, 2 exponential or variable mus, 2-24 screen grids, 3-27 amplifier tubes, and 1-80 rectifier, and are equipped with 4-gang condenser, automatic volume control, continuous static and tone control, local-distance switch, and auditorium type, full-floating moving coil dynamic speaker. The Troubadour, a radio-phonograph combination, is 42⁵/₈ ins. x 29¹/₄ ins. x 16³/₈ ins.; in addition to its super-heterodyne pliodynatron chassis, it has a self-starting electric phonograph motor. The Minstrel is 45 ins. x 25³/₈ ins. x 15-3-16 ins.

The Wigit and Johnny Smoker are continued in the Crosley line.

Lyric



Lyric S-8

New models from the All American Mohawk Corp. are super-heterodynes S-6, S-7, S-8 and S-9. Each model uses multi-mu and pentode tubes.

S-6, a 6-tube midget, \$49.50 complete, employs pentode and multi-mu tubes in push pull: 2-24's as modulator and detector, one '27 as oscillator, one

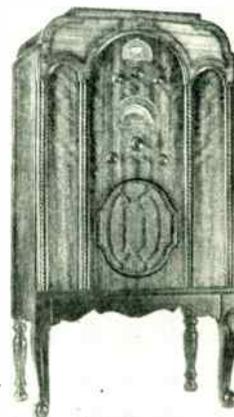
'51 or '35 variable-mu, one '47 pentode, and one '80 power tube; it has a 3-gang condenser. Cabinet of butt walnut modern in design.

S-7, a midget slightly larger than S-6, \$69.50 complete, has 7 tubes: 2-24's, one '27, 2-51's or '35's, one '47, and one '80; midget super dynamic speaker. Cabinet, in vogue design, is of matched stumped walnut with maple burl top and grained effects, moulded side pilasters.

S-8, full-size Heppelwhite console, \$99.50 complete, has 8 tubes: one '24, 2-27's, 2-51's or '35's, 2-47's, and one 80. Cabinet, standing 39 ins. high, has a reset center piece control panel surmounted by a keystone arch of inlay walnut.

S-9, also a console, has 9 tubes: one 224, two 227's, three 551's, or 235's, two 247's, and 1-280. Available in two models, one with open control panel and the other with sliding desk type doors. S-9 is exactly the same as S-8, with the exception of the doors.

Stewart-Warner



Apartment and Console

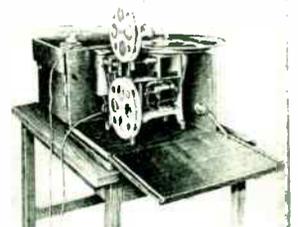
The Silver Jubilee Line of the Stewart-Warner Corp. is made up of 9 new type receivers and a low-wave converter, the latter also built in 4 of the sets. They are: the Apartment Model, \$52.95; console models, 37 ins. and 38 ins. high, respectively, priced at \$65.75 and \$71.75, and available with the low-wave converter built in at \$22 higher: Console De

Luxe, \$82.75, and with the low-wave converter built in and equipped with television terminals, \$104.75; the Portable, fitted with 4 noiseless wheels, \$67.75, and equipped with the television terminals and the low-wave converter built in, \$90.75; the low-wave converter itself, complete with tubes, at \$23.95.

The Stewart-Warner sets embody super-heterodyne circuits, new pentode and variable-mu tubes, tone control, electro dynamic reproducer, chassis completely shielded, full range selectivity.

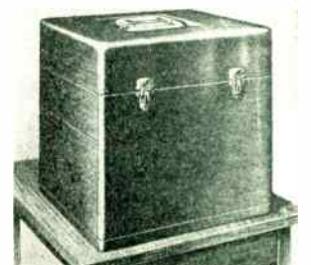
The Apartment Model, 6 tubes, is encased in an American walnut cabinet 18¹/₂ ins. x 14 ins. x 11 ins. The Consoles have enclosures of American walnut in conservative design, while the Portable, a walnut cabinet of end-table height, is 29¹/₄ ins. x 20¹/₄ ins. x 14 ins. The low-wave converter, 8¹/₂ ins. high and 11¹/₄ ins. wide, is designed for use with practically any standard A.C. set; it is said to adapt set reception down to approximately 20-meter wave lengths.

Visivox



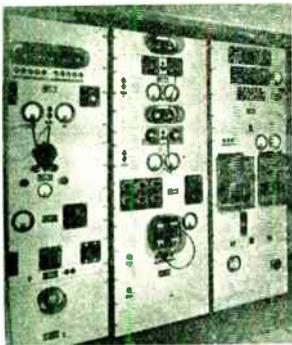
Model A open

Companion models to the Sprague Visivox Model C (described in the May JOURNAL) are Models A and B, announced by the Sprague Specialties Co. "A" is a portable Visivox, lists at \$119, and includes in its equipment the phonograph-synchronization apparatus, pick-up, and projector; the operator plugs a wire into his radio receiver, another into an electric socket and the apparatus is ready for operation. Where no radio receiver is available, another small portable, listing at \$50, is attached to Visivox B, thus providing the audio and loud speaker. This latter instrument is known as Model B.



Model A closed

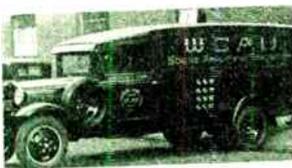
AmerTran



AmerTran Panel

Several types of sound trucks, for rental where temporary sound installations are required and for selling equipment for sound distribution in large buildings and public institutions, are being equipped by the American Transformer Co. The truck consists of a standard Ford body on which have been mounted amplifying, power-supply and control panels for various sound installation purposes. The equipment includes loud speakers, a power supply consisting of storage batteries and a motor generator, rectifier equipment for charging the batteries and other essential accessories.

A feature of the sound truck is that it contains three separate power amplifiers providing undistorted outputs of 4.5, 12 and 50 watts respectively. The switching system is such that any input signal may be amplified by the combination of panels providing the desired output. Thus, the manufacturers point out, the equipment is equally well suited for demonstrations in a small school or the largest amphitheatre. Input circuits, it is said, are just as flexible as the output. The master control panel is so designed that signals may be se-



Equipped truck

lected from 4 sources: radio tuner, phonograph pick-up, 6-circuit mixer panel and spare. In addition, the mixer panel is arranged so that signals may be selected from 6 200-ohm, low-level sources, any three of which may be mixed at one time. The control equipment includes switches for changing from an outside power source to the truck's generator and a voltage regulator for adjusting the input power to 110 volts. Other control equipment includes a volume indicator for measuring the power output and an output control for compensating impedance of 6 distribution lines.

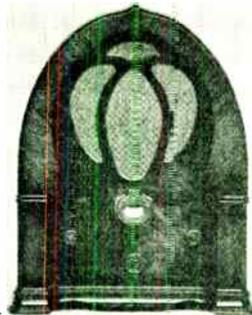
Measurements indicate that

the truck's equipment has a maximum overall gain of 133 dB. and that the maximum deviation from normal response (1,000 cycles) is less 4 dB throughout the band of 30 to 10,000 cycles, claims the manufacturer.

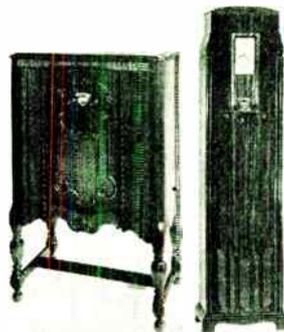
Colonial



Model 39



Model 44



41L and 41C

The Colonial Radio Corp. is exhibiting six new super-heterodyne models using pentode and multi-mu tubes, as follows: a 4-tube T.R.F. midget, a 5-tube T.R.F. midget, \$49.95, a 6-tube super midget, \$59.95, a 6-tube super cabinet model, \$79.95, an 8-tube super cabinet model, \$99.50, and a 6-tube clock model, \$99.50. All prices complete with tubes.

Sentinel

Five new Sentinel receivers have been developed by the United Air Cleaner Corp.—No. 109 Console, No. 106 Portola, No. 108A Console, No. 108A Table Model, No. 111 Midget.

109, \$99.50 complete, has 8 tubes in its super-heterodyne chassis: 2-224 screen grids, 2-



Table and Portola

235 or 551 variable-mus, 2-247 output pentodes, 1-227 oscillator, and 1-280 full-wave rectifier. Housed in American black walnut cabinet of Louis XVI period, with maple inlays and hand-carved decorations.

106, \$89.50 complete, super-heterodyne, has 8 tubes: 3 224 screen grids, 2 227 heaters, 2 245 power amplifiers, and 1 280



108A and 109

rectifier. Equipped with flat extension cord for plugging into socket and providing antenna and ground.

108A, Console, \$79.50 complete, super-heterodyne, uses 2-224 screen grids, 2-235 or 551 variable-mus, 1-247 power output pentode, 1-227 oscillator and 1-280 full-wave rectifier.

108A, Table Model, \$69.50 complete, super-heterodyne with 7-tube chassis the same as 108A Console. Cabinet of matched walnut with bird's-eye maple overlay; it is 18½ ins. x 14 ins. x 11¼ ins.

111, \$37.50 complete, employs 4 tubes: 1-224 screen grid detector, 1-235 or 551 variable-mu in R.F.A. stage, 1-247 power output pentode, and 1-280 full-wave rectifier. Cabinet of selected walnut with maple overlays at sides: 14½ ins. x 10 ins. x 8¼ ins.

Erla



Model 21

The Erla miniature pentode receiver, produced by the Electrical Research Laboratories, Inc., is a compact affair. Its cabinet measures 13 ins. in

height, 13 ins. in width, and 9 ins. in depth. Chassis, engineered around the new pentode and variable-mu, uses only 4 tubes: 235 R.F., 224 detector, a 247 audio, and a 280 rectifier.

There are two A.C. models—21P and 22P, \$29.75 and \$39.50, prices including tubes. 22P contains a self-starting, front set, electrically operating Telechron clock.

Also available in a D.C. model, same size as the A.C. chassis, and also a 4 tube set; it uses the new type D.C. tubes: 236's and 238's.

Jesse French



Tudette and Devon

The Devon variable-mu super-heterodyne receiver, priced at \$76.50 complete, is a product of The Jesse French & Sons Piano Co. Within a burl walnut cabinet on which dial, tone and combination volume control knobs and the on-off switch are symmetrically arranged is the T.R.F. chassis, precision built, cadmium plated, double stage audio, R.C.A. licensed. Tubes are 2 551 type variable-mu tubes, 2 224 screen grids, 1 27, 1 280 rectifier and 1 PZ pentode amplifier; speaker is dynamic; tone shading is a feature of the set. 18½ ins. high, 14 ins. wide and 11½ ins. deep; weight 40 pounds boxed. Carries a 50 and 5 percent discount.

The Tudor Console, listing at \$89.50 and carrying a discount of 50 and 10 percent, and the Tudor combination, with same chassis and cabinet equipped with phonograph motor and turntable, listing at \$129.50 complete and carrying a 50 and 10 percent discount, complete the Jesse French models.

Audiola



Audiola 10

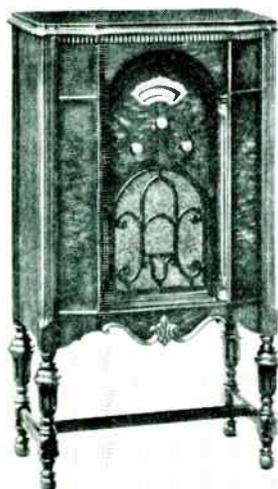
Three cabinets and five classes make up the new line of the Audiola Radio Co. The cabinets are: No. 10 Junior, walnut veneer with figured butt



Audiola 12

walnut panels; No. 12 Console, a lowboy with figured butt walnut panel and figured overlays, 39½ ins. high by 23½ ins. wide; No. 14 Console, in butt walnut panel and figured overlay, 42½ ins. high by 24½ ins. wide.

The new classes are: Model 610, 6-tube junior receiver with both variable-mu and pentode tubes, tone control, full vision dial, dynamic speaker, price



Audiola 14

\$48.00 less tubes; Model 612, 6-tube, full-size receiver with variable-mu and pentode, tone control, full vision dial, dynamic speaker, price \$60, less tubes; Model 812, 8-tube, super-heterodyne receiver with variable-mu and pentode tubes, tone control, full vision dial, dynamic speaker, price \$69.50, less tubes; Model 814, 8-tube, full-size super-heterodyne receiver with variable-mu and pentode tubes, 12 in. dynamic speaker, tone control, full vision dial, price \$76.50, less tubes.

