

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 27

THE TRADE PROFITS

Journal of the Radio Industry

Published by the Radio Manufacturers Association

1931

Volume 1, No. 7

JULY 1931

World Radio History

35c the Year

50c the Copy

25c in London

1931

Volume 1, No. 7

An Enviably MERCHANDISING RECORD

Guarantees the Value of a Stromberg-Carlson Franchise

THE Stromberg-Carlson franchise has always been fearlessly and justly administered, without favoritism

The factory has never reduced its consumer prices

Over-production has never necessitated dumping

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

Careful zoning of dealers has prevented over-crowding

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

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

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

Stromberg-Carlson unsurpassed quality Receivers range in price from \$195 to \$375. The Multi-Record Radio, (automatic radio-phonograph combination), \$660. (Prices, complete with tubes, East of Rockies.)

Listen to the Stromberg-Carlson Hour Monday Evenings over the N B C Blue Network and Associated Stations.

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



1894

Stromberg-Carlson

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



1931

The Talking Machine
RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

"RADIO HEADQUARTERS" offers 3 hot numbers

... for your
summer trade

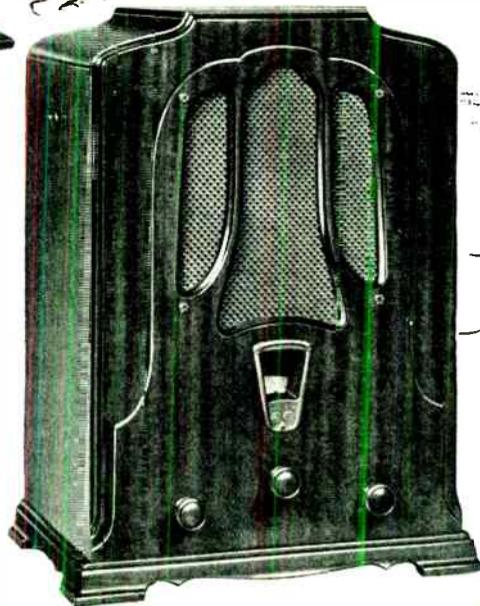


RCA Victor's greatest value—the new RADIOLETTE . . . a husky radio in a tiny cabinet . . . only 15 inches high . . . weighs only 16 pounds . . . 4 tubes including an RCA Pentode . . . only \$37.50 list complete.

\$37⁵⁰

The hit of the season—the new RCA Victor Superette . . . the smallest BIG radio ever built . . . a powerful 8-tube Super-Heterodyne . . . only \$69.50 list complete.

\$69⁵⁰



The best portable phonograph ever built—with automatic start and stop device . . . wonderful tone . . . beautifully finished . . . carries 10 extra records safely . . . only \$35.

\$35⁰⁰

HERE are three chances to make additional sales outside of your regular run of home business. Your customers all want *music* on their vacations . . . and that leaves the door wide open for you to sell them light instruments that can be easily carried from one place to another. At the prices now offered on these new RCA Victor instruments, almost *everyone* can afford one in addition to their large radio set. Get in touch with your RCA Victor jobber today.

RCA Victor Company, Inc.

Camden, N. J., U. S. A.

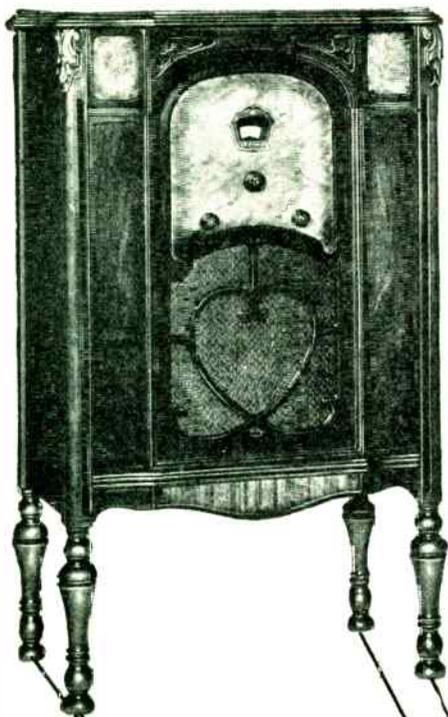
A Radio Corporation of America Subsidiary