Talkiola



A home talkie reproducing machine, combining a talking picture device using 16 m.m. film together with a specially designed radio and phonograph, has been brought out by Talkiola Corp. The cabinet resembles a secretary and, when opened, can be used as a desk. The manufacturers claim a noiseless projector takes care of the increased speed of talking films over the silent pictures. Talkiola is also said to



have a radio perfectly matched with its phonograph pickup especially designed for it. The operator can switch from radio to phonograph by a turn of the dial. A lever changes the speed of the turntable from 78 to 33 1-3 r.p.m., the latter the speed used in talkies. Film threading is easily accomplished, it is said, and the plate is so marked that technical knowledge or training is not essential to handle projection. The radio can be run in connection with a picture, or a 16 in., 33 1-3 disc, as well as the regular 78 record, can be run as

musical accompaniment to a silent picture. There is an electric rewind for films and the only installation is the insertion of the plug into the electric light socket. Fire hazard is eliminated as non-inflammable film is used. "A library of interesting and entertaining talking pictures is available," states the company. Talkiola is priced at \$495.00.

Story and Clark

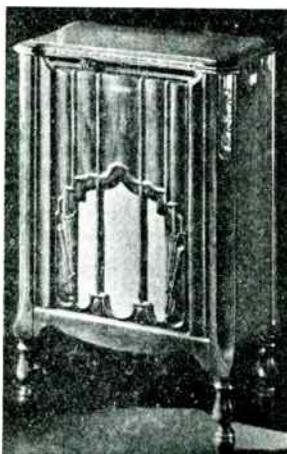


Miniature

Story & Clark Radio Corp.'s 1931 presentation includes a full line of super-heterodynes as well as a new type battery type set and a specialty furniture line. Complete prices on the super-heterodyne are as follows: No. 64 (Miniature)

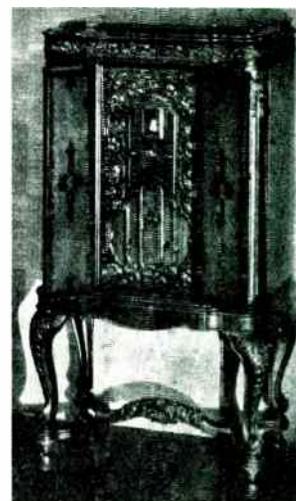


Console Lowboy



Petite

\$79.50; No. 65 (Console Petite) \$89.50; No. 68 (Console Commode) \$99.50; No. 69 (Console Tudor) \$117.50; No. 71 (Console Lowboy) \$134.50; No. 73 (Console Highboy) \$147.50; these sets utilize 1 235's, 1 247, 2 227's and 1 280; the super-heterodyne chassis will also



Console Grande

have 4 gang condensers. There is also a No. 51 (Console Grande), with the firm's large T.R.F. chassis using 8 tubes and equipped with automatic volume control, complete at \$245.

The battery set uses the new National Carbon Co. air-cell battery; it will be housed in the No. 71 (Console Lowboy) cabinet, will have 7 tubes, and will list at \$125.00. The Colonial clock is an example of the company's specialty furniture line.

Peko

A combination 16 m.m. talkie, phonograph and radio unit has been produced by Peko, Inc. The speaker is removable from the back of the cabinet and carries along behind the screen with extra extension cord for the proper sound effect. The radio is equipped with 8 tubes and is a super-heterodyne, allowing, it is said, plenty of volume both in the radio and tone arm when playing discs. Mechanical arrangements are so arranged that the projector is adjustable to suit any fixed screen. Increased illumination, quiet and simplicity in operation are other features.

The Peko unit, it is revealed, will retail at \$250.00 list and the company is planning other models of the portable type which will list at approximately \$175, minus radio and speaker.

Brunswick



Model 11

Seven super-heterodyne models—Nos. 11, 12, 16, 17, 24, 33 and 42—compose the new line of receivers with the trademark of the Brunswick Radio Corp.

Models 11, 12, 16 and 33 use 3 '24 screen grids, 2 '51 vari-



Model 12

able-mus. one '47 pentode and one '80 full-wave rectifier tube. (There is an exception in the case of No. 12 which omits the '80 rectifier). Additional features of these models are the



Model 17

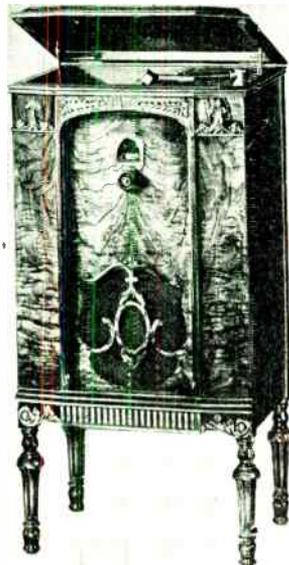
new color tone control, Brunswick uni-selector, full range volume control, dynatron oscillator, turret type tuning condenser; 9 in. dynamic speaker and power detector carried by Models 11 and 12; 12 in. dy-

namic speaker and power detector carried by Models 16 and 33. Overall dimensions and prices (complete) of each set are as follows: 11—22½ ins. high, 17½ ins. wide, 10½ ins. deep, \$79.50; 12—43 ins. high, 17½ ins. wide, 10½ ins. deep,

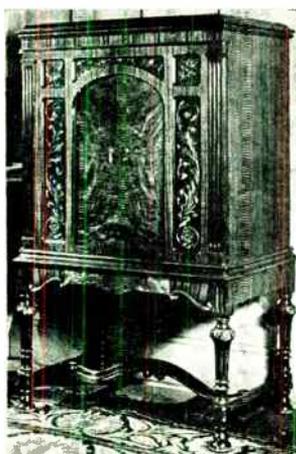


Model 24

\$99.50; 16—38½ ins. high, 19½ ins. wide, 14½ ins. deep, \$119.50; 33—39¾ ins. high, 19⅝ ins. wide, 14⅝ ins. deep, \$169.50.



Model 33



Model 42

Model 11 is a table set, walnut cabinet, top and side panels of matched ribbon walnut, front panel of figured walnut, framed with fluted and carved corner posts, carved grille, small carving in center of each panel below grille. Model 12 is a miniature high-boy console, in matched ribbon walnut and burl walnut with small moulding, recessed uni-selector panel of crotch walnut veneer in two-tone effect, hand-carved grille, turned and fluted legs. Model 16 is a lowboy console finished in American walnut, top and side panels of matched ribbon walnut with recessed grille and uni-selector panel, sloping front side panels of butt walnut capped with carved overlays harmonizing with recessed carving above uni-selector panel, turned and fluted legs. Model 33 is a lowboy combination radio-with-Panatrope finished in American walnut, top and side panels of matched ribbon walnut, deeply recessed grille, uni-selector panel of butt walnut, front side panels capped with carved overlays, carving on either side of apron directly above turned and fluted legs, cabinet lid provided with balanced stay arm.

Models 17 and 24 use 3 '24 screen grids, one '27 automatic volume control tube, 2 '51 variable-mus, 2 '47 pentodes and one '80 full-wave rectifier. Additional features of these models are the 2 pentodes in output and power detector, deluxe 12 in. dynamic speaker. Overall dimensions and prices (complete) are as follows: 17—41¼ ins. high, 21¾ ins. wide, 13½ ins. deep, \$149.50; 24—45½ ins. high, 22¾ ins. wide, 16⅞ ins. deep, \$169.50. Model 17 is a lowboy console, top and side panels of matched ribbon walnut, sloping front side panels, recessed uni-selector panel of high-lighted burl walnut, basket-weave carving on front and apron, overlay carvings near front legs, floral carving above hand-carved grille, carved and fluted legs. Model 24 is a 6-legged highboy with arched French doors in matched ribbon walnut, high-lighted matched burl walnut, carved moulding at top and bottom of cabinet harmonizing with hand-carved and fluted legs, French doors framed with moulding.

Model 42, listing at \$265.00 (complete with tubes and complement of 20 discs), is an Automatic Panatrope-with-radio in carved cabinet of butt walnut, playing 20 10 in. records without attention and playing 12 in. records manually.

Gulbransen

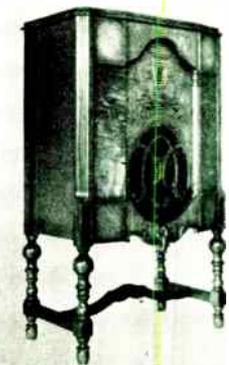
One 10-tube and two 7-tube super-heterodynes make up the Gulbransen Co.'s 1931 line.

The 10-tube, variable-mu, pentode set includes 4 '35 variable-mus and 2 '47 pentodes in push-pull. Equipped with automatic and manual volume con-

trols, tuning meter and power switch.

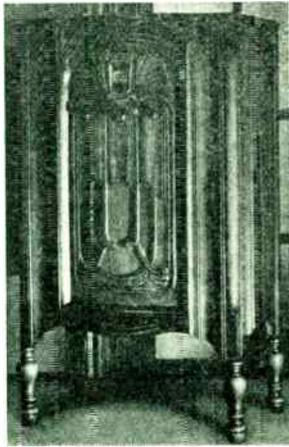
A mantel receiver and a console job are the two 7-tube super-hets. The first's tubes include 2 '35 variable-mus, one '47 pentode and 2 screen-grids. High sensitivity rating of 2.4 microvolts per meter is combined with sharp 10 kilocycle separation and elimination of cross-talk and tube noises. Attains full 2½ watt output of its pentode tube without overloading, it is said. Has the Gulbransen full-floating tuning condenser assembly, eliminating vibration howl. The console embodies the same super-heterodyne chassis as the mantel receiver; its measurements are 40 ins. x 21½ ins. by 14 ins. Walnut and tropical wood veneers are used as well as solid wood carvings.

Silver-Marshall



A new line of pentode vario-mu super-heterodynes, ranging from \$59.50 to \$119.50, is offered by Silver-Marshall. The super-heterodyne chassis are seven, nine and ten tubes, the last embodying, it is said, a totally new dual tone governing feature that gives control of the full audio range.

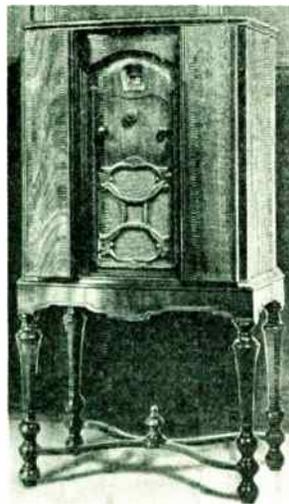
Stromberg-Carlson



Model 19

The Stromberg-Carlson Telephone Mfg. Co. offers two new super-heterodynes: Nos. 19 and 20. The former, 42 ins. by 25 ins. by 15¼ ins., 60 cycle, is listed at \$195.00, complete. The latter, 48½ ins. by 26½ ins. by 17 ins., 60 cycle, is priced at \$225.00.

The cabinet of No. 19 is fully baffled for fine tone with Pre-Selective (T.R.F.) tuning with balanced push-pull amplification and permanent phonograph connection, while No. 20 offers all the circuit and tonal advantages of No. 19 in a taller cabinet design with doors and gently curving front and 4-piece diamond matched walnut panels; it has one-key escutcheon instead of the customary two-door knobs; its inverted



Model 20

trumpet shaped legs are secured by a stretcher. All operating equipment of the No. 20 model is identical with that of No. 19.

Both models are equipped with a new automatic clarifier to achieve the finest tone for weak stations, the device operating automatically with the volume control and regulating the audio characteristics so that the maximum useful band of sound frequency is always re-

ceived with any signal strength. The tubes used in the two sets are 1 235 super-control tubes, 2 22, triodes, 2 245 power output tubes, and one 280 rectifier tube—all the latest RCA quick heater type.

Kennedy

Five new models—the Coronet (\$44.50), the Globe Trotter, short wave adaptor (\$42.50), the Royalette (\$62.50), the Imperial (\$67.50) and the Sovereign (\$97.50) are the new products from the Colin B. Kennedy Corp.

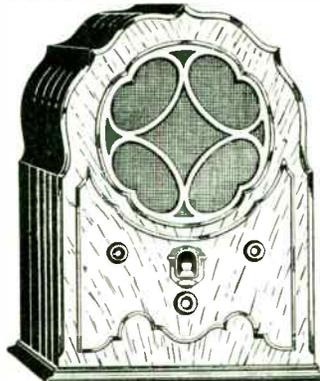
The Coronet, using 1 24, 1 80, 2 51's and 1 47, is a super-heterodyne T.R.F. job with a cabinet 17 ins. by 12 ins. by 10 ins. Speaker is the midget-dynamic type. Chassis utilizes variable- μ and pentode tubes. Shipping weight of the midget



Royalette

is approximately 18 pounds. The Globe Trotter, short wave super-heterodyne, has 1 224 and 1 227 and is housed in a walnut cabinet; for use with all conventional types of receivers; long wave-short wave change-over switch incorporated, 2 dials; the Royalette, a small lowboy cabinet incorporating the 5-tube chassis of the Coronet is 38 ins. by 20 ins. by 14 ins.