MASTER BUILDERS OF RADIO

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

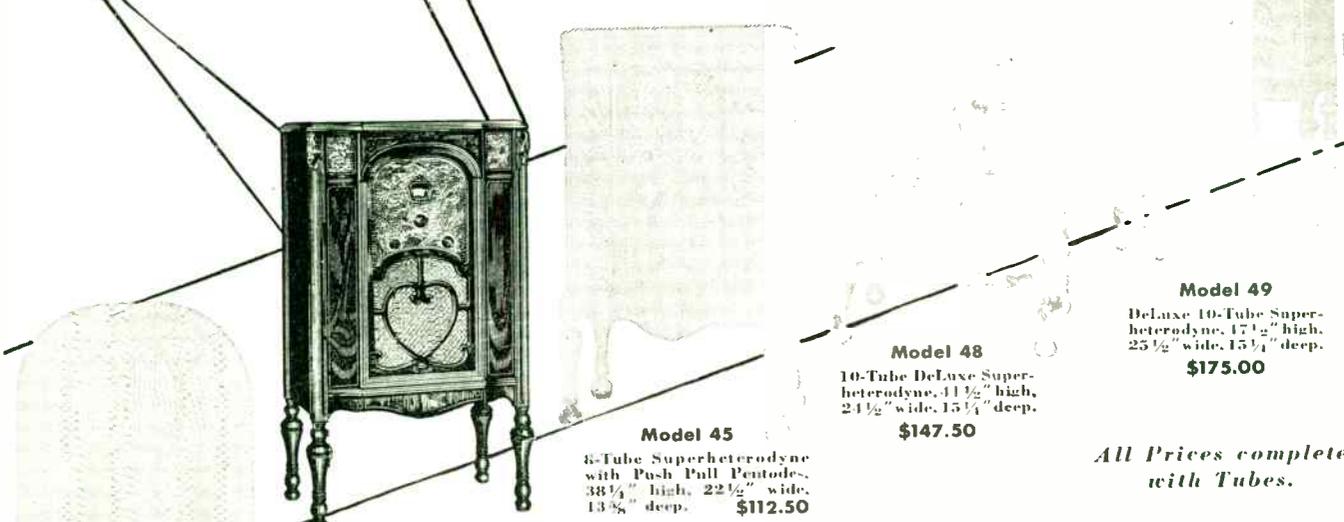




Fada Rounds Out the New Line with a 7-Tube Superheterodyne Set

to sell for **\$89⁵⁰** COMPLETE WITH TUBES

Filling the Gap between **\$69⁵⁰** and **\$112⁵⁰**



Model 51
7-Tube Superheterodyne with Power Pentode. Table Model. 17³/₄" high, 15¹/₂" wide, 12" deep. **\$69.50**

New Model 53
Lowboy Console - 37" high, 21¹/₂" wide, 13" deep. Seven tubes including Pentode and Multi Mu. **\$89.50**

Model 45
8-Tube Superheterodyne with Push Pull Pentodes. 38¹/₄" high, 22¹/₂" wide, 13³/₈" deep. **\$112.50**

Model 48
10-Tube DeLuxe Superheterodyne. 41¹/₂" high, 24¹/₂" wide, 15¹/₄" deep. **\$147.50**

Model 49
Deluxe 10-Tube Superheterodyne. 47¹/₂" high, 25¹/₂" wide, 15¹/₄" deep. **\$175.00**

All Prices complete with Tubes.

PRESTIGE MERCHANDISE AT POPULAR PRICES

HERE'S the line that "stole" the Chicago show! It will top the bill and play to full houses throughout the country, for it offers the biggest feature in radio today, *quality at a price!*

With the new Fada line completed now by the addition of a model to sell at \$89.50, you can make the entire market yours! You can offer a set on which the public is already sold,

a set of established reputation, carrying many new improvements, at prices that meet every level today in radio—at prices, too, that permit easy stepping up from one model to another.

The "line" of least resistance is the line to concentrate on. Fada is that!

For a sound, healthy business and a profit worthy of your labor, make Fada your line this year! *All models for 25 cycle at slightly higher prices.*

Manufactured by F. A. D. ANDREA, INC., Long Island City, New York



1920 SINCE BROADCASTING BEGAN 1931

Announcing the NEW SPARTONS



"Radio's Richest Voice"

Model 30

Sparton's newest automatic radio-phonograph. A new principle insures absolutely constant motor speed, giving exact reproduction of records as recorded. The radio employs the new Super-sonne application with Superheterodyne.