The Imperial, with 7 tubes, is another super-heterodyne, has a walnut cabinet 20 ins. by 14 ins. by 11 ins.; features include Kennedy selectone tone control; dynamic midget speaker; chassis utilizes variable- μ and pentode; the tubes are: 1 24, 2 27's, 1 80, 2 51's, 1 47.



Coronet

The Sovereign, 7 tubes, super-heterodyne T.R.F. circuit, equipped with walnut lowboy cabinet 40 ins. by 21 ins. by 16 ins., offers tone control, a dynamic speaker of the large



Imperial

concert type, hand carving ornamentation and fluted turned legs; tubes are: 1 21, 2 27's, 1 80, 2 51's and 1 47.

Pilot



Universal

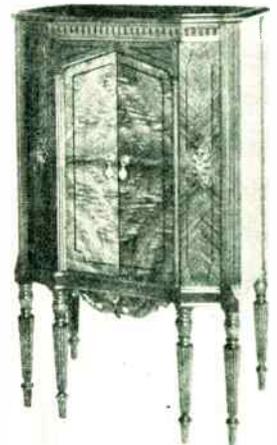
Midget and consolette 7-tube super-heterodynes, two full-size console 10-tube super-heterodynes, and table and console "Universal" all-wave sets—six sets in all—are the new output of the Pilot Radio & Tube Corp.

Both 7-tube sets (midget \$59.50, consolette \$74.50) have automatic volume control, full vision station selector, tone control, phonograph connection (all duplicated in the 10-tube sets). Features of the 7-tube chassis also include electro-dynamic speaker, variable- μ and power pentode tubes. Midget and consolette cabinets are of 2-tone walnut.

Unusual selectivity and sensitivity are said to feature the 10-tube sets equipped with a special 9 in. dynamic speaker as well as a visual tuning indicator. Both are made of solid walnut, open front console being \$116.00 while the console with hinged doors is \$139.00.

The "Universal" combination

short wave and broadcast set, tunes from 15 to 650 meters without use of plug-in coils. Knob on the front panel does all wave shifting. This model



De Luxe

is intended primarily for foreign reception, but it is described as being a quality broadcast receiver, as well. Table model, requiring separate loud speaker, retails at \$99.50; console, built-in speaker, retails at \$149.00.

All prices are less tubes. All of the new Pilot sets are intended for 110 volts, 50-60 cycles A.C.; special models available for 25 cycles. D.C. and battery operation.

Insuline



The Insuline Corp. of America introduces the "ICA Envoy," an A.C. midget for 110-125 volts, 50-60 cycles, and 220-240 volts, 50-60 cycles, costing \$56.00 and \$57.50, respectively. Measuring 18 ins. x 15 ins. x 9 ins., with a net weight of 28 lbs. and a shipping weight of 32 lbs., the Envoy utilizes 1 pentode power amplifier, 1 screen grid 224 power detector, 2 variable- μ screen grids, and 1 280 full-wave rectifier. Cabinet is finished in dark American walnut, with high gloss piano finish; phonograph jack permanently installed; chassis constructed of heavy metal; dynamic speaker. Tone control freedom from distortion, hum-proof and fool-proof construction.



ZENETTE MODEL AH—
(Table type)
\$79.50 COMPLETE
with Zenith Quality Tubes.



ZENETTE MODEL CH—
(Lowboy console)
Extra large chassis, with
10-inch Dynamic Speaker...**\$99.80 COMPLETE**
with Zenith Quality Tubes.

ON EXHIBIT
CONGRESS HOTEL
SUITES J 22 and 24
JUNE 8th to 12th

THE ONLY RADIO
IN THE LOW-PRICE
FIELD *that has ALL*
these features

- *Super-Heterodyne*
- *8 Tubes*
- **MAGNAVISION Dial*
- *Automatic Volume Control*
- *Pentode*
- *Multi-Mu*
- *Tone Control*
- *Screen-Grid*



An amazing, revolutionary dial improvement...exclusive with Zenette...that obsoletes the ordinary type "full vision" dial on low-price sets today. Twice as easy to see...twice as easy to tune. And a great selling feature Nothing else like it!

NEW *Super-HETERODYNE*

Zenette

MADE BY ZENITH RADIO CORP.



ZENETTE MODEL LP—
(Table type)
\$49.95 COMPLETE
with Zenith Quality Tubes.
(Tuned Radio Frequency Circuit)



ZENETTE MODEL RH—
(Highboy console)
Extra large chassis, with
10-inch Dynamic Speaker...**\$125 COMPLETE**
with Zenith Quality Tubes.

ON EXHIBIT
CONGRESS HOTEL
SUITES J 22 and 24
JUNE 8th to 12th



Jack Helsper, new CeCo sales manager, plans to spend his Summer in Pullmans.



The Majestic girls of Cleveland are city champs and Tri-State champs. Great business, this radio industry!



His Majesty, the King of Siam, had this set installed in Westchester so that he could hear Bangkok broadcasts.



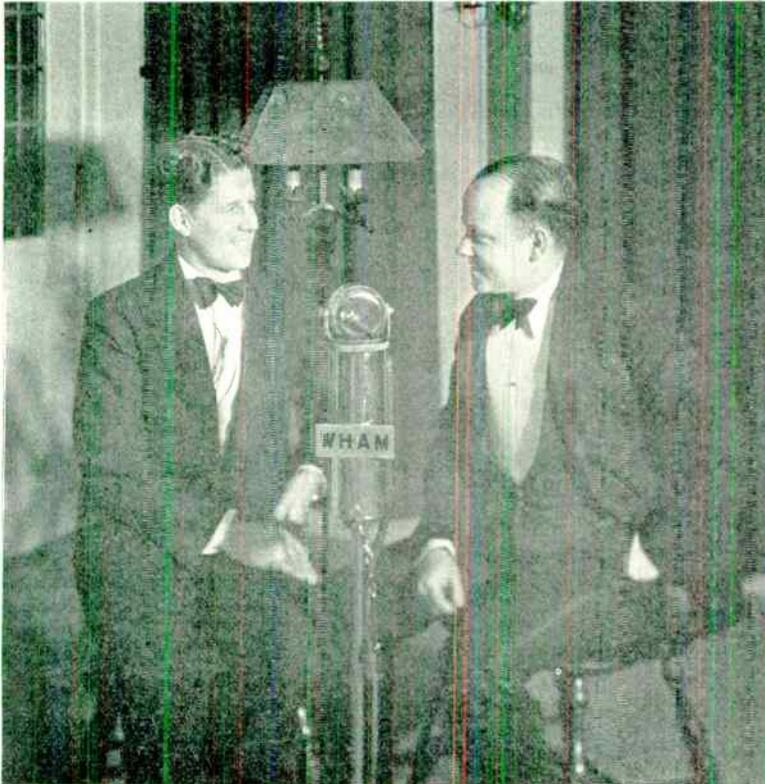
The new Atwater Kent distributor, Brown Electric Co., starts off with rush shipments.



Miss Ruth Nichols and Pavel Crosley, Jr., with the plane in which Ruth expects to make her solo Trans-Atlantic flight.



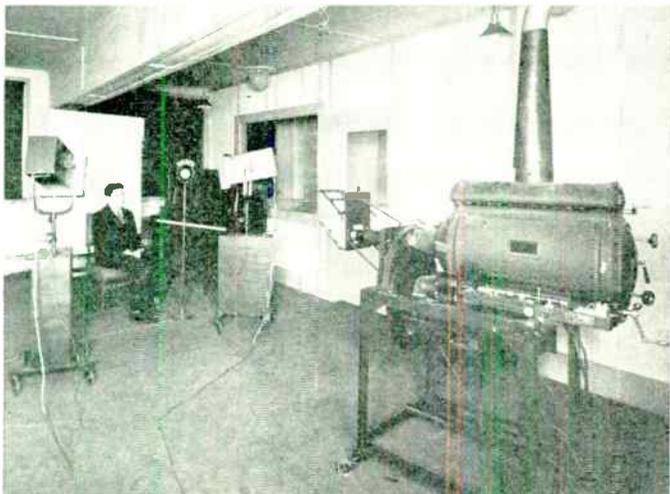
World's Fair radio chairman is none other than Nick Carter.



Rudy Vallee and William Fay who popularize the Stromberg-Carlson radio hour over WHAM for Western New Yorkers.



Polly Willard, West Coast golf champ, spends his home time enthusing over Arcturns tubes



Here's television going on the air. W2XCD of the De Forest studio in Passaic, N. J.



Standard Stores of Boston sell Perryman tubes by the free test method ingeniously brought to the customer's attention.



Prize winners in the recent RCA Radiotron contest. Left to right they are: C. G. Stephens, Buffalo, First; W. W. Evans, Little Rock, Second; D. D. Diofenderfer, Pittsburgh, Third; H. J. Free, St. Louis, Fourth; and I. Kaufman, Baltimore, Fifth.

The Jos. M. Zamoiski Co. First Again

Pioneering in business is hard work, yet is worth all the effort it costs because it ALWAYS results in a worthwhile contribution to the advancement of the industry in whose interest it is done.

Zamoiski and pioneering are closely related in Radio—to our credit we lay claim to the following Radio “firsts”—

- One of America's First Broadcasting Stations.
- The First Broadcasting Station in Baltimore.
- One of the First Retail Radio Stores in America.
- One of America's First Radio Mail Order Houses.
- One of America's First Radio Distributors.

—AND NOW
ONE OF THE FIRST WHOLESALE DISTRIBUTORS
OF GENERAL MOTORS RADIOS

Back of our dealers—back of every General Motors Radio—stand both General Motors and Zamoiski service to reinforce that of our dealers. Our thought reflects their thought: *To have G. M. Radio owners happy and contented with their purchase.*

We've always figured that our interests, the interests of our customers and of *their* customers were mutual. We knew that our

business would succeed in proportion as we satisfied our customers, and from the very beginning of our career we made it a point never to sell anything we could not back with the broadest kind of guarantee.

That's why we have agreed to become distributors of General Motors Radio—it measures up to our own ideals and standards, and rightfully has a place with us.

Jos. M. Zamoiski Co.

*Exclusive General Motors Radio
Wholesale Distributors For This Territory*

111 West Redwood Street

WASHINGTON

BALTIMORE

HARRISBURG

Even the "lookers" are turned into
"buyers" when they see and hear



The New Golden Voiced
COMPACT

With the Pentode Tube
(Super-Heterodyne)

\$69.50

Baltimore dealers find that Atwater
Kent Radio meets all reception re-
quirements.

Parks & Hull, Inc.

Atwater Kent Wholesalers

1035 Cathedral Street

BALTIMORE

16th and Monticello Avenue

NORFOLK



supple-men'ta-ry (sŭp'lĕ-mĕn'tā-rĭ), *a.* [Cf. *F. supplĕ-mentaire.*] 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

There is a waiting demand for over 1,250,000 cleaners this year

By F. J. Gottron
President, P. A. Geier Co.

Business in the electrical household appliance industry stands on the threshold of a new golden era.

The key necessary to unlock the portals to unprecedented sales volume and profit possibilities lies in the hands of those responsible for retail selling of the various major household appliances. Enlargement of the market ultimately depends upon the satisfaction electric appliances yield to their users and it is therefore obvious that those responsible for retail distribution must be very certain that every customer becomes a satisfied user.

Contrary to the opinion of many retail vendors, the sales of electric cleaners, washers, ironers, radios, ranges and refrigerators, far from approaching a point of saturation, are actually just settling down to a normal staple business. Most of the present major electric appliances have passed through what is commonly known as the "missionary or introductory stage" of marketing. Many of the products have passed through the second marketing stage generally referred to as the "demand period". All but those appliances that are practically new to the market are now in that third marketing stage where competition is keen among the many retail sales outlets and where it becomes necessary to sell to the sophisticated buyer on the actual merits of the product. Keen competition is rather a new experience to the electrical appliance industry. Since the advent of the electric cleaner, about twenty-two years ago, the industry has seen an almost continuous stream of new and novel products to absorb its marketing facilities and energies. As the demand for one household appliance began to slow up somewhat, it was a comparatively easy matter for the retail outlet to jump to another newer electrical product.

There has been no particular necessity for the careful market analysis, intensive merchandising and aggressive selling activity which are required in almost every other industry. It has been largely a case of skimming the cream with one appliance, then dropping it in favor of a newer article which promised, for a time at least, less sales resistance and easier profits.

The time has now come in the electric appliance industry for an intensive study of market and selling activities and more particularly an awakening in the conscience of all retail selling outlets, a keener sense of responsibility for delivering real service to their customers.

This writer does not profess to speak with authority concerning all products in the electrical appliance industry but it is his firm conviction that at no time since the introduction of the electric cleaner has the opportunity for sales at a profit been more propitious than right now.

Let us take a brief glimpse of the present market and sales possibilities in the electric cleaner field.

According to reliable statistics there were approximately twenty million, five hundred thousand electric wired homes in the United States on January 1, 1931. In these homes there are not more than eight million electric cleaners in operation today. This indicates a saturation of only about forty per cent.

On the basis of the average total sales of electric cleaners for the past five years, there is an established market for approximately one million, two hundred and fifty thousand new units per year. The normal replacement business approximates somewhere between sixty and sixty-five per cent of the total sales and this percentage is growing each year.

This means that out of the twelve million wired homes which do not now have electric cleaners, the industry is selling through all of its numerous retail outlets only about five hundred thousand units per year. The remaining seven hundred and fifty thousand units being sold are replacement sales going into the homes which have previously used an electric cleaner and will not do without one.

The average effective life of an electric cleaner for home use is generally conceded to be about seven years. Going back over the sales statistics for the past seven years, we find that the industry has averaged something over a million units per year. This, then, indicates that there are at the present time no less than one million new electric cleaners required each year in the homes of the United States to replace machines that have worn out in service. As a matter of fact, different surveys made among users of electric

cleaners prove conclusively that of the eight million machines now being used in homes throughout America, at least two million are worn out obsolete types which are not doing satisfactory work and which could be readily replaced by intelligent local selling activity.

One of the things that have militated against a more rapid sale of electric cleaners through established retail outlets is the failure of the retailer to keep himself well informed concerning important developments in the electric cleaner industry. Manufacturers of electric cleaners have been keenly interested in the development of their products and have been so successful that a comparison between a 1931 model electric cleaner against a 1926 product of the same company will show vast improvement in utility and efficiency. Electric cleaners are largely thought of as electrified carpet-sweepers. Most retailers, as well as users of electric cleaners, are prone to look upon them as labor-savers in removing dust and dirt from floor coverings. The fact is that many important improvements in the past few years have greatly broadened their utility and value to the user. The leading electric cleaners have greatly increased the rug cleaning efficiency of earlier models; some may be used for effectively cleaning hardwood floors, tile floors, cement floors and may be quickly converted into convenient devices for waxing and polishing hardwood floors. In addition to these advantages, most of the better cleaners are equipped with effective means for combating the moth evil. With the aid of their electric cleaners and by following the directions of the better manufacturers, women can now hope to materially reduce loss occasioned by moth infestation.

At least one prominent manufacturer of an electric cleaner has equipped his product with a chemical chamber, whereby through the use of crystals saturated with formaldehyde, all germs sucked up by the cleaner are automatically destroyed by the formaldehyde fumes so that the operator is immunized from possible germ infection.

No means of cleaning and sanitizing

(Continued on next page)

What Appliances Can You Sell?

(Continued from page 47)

Dealers can work out something from the foregoing, giving the boys a liberal commission and paying their carfares or an auto allowance. Think what could be sold by five or six young chaps who took a liking to clocks and worked on some such plan as referred to. One thing in particular he emphasized, and that is: when canvassing keep away from the poorer sections; solicit the well-to-do families only. You make a higher-priced sale, more clocks to a family, less chances for repossessions, and more all-round satisfaction. Mr. Dealer, how about your son, or the son of one of your salesmen, or some boy from a nice family, or friends who don't seem to be getting along very well? A conscientious lad can make some real commissions selling

(Continued from page 65)

upholstered furniture has ever been as effective and convenient as the use of the various attachments with electric cleaners.

Undoubtedly manufacturers of other electrical appliances have been and are still making the same rapid strides in the improvement of their devices that the manufacturers of electric cleaners as a whole have made in their industry.

This progressive spirit on the part of the manufacturers together with the practical merchandising assistance they are ready to extend to the retail distributor presents to the properly organized selling outlet an opportunity for greatly expanding their business and profits.

There is no secret formula to success in the electric cleaner industry. All that

is required is perseverance, selection of good lines, aggressive merchandising plans and conscientious rendering of service.

If I were asked to write a formula for the successful handling of electrical appliances at retail, I would set down the following rules:

1. Exercise the utmost caution in the selection of the lines you are going to handle. Prove every claim made by the manufacturer so that you feel absolutely certain the appliances you are selling are the best for the greatest number of your prospective customers. Bear in mind that machines made to perform "cute tricks" are usually not practical and serviceable in the hands of the user.

2. Study all of the advantages and

features of the appliances you are selling so that you can properly demonstrate to your prospects all of the good features that have been built into them.

Small Socket Appliances—Toasters, percolators, hot plates, grills, mixers, waffle irons, portable room heaters and lamps sell at a surprisingly brisk rate. Most dealers think the utilities have this business up their sleeves. It is wrong to take it for granted. Of all the socket appliances sold in this country last year, the lighting companies sold only 15 percent—think of it! 85 percent of this tremendous field sold by dealers of all kinds and the department stores. You should give this feature of the appliance business serious thought. In this country today our manufacturers are building fool-proof, economical, attractive, automatic, light-weight table accessories that just can't be surpassed. Your service is negligible. Most sales are spot cash. They help dress up your store. You can buy in small lots and still get a good discount, and the turnover is very high.

features of the appliances you are selling so that you can properly demonstrate to your prospects all of the good features that have been built into them.

3. Conduct a constant sales promotion campaign among the prospective customers in your community so they will know something of the outstanding features and value of the products you are handling.

4. Make definite provisions to be sure that every product is thoroughly understood by the user to the end that they derive the utmost service out of all products which they have purchased from you.

5. Make the rendering of service your religion. Be prompt, courteous and as reasonable in your charges as possible. Remember good will among your customers is your greatest business asset.



Little Giant No. 400

Never before a miniature set like this! 4 tube, 1 variable-mu, 1 pentode, 1 screen grid, 1 rectifier, enclosed in walnut-finish on satinwood cabinet.

Illuminated sector-vision dial. Net weight 12¼ lbs. Dimensions: 13 ins. high, 9½ ins. wide, 7 ins. deep. Dynamic speaker. Combination volume control and on-and off-switch.

Essentially portable, uses short aerial, no ground needed.

\$25.00 Complete
with tubes

Now! The Premier Radio Scientific Laboratories Make Sets For You!

High Frequency Laboratories, since 1922 consultants to the radio industry at large, now present for the first time, their own radio set production.

For more than eight years pioneer consultants in development of the SUPER-HETERODYNE circuit.

Licensed by Radio Corporation of America and
Associated Companies

HIGH FREQUENCY LABORATORIES
3900 North Claremont Avenue
Chicago, Illinois

WILLIAM C. GRUNOW AND ASSOCIATES

*Confirming previous statements, it is with pleasure that I announce my resumption of active operations with a complete line of **NEW ART RADIO — TELEVISION — AUTOMATIC PHONOGRAPH AND RADIO — POPULAR PRICED ELECTRIC REFRIGERATION.***

Distributor appointments will be announced shortly.

W. C. GRUNOW & ASSOCIATES
Suite 563, 221 North LaSalle Street
Chicago, Illinois

The MOST VALUES ever

LOOK at these SENSATIONAL FEATURES

Super-Heterodyne Circuit

New, powerful, keenly selective—a champion performer.

New Pentode Tubes

For maximum power amplification without distortion.

New Variable Mu Tubes

Eliminate local station interference or "cross talk."

Low Wave Converter

Permits reception of low-wave broadcasts down as low as 20 meters. Enables owners to bring in DIRECT, day and night, stations in all parts of the globe—from Siberia, Russia and Italy, to Holland, France, England and South America; amateur broadcasts; police signals, etc. Opens up a new field of fascination and interest. No bothersome interchange of coils required. Sold as a separate unit, usable with most any A. C. set—also a built-in feature on five Stewart-Warner models.

Tone Control

Permits individual interpretation of even the lilike tone for which Stewart-Warner has always been famous.

Television Terminals

Make set ready for Television equipment.

Full Vision Dial

Assures quick, accurate station finding.

Electro Dynamic Reproducer

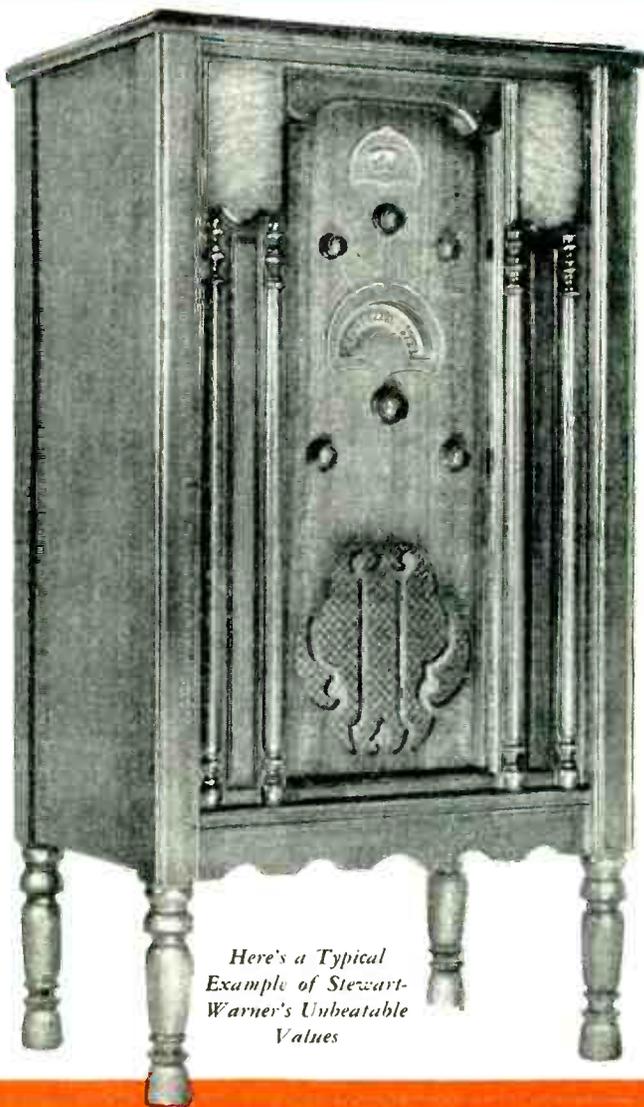
Affords maximum tonal range.

Walnut Cabinets

Of striking beauty in design, workmanship, finish.

Models for All Current

Made for 25 to 60 cycle A. C. Also for D. C. operation.



Here's a Typical Example of Stewart-Warner's Unbeatable Values

Walnut Console—Super-Heterodyne Circuit—Pentode and Mu Tubes

This No. 1 Console. Super-Heterodyne Circuit, Variable Mu and Pentode Tubes, Tone Control, Electro Dynamic Reproducer, Television Terminals. Beautiful cabinet of selected walnut. Height 39 inches. Complete with tubes, only.

\$65⁷⁵

With built-in Low Wave Converter as shown (187-71)

STEWART-WARNER

SENSATIONAL offered in RADIO

Only Such Tremendous Production Facilities as possessed by Stewart-Warner could create such fine RADIO at prices so LOW!

Not until you have seen and heard the new Stewart-Warner "Silver Jubilee" Line, can you realize what high grade radio sets are today obtainable at sensationally low prices.

From the beginning, Stewart-Warner Radio has made money for dealers. Always it has stood for outstanding VALUES — for outstanding performance. Demand has increased steadily. But in this new line, all previous efforts have been completely over-shadowed.

Nine wonderful advanced models in Console, Portable and Apartment Types! Sets of distinctive beauty and artistry. Sets incorporating the very latest in chassis design and equipment—even to attachments for Television—even to Low-wave Converters which open up not only all North and South America but the entire world in a new and fascinating field of exploration! Sets built not just for today but anticipating needs far into the future. And think of it—a price range from \$104.75 all the

way down to \$52.95! Every set with a smashing good profit for you, and with a competition-smashing price which only Stewart-Warner's great capacity makes possible.