\$235 Complete

Model 5

A dependable general utility Sparton with the true Sparton tone for use in office, bedroom or study.

\$45 Complete

Model 10

The new Sparton Superheterodyne using Exponential and Pentode tubes—an original chassis design with hairline selectivity.

\$69⁵⁰ Complete

Model 15

A Sparton Superheterodyne console. Butt walnut veneers with carved solid pawls make this model at home among the finest surroundings.

\$99⁵⁰ Complete

(645)

IN ADDITION to the remarkable and entirely new Super-sonne circuit application with Superheterodyne, Sparton presents in these new instruments a number of noteworthy new features. Among them are full vision dial and Pentode and Exponential tubes made easily usable by Tone Control of Radio's Richest Voice. These new Spartons, with other models to meet every desire or condition, represent the greatest values by far that we have ever offered.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN, U. S. A., and SPARTON of CANADA, LIMITED, TORONTO, ONTARIO

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





It's a bird

MAKE MONEY NOW WITH

SELL radios in summer? You bet your sweet life you can! These General Electric sets have as many summer talking points as ice cubes. What if the customers don't come walking in the door. Go to them! Go to them with G-E's smart summer line!

You'll find plenty of prospects. People who are going away, people who are staying at home—they're all prospects. They need radios for summer hotel rooms, for summer camps, for the front porch.

And there's a G-E set for every one of these prospects. A set that's good to look at and marvelous to listen to. That's up to G-E's standards in quality and down to bedrock in price. That's a great value for the money! Call your G-E Radio Distributor, or write to Section R-757, Merchandise Department, General Electric Co., Bridgeport, Conn.



THE JUNIOR WITH CLOCK *only* \$8450
complete with tubes

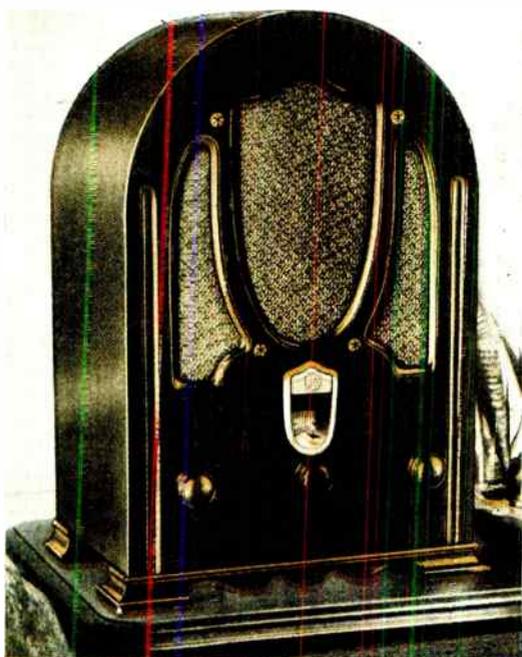
A handsome set equipped with electric clock which keeps perfect time and helps the listener get the program he wants when he wants it. 8-tube, screen grid super-heterodyne. Walnut cabinet. Bronze handle for carrying.

THE JUNIOR (WITHOUT CLOCK) \$7250
complete with tubes

GENERAL  ELECTRIC

in the hand, men!

GENERAL ELECTRIC'S SUMMER SALES-WINNERS!



THE MIDGET *only* \$3750
complete with tubes

G-E's newest! Unsurpassed in value by any small radio ever offered! Four tubes—including Pentode tube for high output. Tuned radio frequency set. Shielded chassis. Dynamic speaker. Attractive cabinet. Tone quality above its price class. A wonderful set for summer sales!

THE JUNIOR CONSOLE
only \$8950
complete with tubes

A superb set for those who prefer the console type of cabinet. Done in beautiful, richly grained walnut. Takes up little space. An attractive addition to any home or apartment. 8-tube screen grid superheterodyne. Full size 8-inch dynamic speaker.



**THE END TABLE
PHONOGRAPH**
only \$6450

What family wouldn't like to have a phonograph this summer? Sell them this G-E End Table Phonograph. Connects with any radio—makes it a radio-phonograph combination—and is a handsome, practical piece of furniture besides.