With the line goes effective factory cooperation and sales helps—a powerful national advertising campaign, and the fairest franchise in the industry. And behind all is a great organization right now with this Silver Jubilee Line celebrating its 25th Anniversary—and definitely here to stay! Get details from your Stewart-Warner distributor or from the Stewart-Warner Corporation, Chicago, U. S. A.



See the line at the June Radio Show, Hotel Stevens, Chicago and at the June Furniture Show, American Furniture Mart, Chicago

Another Unbeatable
Stewart-Warner Value

This Stewart-Warner Apartment Model, 6-tube Super-heterodyne, Variable Mu and Pentode Tubes, Tone Control, Electro Dynamic Reproducer, Television Terminals, Walnut Cabinet of beautiful design and work. Height 36 inches, width 14 inches, depth 11 inches. Complete with tubes.

Apartment Model

\$52.95

**LOOK at
these PRICES and
Price RANGE**

Apartment Model . . .

6-tube Super-heterodyne with specifications as shown under illustration below. Complete with tubes, only **\$52.95**

No. 1 Console . . .

Super-heterodyne Circuit. As described and illustrated on opposite page. **\$65.75**

Low Wave Converter . . .

An individual unit which adapts practically any A. C. set to low wave reception (down to about 20 meters). Brings in stations all over the world; amateur broadcasting, police signals, etc. Complete with tubes and cabinet, only **\$23.95**

No. 2 Console . . .

Same as No. 1 Console but with built-in Low Wave Converter. Height 29 inches. Complete with tubes, only **\$87.75**

No. 3 Console . . .

Super-heterodyne Circuit, Variable Mu and Pentode Tubes, Electro Dynamic Reproducer, Tone Control, Television Terminals, Walnut Cabinet. Height 35 inches. Complete with tubes, only **\$71.75**

No. 4 Console . . .

Same as No. 3 Console, but with built-in Low Wave Converter. Complete with tubes, only **\$93.75**

No. 1. Portable . . .

New, novel, convenient. Can be whacked, plugged in, anywhere. Super-heterodyne Circuit, Variable Mu and Pentode Tubes, Tone Control, Electro Dynamic Reproducer, Walnut Cabinet. Height 29 inches. Complete with tubes, only **\$67.75**

No. 2 Portable . . .

Same as No. 1 Portable but with Television Terminals and built-in Low Wave Converter. Height 29 inches. Complete with tubes, only **\$90.75**

Console De Luxe No. 1 . . .

Super-heterodyne Set, Variable Mu and Pentode Tubes, Tone Control, Electro Dynamic Reproducer, Cabinet in beautifully matched Walnut, embellished with hand carving. Height 41 inches. Complete with tubes, only **\$82.75**

Console De Luxe No. 2 . . .

Same as Console De Luxe No. 1, but with Television Terminals and built-in Short Wave Converter. Complete with tubes, only **\$104.75**

RADIO » »

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

The Talking Machine & RADIO JOURNAL

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.

Sound-on-Film Talkies

Dear Glad:

The number of dealers through whom the DeVRY Sound-on-Film Portable Motion Picture equipment will be sold is comparatively limited; first, because of the high unit of sale, ranging from \$990.00 to \$2,375.00, and secondly, because of the selective type of selling required.

Portable 35 mm. motion picture equipment will find its greatest application in the industrial field, that is, on the presentation of selling pictures to groups or to buyers. The second largest field is probably the educational field where these machines are installed in school auditoriums, colleges, hospitals, etc. There is also the smaller exhibitor, that is the motion picture theatre of a seating capacity in the neighborhood of 500 to 1000. These smaller theatres cannot afford or do not feel justified in equipping their theatres with the expensive type of theatre apparatus that has been offered heretofore and are splendid prospects for this portable equipment which is ideal for their requirements.

Obviously, therefore, the type of film to be supplied narrows itself down to first, the industrial film—secondly, the educational film and third the entertainment film. The entertainment film, of course, is supplied by the film exchanges of the Hollywood studios. Industrial films must be produced by laboratories who are in a position to take and synchronize talking pictures. The educational field would probably resolve itself down to the synchronization of lectures to accompany films that are already in the field or new films to be brought out.

We are not in a position to take care of this laboratory film work ourselves, however, there are numerous excellent laboratories throughout the country in a position to handle this and you can rest assured that they will be very prompt in doing so, as the trend becomes more readily apparent.

It is extremely doubtful that 35 mm. Sound-on-Film equipment will be used for the home. The apparatus is, of course, in a higher priced field, however, the home size of film, as has generally been accepted, is the 16 mm. amateur size. It is impossible, or at least it has been impossible to develop a satisfactory means of doing so, to place a sound track on the 16 mm. film. The sound track requires a width of 2½ millimeters. The use of a sound track on 16 mm. film would reduce the frame size or actual picture area objectionably and thus limit the size of the projected picture.

It is possible, of course, that there will be a number of Sound-on-Film outfits sold for home use, however, as above outlined, you can readily understand that the large distribution will not be obtained in the home. As for the dealer, it is the dealer who is in a position to contact these industrial concerns and educational

institutions, who will be able to derive the most benefits from the sale of this equipment.

Yours very truly,
I. S. Feldman
QRS-DEVRY CORPORATION

Replacement Evil

Dear Glad:

Based upon the number of tubes purchased last year, we estimate that merchants lost a vast amount of profits by reason of replacements which should not have been made, and it is our opinion that a large percentage of consumers who received adjustments actually did not expect such liberal treatment.

This evil can and must be cured, in order that more tubes be sold and a legitimate return on the investments in radio tubes be made by both distributors and manufacturers.

Our survey in the past twelve months discloses that the number of tubes returned to us amounted to 5.87 percent of our sales for the same period. The salvage of perfect tubes in the returns reduced the net percentage to 4.12 percent. In addition thereto, there were a number of tubes of very old manufacture, and

these should not have been subject to replacement.

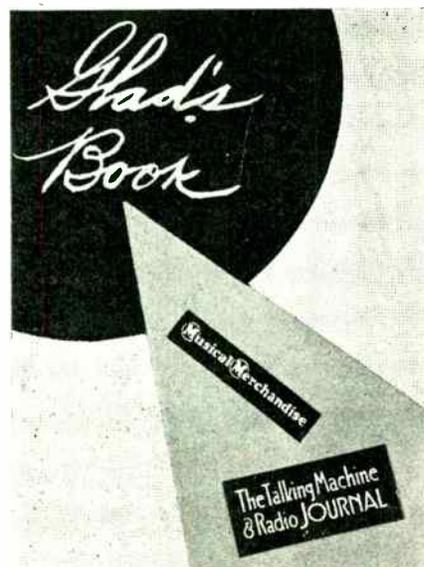
The ruggedness and quality of our present product, and the greater care exercised in selecting and testing the goods should bring the returns down to 3 percent maximum. It can be held down to that figure, provided merchants desire to make the profits that are due them in this industry.

In view of our firm belief that 3 percent will represent the maximum, effective May 1st, 1931, we instituted a NO REPLACEMENT policy, and in its place we allow, as a safety factor, 6 percent of the net purchases, deducted from each invoice, to cover possible defective goods. We reserve the right, of course, to cut this figure down to a smaller percentage after the dealer has become convinced of the fairness of a shorter percentage allowance.

By having a definite basis to work upon, greater caution will be exercised in making replacements, and all of us will reap the benefits of greater sales and a decent profit.

Cordially yours,
CABLE RADIO TUBE CORPORATION,
J. J. Steinharter,
President.

EXTRACTS FROM



Every wife thinks her own husband is particularly difficult, whereas all other husbands look easy to handle.

At a show, concert or lecture, if your chair seems uncomfortable it's a sign that the entertainment is below standard.

A salesman who called to sell disability insurance was surprised when I told him I could think of no way of spending my time quite so pleasantly as in work.

"Why nobody would work unless he had to," the young man exclaimed.

He simply couldn't see how utterly dull life would be without work.

People talk about leisure. Leisure for what? Whoever was happy in idleness? Perhaps leisure to write books, to compose songs, to create? The labor involved in writing is slight. Neither time nor physical exertion is a factor in creative production. The output of a real poet need not diminish because he drives a locomotive eight hours a day.

I can understand men wishing to change jobs or their environment. But the desire to increase the loafing hours until every day becomes a holiday is not understandable.

I can think of no thought so tortuous as "What shall I do today?"

Some of the toughest and most picturesque characters of the modern city are found in newspaper circulation departments.

This is a hard-boiled business. The circulation supervisors are usually graduate newsboys who are accustomed to defending their rights and monopolies with their fists.

Lacking extensive vocabularies they are compelled to resort to metaphorical expression in order to give virility to their ideas.

Hence we have the term "foul ball." Newspaper circulation departments are afflicted with a few individuals who travel high and fast and give promise of two and three-base hits. But they fall foul. They sell few papers. A thousand words could not express futility more adequately.

(Copyright 1928)

THE ONLY THING NEW IN RADIO

SILENT AUTOMATIC TUNING VISUAL STATION & TONE INDICATION

made possible by



Automatic volume control in radio sets is unquestionably a distinct improvement, yet in many instances it has proved a liability because of a seeming loss of selectivity and the apparently high noise level which it introduces.

A new type of gas filled tube developed by Duovac in conjunction with a simple novel circuit designed by Professor Alexander Senauke, eliminates these disadvantages and permits full appreciation of the real merits of automatic volume control.

Silent tuning is now possible. Every audible station on dial can be brought in unerringly even though the volume control is turned down to a point where not a sound issues from the speaker. Extraneous noises, static and other electric disturbances will not actuate the light column.

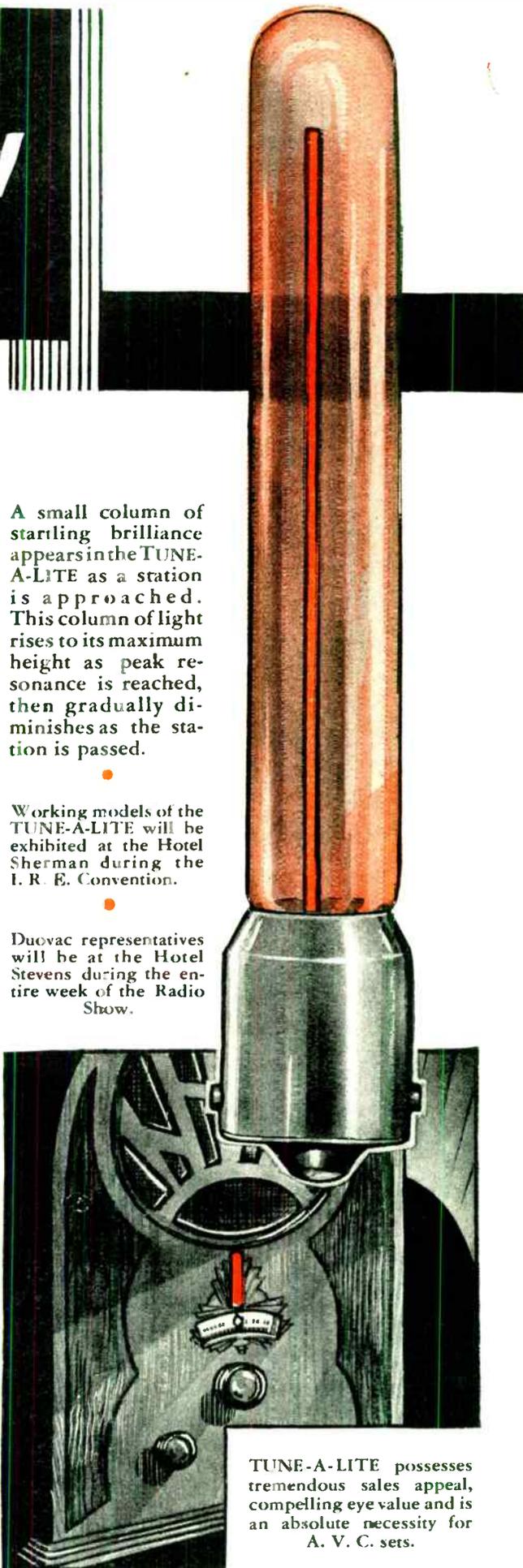
Circuit modifications for adopting TUNE-A-LITE are slight. The economies effected in power pack design through the use of TUNE-A-LITE, more than make up the cost of the tube and of additional equipment.

Manufactured by the makers of

DUOVAC

*The Precision Radio Tube

DUOVAC RADIO TUBE CORP.
360 FURMAN STREET, BROOKLYN, N. Y.



A small column of startling brilliance appears in the TUNE-A-LITE as a station is approached. This column of light rises to its maximum height as peak resonance is reached, then gradually diminishes as the station is passed.

Working models of the TUNE-A-LITE will be exhibited at the Hotel Sherman during the I. R. E. Convention.

Duovac representatives will be at the Hotel Stevens during the entire week of the Radio Show.

TUNE-A-LITE possesses tremendous sales appeal, compelling eye value and is an absolute necessity for A. V. C. sets.

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



RIDE « THE WAVE of SUCCESS with U.S. APEX and *Gloritone* RADIO

featuring

The **PENTODE** and
FULL RANGE MU TUBES

AUTOMATIC VOLUME CONTROL
METER TUNING

SUPERHETERODYNE *and*

• Engineered with precision, housed in cabinets of beauty and distinction—and offered at prices which make them the greatest dollar-for-dollar value on the market . . . there are the factors which account for the outstanding success of these up-to-the-minute radios.

The sensational increase in sales volume during 1930 and early 1931 has startled the industry. The success of the U. S. Radio Line has literally swept the country—and is still gaining momentum! Really a quality radio at a popular price. We offer full dealer co-operation and complete promotional material. Write or wire **TODAY!**

United States Radio & Television Corp.
Marion, Indiana

Model 10-B
10 Tubes
Superhet-odyne
4 Tuned Circuits
Pentode and Full
Range Mu Tubes
Automatic Volume
Control
Meter Tuning
List
Price
\$99.50
Complete with Tubes



Model 26-P
Five Tubes * Pentode Tube
Illuminated Dial
Dynamic Speaker

List Price
\$49.95
Complete with Tubes



Model 8-B
Eight Tubes
Superheterodyne
Pentode and Full
Range Mu Tubes
Automatic Volume
Control

List
Price
\$79.95
Complete with Tubes

Table Model Same
as Above
\$67.50
Complete with Tubes



**Always A Good Radio
Now Infinitely Better**

The Last Word

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

Studebaker Enters Radio

Forms Studebaker Laboratories, Patent Company and De Pree Sales Organization

Clement Studebaker, III, grandson of Clement Studebaker, famous wagon builder, and son of Clement Studebaker, Jr., former vice-president and treasurer of the Studebaker Corporation, has entered



Clement Studebaker

the radio field with an ambition to make the famous family name as well and favorably known in radio as it has already become in other branches of industry.

Mr. Studebaker has completed comprehensive designing, production, and sales arrangements which include laboratories in Chicago, manufacturing facilities in South Bend, Indiana, and a sales organization national in its scope.

Last November he organized the Studebaker Laboratories, of Chicago, taking with him as his chief engineer R. H. Caldwell, former chief engineer of Kennedy Corporation. To insure adequate manufacturing facilities, Mr. Studebaker



R. H. Caldwell



Jim De Pree

and Mr. Caldwell next formed the Patent Development Company, located at South Bend, Indiana. This company will manufacture all products designed and developed by the Studebaker Laboratories. Mr. Studebaker is president, Mr. Caldwell, general manager, and J. Howard Haley, for some years associated with the radio industry in South Bend, secretary and treasurer. Associated with these execu-

tives are Linton H. Flochen and Warren L. Knotts of Chicago, and other experienced radio production men, who are now at work bringing through the pentode and super-heterodyne sets which have been developed in the Studebaker Laboratories.

Finally to round out a complete organization, sole selling rights for all products of the laboratories have been granted to the De Pree Sales Company, headed by Jim De Pree, former general sales manager of the Colin B. Kennedy Corporation. Mr. De Pree is well and favorably known to the radio sales world and has had 25 years experience as sales manager for prominent manufacturers in both radio and other lines. J. Howard Haley will be associated with Mr. De Pree as vice-president and secretary of the sales company. Affiliated with this organization are experienced sales representatives with show rooms in the principal cities of the United States, who will make direct contact with dealers. Mr. De Pree has also perfected plans for bringing into the organization well known men whose training fits them to render a constructive sales service to dealers.

Majestic Plans Convention in July

B. J. Grigsby announces that Grigsby-Grunow Company will not exhibit at the Radio Manufacturers Association Show in Chicago.

Mr. Grigsby states: "The Grigsby-Grunow Company will not exhibit at the June show of the RMA. We appreciate the great value and need for an active association to protect the interests of its members. We believe at this time there is an even greater need for active cooperation between radio set and tube manufacturers. Certain counter causes of complaint by the RMA have been removed, and while we have been extended a very cordial invitation by the executive officers to join again, we feel the lack of a cohesive and definitely directed effort in the interest of radio set and tube manufacturers.

"The Grigsby-Grunow Company will make no attempt to capitalize on the fact that the convention is being held in Chicago during that week by a counter-exhibition, and will have its regular meeting of its distributors early in July, at which time a showing of its line for the fall and winter season will be made and policies discussed."

Walter L. Eckhart, who is known nationally throughout the radio industry from his extensive experience in the trade, has become associate with Bill Grunow and his organization, according to a flash wire from Herb Young as we go to press.

This latest appointment rounds out the organization which Bill has been gathering lately in preparation for announcing to the trade a line of radio and allied products. Within the last couple of months, distributors have been appointed in nearly every part of the country and everything seems set for the preliminary showing of the new Grunow products.

J. D. R. Freed President of Perryman

Benjamin Katz, chairman of the board of directors of the Perryman Electric Company, announced the appointment of Lt.-Commander Joseph D. R. Freed, USNR, noted radio pioneer, as president.

Mr. Freed has been recently associated with Warner Bros. Pictures, Inc., as radio executive being at the same time identified as an official of the United Research Corporation. He for many years headed the Freed-Eisemann Radio Corp.

R. B. (Bob) Lacey, sales manager, now makes his office at the Chicago branch now located in the McCormick Building.

The Perryman mid-western and western business has been growing so rapidly that it has been decided that it would be expedient to have Mr. Lacey work out of the Chicago office.

Mr. Lacey was originally quartered in the West where his close cooperation with manufacturers, jobbers and dealers, and sales methods were so outstanding that he was called to the headquarters' office to organize the eastern territory.

H. C. Schultz General Sales Manager Kennedy

Colin B. Kennedy, president of Colin B. Kennedy Corporation, South Bend, Indiana, announced the appointment of H. C. Schultz as general sales manager.

Mr. Schultz has a national acquaintance in the radio field due to his merchandising and sales efforts for nationally known houses the past twenty years. The "old timers" of phonograph days will remember "Heinie" Schultz and his connection with Columbia and Sonora.

Full-Range Merchandisers



B. C. Bowe

Two reasons why Full-Range radio made such rapid strides in trade favor since its announcement last year.

B. C. Bowe, radio sales manager of the General Electric Co., has successfully guided the sales destinies of General Elec-



R. Del Dunning

tric Full Range radio in the one year of its existence.

R. Del Dunning, radio advertising manager of the General Electric Co., has in one year indelibly imprinted the name General Electric Full Range radio on the public mind.

Tune-A-Light Gives New Silent Tuning

An unusually interesting tube development to be shown in Chicago by the Duovac Radio Tube Corp. is the new 3½ inch gas-filled tube which glows with a brilliant red light to indicate stations in tuning. The new tube is offered as "Tune-A-Lite," and it is said that all standard circuits will allow installation with comparative ease.

Tune-A-Lite was developed by the Duovac laboratories after a circuit designed by Professor Alexander Senauke. With the volume on the set turned down to a point where no sound issues from the speaker, every audible station can be tuned in with this device. As the station is approached, a small column of startlingly red brilliancy appears in the Tune-A-Lite, reaching a maximum as the station is reached and fading as the station is passed.

It is expected that this new tuning device will shortly make its appearance on a number of radio sets.

Romig Leonard Assistant Advertising Manager

A. M. Taylor, director of advertising and sales promotion of the Leonard Refrigerator Company, announces the appointment of Max H. Romig as assistant advertising manager. Mr. Romig will work in Detroit office under Mr. Jaeger and as assistant to Mr. Taylor, director of advertising and sales promotion for Leonard.

Freed Plans Television and Radio Sets

Freed Television & Radio Corp. has been organized to manufacture both radio and television equipment. Arthur Freed is president of the company bearing his name. Executive offices and factory have been established in Long Island City and production is expected during June.

Television equipment will be the major line of the new company, but long wave receivers will be offered as well as short wave sets. Console and midget models of AC superheterodyne and DC sets are planned. Television equipment will be offered in assembled form in addition to the kit equipment which Mr. Freed expects to be most popular.

Fada Distributors to Meet in Chicago

The annual sales convention of Fada wholesale distributors will convene in Chicago during the radio show, is the announcement by L. J. Chatten, vice-president and general sales manager of the Fada Radio Company with headquarters in Long Island City, New York.

As in the past years, a series of intensive business sessions will be followed by unique and relaxing entertainment.

The new Fada models will be put through their paces and a comprehensive discussion of new merchandising plans now being formulated, will be featured at the business sessions.

Radio Show Dates

The dates for the Fall public radio shows in New York and Chicago have been set by U. J. Hermann and G. Clayton Irwin, Jr., co-directors. New York will open Madison Square Garden to radio fans September 21st to 26th, and in Chicago the Coliseum will be radio headquarters October 19th to 25th.

Sylvania and Hygrade to Consolidate

Plans for a consolidation have been approved by the boards of directors of the Sylvania Products Company, and the Nilco Lamp Works, Inc., both of Emporium, Pennsylvania, and the Hygrade Lamp Company of Salem, Massachusetts, and recommendations of these boards will be put before the stockholders for official ratification in the near future.

Combined sales of these companies amounted to approximately \$9,000,000 for the year 1930. The Emporium and Salem units each manufacture incandescent lamp bulbs and tubes. The electric lamp bulbs are manufactured and sold under a license agreement with the General Electric Co. The Sylvania Products Co. and Nilco Lamp Works, Inc., together do about the same volume of business as the Hygrade Lamp Co. Both the Sylvania and Hygrade brands are widely known and accepted in the fields in which they operate.

Emerson Piano Latest Refrigerator Convert

Another famous piano store has entered the electric refrigerator retailing business, following music to radio and thence to refrigerator. The latest big entrant is the Emerson Piano House of Decatur, Ill., one of the outstanding and most successful dealers in the country. John McDermott and W. C. Buscher are keeping their store right up to the minute in the matter of modern trends.

The Emerson House has started retailing Majestic refrigerators, taking a shipment of these machines a few weeks after signing a Majestic refrigerator franchise. The company is thoroughly conversant with selling big units for the home and the refrigerator seemed a most logical product to merchandise along the same lines that have proved so successful in the past.

Chas. Strawn Heads New Stewart-Warner Division

W. J. Zucker, vice-president and general manager of the Stewart-Warner Corp., Chicago, announces the formation of a newly created wholesale radio division of which Chas. Strawn has been appointed manager.

Mr. Strawn has been active in the radio industry for many years, having just held the position of director of sales promotion, U. S. Radio and Television Co., and previous to that was division manager of the radio department, Lyon & Healy, Chicago.

UP goes the sales line on Baird and SHORTWAVE TELEVISION SETS

A New Era of Prosperity for the Radio Dealer!



Baird Sets, completely wired or in easily assembled kit form present SALES OPPORTUNITIES that have never been duplicated in radio merchandising! Perfected by Baird engineers after months of ceaseless study and experiment, they bring practical TELEVISION within reach of the most modest income! You- PROFITS are limited only by your own efforts. Nationally advertised, endorsed by nationally-known authorities, you can sell hundreds of these Baird-built sets to experimenters and fans who have been eagerly awaiting the perfection of a practical short-wave and television receiver at a cost within their means! And every sale carries a SUBSTANTIAL PROFIT for YOU! Mail coupon below for details and descriptive matter—today.

Visit the BAIRD exhibit
RMA Trade Show
Chicago—June 8th to 12th



A complete display of Baird Shortwave and Television Sets and Kits will be on display at our Booth No. 76—Exhibition Hall, Stevens Hotel.

Demonstrations of Shortwave and Television reception daily Room 1005a during the RMA Convention. Be sure to see both! It means DOLLARS to you!



SHORTWAVE & TELEVISION CORPORATION

70 Brookline Ave.

Dept. M

Boston, Mass., U. S. A.

Owners and Operators of Stations W1XAV and W1XAU at Boston

**CLIP » FILL OUT
and Mail this Coupon
TODAY!**



Shortwave & Television Corp.,
70 Brookline Ave., Boston, Mass.

Send me Price List and information on Baird-built Sets, Kits and parts.

I am a jobber: dealer.

Name

Address

I will attend the convention at Chicago.
I will not

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

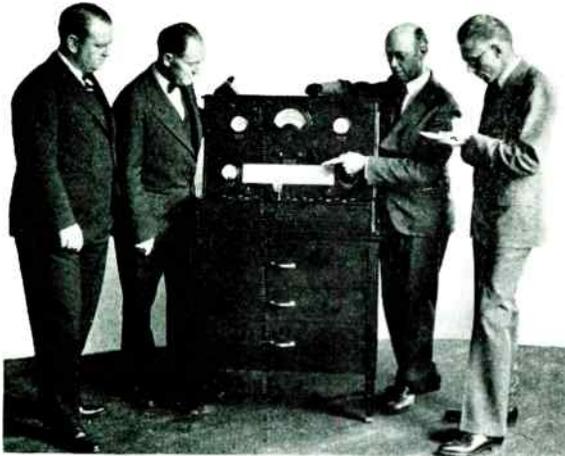


Acremeter Sells Radio Tubes

Test by Dealer Shows Average Sales
Nearly \$6.00 to 50% of Mailing List

Announcement is made by Richard E. Smiley, general sales manager of the Ken-Rad Corporation, of Owensboro, Kentucky, that they have secured through an arrangement with the Acremeter Company, of Everett, Washington, the exclusive national distributing rights for the Acremeter and its copyrighted merchandising plan. The Acremeter, which is a registered trade mark, meaning an "Accurate Recording Meter," is another development coming from the Pacific Coast,

merchandising plan, one prominent dealer in the West took from his paid-out ledger 814 names of people who had purchased radios from him in the past and to whom he had sold no tubes. He put them on a mailing list and mailed each of them a card and told them that he had at his store a visible tube analyzer. Two cards followed at weekly succession, and at the end of 23 days this store had brought in 284 of the original mailing list and had sold \$1,021 worth of radio tubes,



Dick Smiley shows his new Acremeter

having been conceived and designed by one of the Northwest's leading music stores, Kinney Brothers & Sipprell.

The record of the Acremeter reads almost like a fairy tale, and some of the stories in regard to it sound almost fabulous. As an illustration of the remarkable sales building possibilities of this

\$1,498 of which was cash and \$123 on the books.

Over 400 successful installations have been made, and dealers who have had the Acremeter installed for periods in excess of eight months to a year are most enthusiastic in their praise of it.

RADIO

Sales Representatives

An entirely new sales policy has been inaugurated by one of America's oldest and finest manufacturers of radio, upon which millions have been expended for advertising.

The new plan embraces a complete new-feature line of five models, each a sensation in its class. The line together with a high-profit basis and outstanding selling features offer exceptional merchandising possibilities to leading merchants throughout the country.

A rare money-making opportunity is offered several radio sales representatives of proven ability whose contacts are with *live* and *capable* merchandisers of radio in the retail field. The line and the plan is worthy of exclusive effort on the part of such men. Choice territory is open. Appointments are being made now for the Chicago Show at which time interviews will be made and entire set up presented. Write, giving complete details of your qualifications, territory and some larger accounts sold.

Box No. 6, care of The Talking Machine & RADIO JOURNAL,
5941 Grand Central Terminal, New York City.

Sees Sales Possibilities in Television

That the television now being announced to the trade offers dealers an immediate opportunity of reviving popular interest in their stores and of starting their cash registers singing the tunes of other years is the opinion of Stewart Caton, sales manager of the Shortwave & Television Corporation. Mr. Caton points to the products of his own company in proof of his statement.



W. Stewart Caton

"Our television receiver is being sold in either kit form or in a complete unit,"

said Mr. Caton. "As the latest advance in optically-amplified scanned-noen-lamp television, the attractive cabinet contains a very compact scanning apparatus designed by Hollis Baird. Once the picture has been tuned in, it will not swing out of line. This unit is plugged in like a loud speaker on the output of the short wave receiver. This receiver has single dial control and a switch which changes instantly from regenerative to non-regenerative signals. Plug-in coils permit a range from 16 to 520 meters, giving all short-wave, television and long-wave broadcasts.

Don Coots Sales Manager High Frequency Labs.

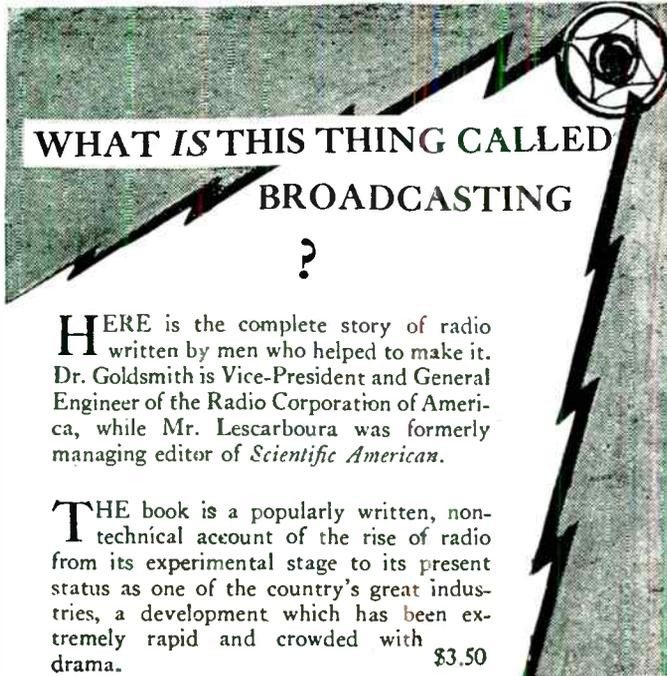
E. Don Coots now heads the sales department of High Frequency Laboratories, Chicago. Mr. Coots brings to the organization a wealth of experience. Lately western sales manager for the Grigsby-Grunow Co., being responsible for sales from Cleveland to the Pacific Coast and Canada, he came into radio, as so many have, from the phonograph business in which he was sales manager for the Sonora Phonograph Co. and field sales manager for the phonograph division of Thomas A. Edison, Inc. Now directing radio sales, Mr. Coots will be found either at the H. F. L. factory, 3900 North Claremont Avenue, Chicago, or at its display room 14106 of Field's big Merchandise Mart.

Stromberg-Carlson 22 Lists at \$375

Among the new models announced for the trade show by the Stromberg-Carlson Telephone Mfg. Co., Model 22 superheterodyne lists at \$375, five dollars more than appears in some of the early publicity.

RADIO SALESMEN

Large manufacturer, doing international business, is interested in communicating with radio salesmen experienced in selling to distributors. Exceptional opportunity for right men. Replies, which will be held confidential, should give full details, including previous experience and territory covered. Box 77, care of Talking Machine & Radio Journal, 5941 Grand Central Terminal, New York.



**WHAT IS THIS THING CALLED
BROADCASTING
?**

HERE is the complete story of radio written by men who helped to make it. Dr. Goldsmith is Vice-President and General Engineer of the Radio Corporation of America, while Mr. Lescarboura was formerly managing editor of *Scientific American*.

THE book is a popularly written, non-technical account of the rise of radio from its experimental stage to its present status as one of the country's great industries, a development which has been extremely rapid and crowded with drama. \$3.50

**THIS THING CALLED
BROADCASTING**

By **ALFRED N. GOLDSMITH**
and **AUSTIN C. LESCARBOURA**

Price Quoted on a Cash-with-Order Basis Only.

Book Department

Talking Machine & RADIO JOURNAL
5911 Grand Central Terminal, New York, N. Y.



Write for Your FREE
Copy of this BIG Catalog
48 PAGES
OVER 2000 ITEMS
OF REPLACEMENT
PARTS FOR ALL
STANDARD SETS

**DEALERS
and
SERVICEMEN**

Write Now!

Federated Purchaser
24 E. MURRAY ST.
NEW YORK, N. Y.



TRUE TO ONE LONG LIFE
Permo-Point
PHONO NEEDLE
PLAYS MORE THAN 2000 RECORDS

One Permo-Point
Phono Needle
makes an auto-
matic phonograph
—Automatic— for
more than 2000
plays.

This special phonograph needle is used and endorsed as standard equipment by leading manufacturers of automatic record-changing phonographs, portables, and radio phonograph combinations.

Permo Products Corporation
3623 Montrose Ave., Chicago, Ill.



Cunningham
RADIO TUBES
RADIO'S MOTIVE POWER
SINCE 1915



**Cunninghams
assure you a
"happy landing"
for
1931 Sales**

WITH the largest line of quality tubes in our history at the lowest list price, we extend a cordial welcome to inspect Cunningham Radio Tubes at the RMA Show. You will find profitable our new plan, full of merchandising ideas and sales stimulants—ask about it.

E. T. CUNNINGHAM, INC.

(A subsidiary of Radio Corporation of America)

NEW YORK CHICAGO SAN FRANCISCO
ATLANTA DALLAS

See Cunningham
EXHIBIT RMA SHOW

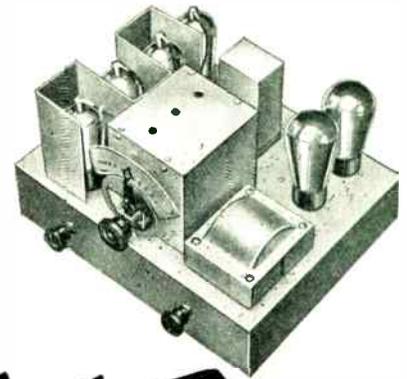
BOOTHS
63—64



Chicago June 8-12 • • Hotel Stevens

Merchandising Radio For Profit

A RADIO CHASSIS FOR EVERY PURPOSE



DEWALD

NEW PENTODE RADIO TRIO

LICENSED UNDER R.C.A. PATENTS

- 1 - PENTODE Super-Heterodyne
 - 2 - PENTODE Super-Tuned Radio Frequency for A.C. Current
 - 3 - PENTODE Super-Tuned Radio Frequency for D.C. Current
- IN CABINET OR CHASSIS FORM

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

PIERCE-AIRO, Inc. 512 SIXTH AVE.
NEW YORK CITY
MANUFACTURERS OF FINE RADIO SETS FOR TEN YEARS

WITH THE JOURNAL ADVERTISERS

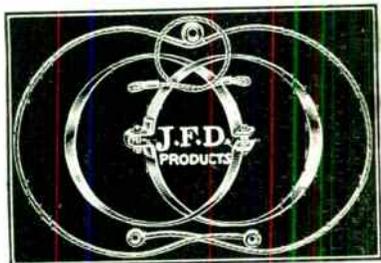
DEALER

INDEX

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

Alexander Hotel	A	79	Ken-Rad tubes	K	4, 5
Arcturus tubes		23	Kennedy radio		20
Atlas plywood cases		9		L	
Atwater Kent radio		19	Lyric radio		1
	B		Majestic refrigerators and radio	M	15
Brunswick Panatone, radio & records	Front Cover,	55	Mau Radio Corp.		33
	C		National Union tubes	N	21
CoCo tubes	Following page	32	Patent home recorder	P	79
Champion tubes	Second Cover		Perno needles		77
Cinderella washing machines		6	Perryman tubes		24
Columbia phonograph		29	Pierce-Airo chassis		74
Colonial radio		16, 17	Pilot Radio & Mfg. Corp.		36, 37
Crosley radio		31		R	
Cunningham tubes		77	RCA Victor radio		38
	D		Raytheon tubes		Back Cover
Daily News		28		S	
De Wald radio		78	Shortwave radio & television		75
De Forest tubes		10	Sprague Visior		34, 35
Duorac tubes		71	Stewart Warner radio		68, 69
	E		Stranberg-Carlson radio		2, 3
Empeeco washer		32		T	
	F		Tung-Sol tubes		Third Cover
Fada radio		12, 13	U. S. Radio & Television	U	72
Federated supplies		77	United American Bosch radio		6, 7
Flier motors		79		V	
	G		Visionola home talkies		19
General Electric radio		11	Wolper & Seidscher	W	33
General Industries motors		79		Z	
General Motors radio		27	Zenith radio		25, 61
Gruccio & Associates		67			
	H				
High Frequency Laboratories		66			
	J				
J. F. cables		79			
Jensen speakers		8			





DRIVE DRUM CABLE & BELTS

Bands

Majestic model No. 70-71-72
 E. C. A. model No. 17, 18, 46
 Bosch model No. 48a-58a
 Crosley model No. 40-S, 62-S, 504

Cable

Emerson model 8-2-f
 First National
 Balkeitt
 Freshman model 2

Belts

Colonial model No. 31-32 (complete with spring screw and bolt).
 Crosley model No. 601-602-704
 Atwater-Kent model No. 35-37-40-41-42-43-46-51-52 53-56 (left & right).
 Freed-Eisenmann N.R. 60.

All cables, bands and belts are made the exact duplicate of the original supplied in the set even to the quality of the wire cable or eyelets.

Special prices for Jobbers, mail order houses and service engineers.

Write for prices and particulars No. J

J. F. Distributing Co. 1003-51st St.
Brooklyn, N. Y.

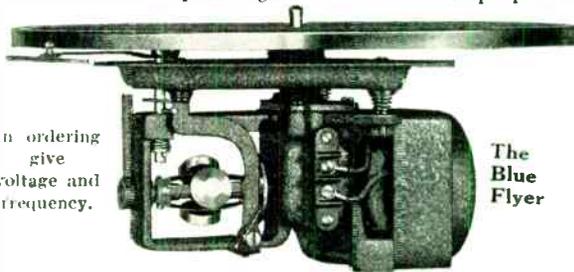
Makers of the famous (J. F. D.) products.

FLYER Electrics

QUALITY Radio-Phonographs powered by Flyer Electric Phonograph Motors give dependable turntable satisfaction. The Green Flyer and the larger Blue Flyer, famous for balanced superiority.



Self-starting induction type. Amply powerful, always dependable for accurate speed and uninterrupted service. Open construction with complete ventilation. No heat or hum. Silent spiral-cut fiber gears and long oversize bearings. Made for all voltages and frequencies. Also the Green Flyer for direct current, either 110 or 220 volts. Complete with mounting plate, turntable and speed regulator. Automatic stop optional.



In ordering give voltage and frequency.

The Blue Flyer

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

LOS ANGELES



"THE VERY CENTRE OF EVERYTHING"



INTERNATIONALLY FAMOUS HOTEL

CORNER FIFTH & SPRING STREETS

ALEXANDRIA

The Alexandria Hotel is an affiliated unit of The Eppley Hotel Co's 20 Hotels in the Middle West, Louisville, Ky. and Pittsburgh, Pa., and the Hamilton Chain of Hotels in California.

E.C. EPPLEY President
CHARLES B. HAMILTON Vice-President & Managing Director

CHICAGO OFFICE 520 N. Michigan Ave. Suite 422 Phone—Superior 4416

ATKINSON SERVICE

RATES
 SINGLE WITH BATH \$3 to \$8
 DOUBLE WITH BATH \$4 to \$10
 ATTRACTIVE WEEKLY MONTHLY AND RESIDENTIAL RATES

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.

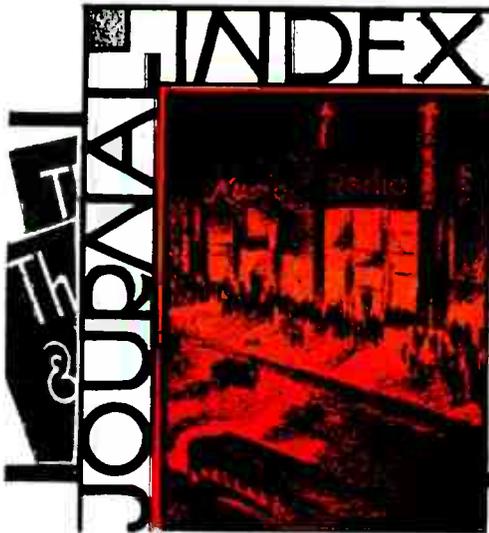
Public Address System Manual containing last minute data on amplifiers, microphones, loud speakers, together with useful information concerning the planning of sound systems will be sent free of charge upon request.

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

MORE THAN 20,000 CIRCULATION



ARTICLES, FEATURE STORIES, TRADE NEWS

CONTENTS for JUNE 1931

Editorial	39
<i>By Glad. Henderson</i>	
Give Us "Name Value" Sets	42
How to Sell Electric Appliances	46
<i>By H. E. Speare</i>	
Radio Opens Its Eyes	48
Glad's Book	70
Electric Appliances	65
Pictorially Speaking	62-63
New Models	53
What Do You Think?	70
Last Word of News	73
June Business Editorial	80
<i>By Benjamin Gross</i>	

GLAD. HENDERSON, EDITOR

DANIEL WEBSTER, Managing Editor

H. E. SPEARE, Electric Appliance Editor
RAYMOND GANLY, News Editor

VAL VALERIUS, Business Manager

FRANKLIN E. WALES, ALBERT J. BOY, Western Managers
651 Marquette Bldg., Chicago, Telephone: Randolph 1948

H. F. NOSS, Cleveland Representative
310 Citizens Building

HALLETT E. COLE, Los Angeles Representative
1015 New Orleans Bldg., 846 South Broadway, Telephone: Vardike 7380
Accredited news representative in leading cities in United States

Vol. XXV 6 Editorial and General Offices Henderson Publications, Inc.,
5941-3 Grand Central Terminal, New York, N. Y. Telephone, Murray Hill 2-
10466-10467. President, Glad. Henderson; Vice-President, G. A. Henderson;
Vice-President, W. A. Valerius; Secretary & Assistant Treasurer, M. A.
O'Rourke. Published monthly on the First. Price 50¢ the copy.
\$5 the year. 2 years \$10. (Foreign postage, \$2; Canadian postage, \$1.)
Printed in U. S. A.

QUALITY

RADIO manufacturers have forced the industry to stage a partial saturation—a very important problem. It is imperative for the industry, now assembled in convention, to thresh out the matter and reach some sound solution. When an industry (by virtue of absurdly low priced traits) brings about such a condition the alternative path left to follow is—to make people dissatisfied with what they already possess. This creates new sales and better sales.

We, in the radio industry, who wish to keep it an industry can do this by convincing the public that the true quality in reception of any good program is attained only by the quality set. Hammering home this forceful argument requires the keenest promotional co-operation between manufacturers, jobbers, dealers, advertisers and broadcasters. To broadcasters, in particular, if they want audiences large enough to make it worthwhile for a sponsor to buy their time, it would mean extensive publicity for a special arrangement with the quality broadcasting stations,—through word of mouth propaganda, through advertising and through all legitimate means where by the public will realize that true quality is of first importance in the radio set.

The much-harassed dealer would heartily approve the advocating of quality sets because it would mean that he again could make a decent profit. Today, people by and large are deprecating what they hear instead of praising it—thereby destroying prospective business. The low unit of sale in sets is not the spot where profit can be made either by the manufacturer or the retailer. This contention has been mine for over three years and it is just as true today as ever before. There is a minimum cost of handling a set regardless of the size of the unit and that minimum, if anything, is higher today than it has been.

Let us, therefore, coordinate our efforts along the right lines. Let this Convention amount to something. Let us help the dealer get his unit of sale up so that there is something over a dollar net left on each sale. Let us forget the ballyhoo of new tangled gadgets and features. The quality of a set is what counts and our industry, if it ever expects to get back where it was, cannot afford to forget this fundamental fact.

Benjamin Gross
President
Gross-Brennan, Inc.



JUNE BUSINESS EDITORIAL

TUNG-SOL ANSWERS THE DEALER'S QUESTION

*“How Can I Profit
On Tube Sales?”*



VARIABLE MU

TS-235



Tung-Sol Variable-Mu tubes are designed to provide maximum sensitivity for handling weak signals, at the same time reducing modulation, distortion, cross talk, hum and receiver hiss.

Long before Tung-Sol Tubes appeared upon the market, every angle of tube manufacture was experimented and researched by men who knew miniature lamps—precision manufacturers—the same men who for years have been the leading authorities on automobile headlight bulbs.

When these engineers were satisfied—and not before—Tung-Sol announced itself as a maker of radio tubes.

From that day to this, and with ever increasing volume, Tung-Sols have been accepted as quality tubes by radio engineers and dealers. Firm foundation has enabled Tung-Sol Tubes to withstand the tumultuous years of tube development. Never varying uniformity has made them profit makers for dealers.

Dealers who sell Tung-Sol stick to Tung-Sol. They find Tung-Sol is always on the spot with the delivery of new tubes—such as Pentode and Variable Mu. They find Tung-Sol service-free, sure, heating in 6 seconds. They demonstrate Tung-Sol speed, not only to sell tubes, but to sell sets. They make bigger profits from the beneficial, exclusive Tung-Sol Franchise.

This Franchise can make money for you as well. Write to our nearest branch for full particulars.

PENTODE

TS-247



Pentodes are approximately four times as sensitive as type 245 power tube. In addition, they are capable of handling a much higher power output without distortion.

TUNG-SOL

RADIO TUBES

One of the Famous Tung-Sol Products

Made by

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

Licensed under patents of the Radio Corporation of America

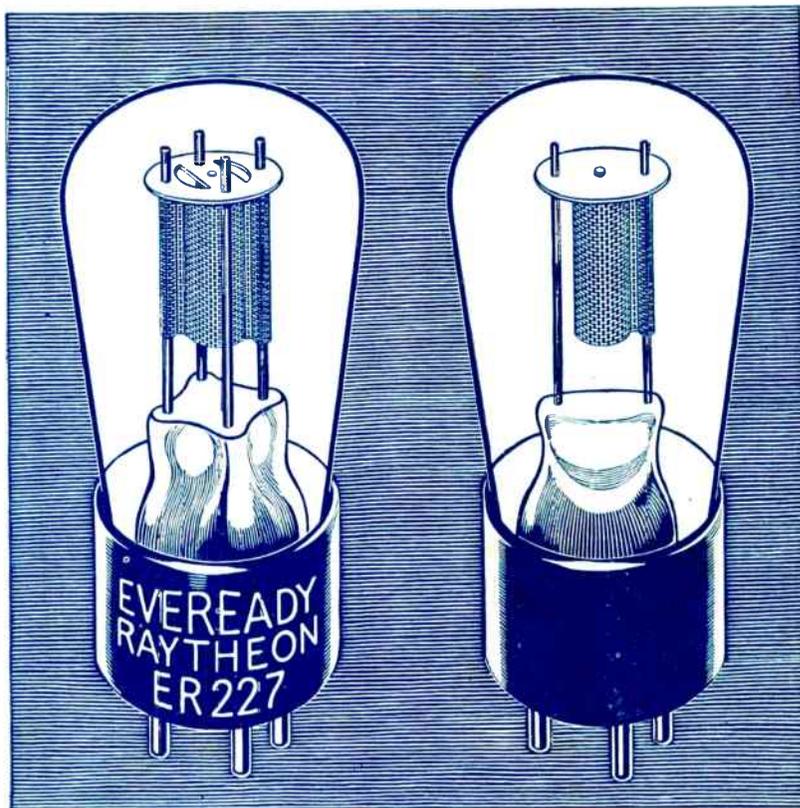


Sales Divisions: Atlanta Baltimore Boston Chicago Cleveland Detroit Kansas City Los Angeles New York St. Paul

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



EVEREADY RAYTHEON 4-PILLAR TUBES BRING NEW CUSTOMERS TO ST. LOUIS DEALER



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

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

DEALERS all over the country have found Eveready Raytheon Tubes a great sales-stimulant. By demonstrating complete sets of 4-pillar tubes in the customer's own radio, at home, dealers are selling these tubes in entire sets. With Eveready Raytheons, customers can always *hear* the difference and see the reason.

Many dealers have stepped up their sales of radio sets, by equipping them with 4-pillar tubes, then letting tone quality clinch the sale. They know that 4-pillar tubes will keep customers satisfied after the sale — reducing the number of adjustments and service calls as well.

Other dealers, like Kuhlmann & Kuhlmann, of St. Louis, Mo., have made many *new* customers through 4-pillar tubes. Here is what Mr. H. F. A. Kuhlmann says:

"My experience with Eveready Raytheon Tubes since I put them in has been most satisfactory. As to the buying public who have purchased them from me, I can but say that their voice of approval has brought me new customers. It gives me great satis-

faction to place these tubes in any make of set. They bring out true reproduction of any program such as you claim in your advertising campaign."

Eveready Raytheons come in all types, and fit the sockets of every standard A. C. and battery-operated radio in present use. They are famous for their superior performance, and the illustration shows why. See your jobber, or write our nearest branch.

★ ★ ★

Service-men! Information and sales helps, designed for service-men's use, will gladly be sent free. Among them is a blue-print giving complete engineering data on Eveready Raytheon 4-pillar Radio Tubes. Write our nearest branch.

NATIONAL CARBON COMPANY, INC.
General Offices: New York, N. Y.

*Branches: Chicago
Kansas City New York
San Francisco*

Unit of Union Carbide



and Carbon Corporation