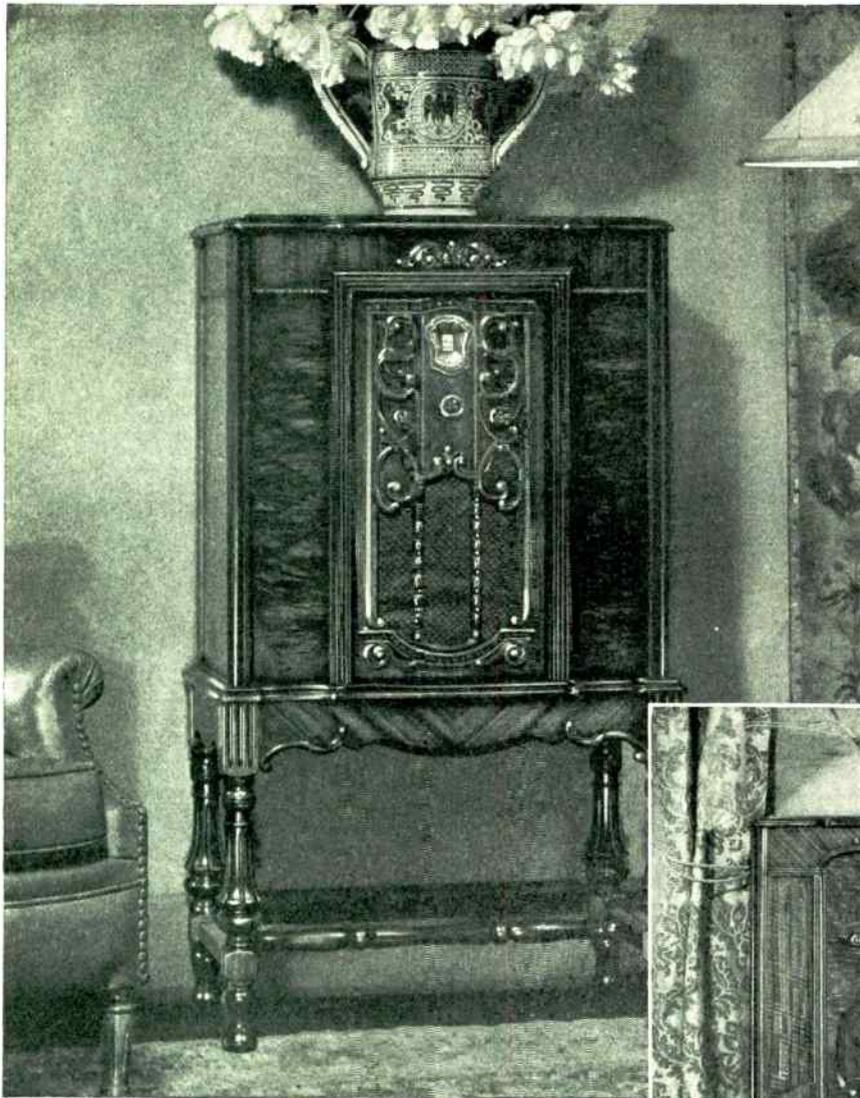


FULL RANGE RADIO

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



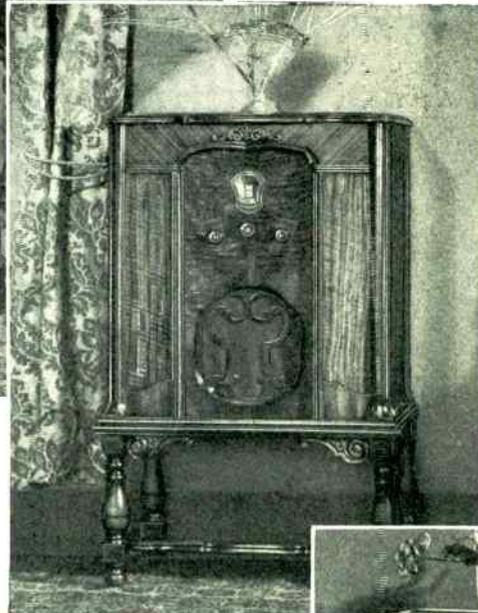
NOW



MODEL K80

Completely shielded, nine tube, band pass superheterodyne with automatic volume control, push-pull pentode output with specially designed large input transformer. The cabinet by Jan Streng suggests the influence of Seventeenth Century English design. Oriental walnut top rail and apron. Matched butt walnut pilasters. Decorative instrument panel. Spool stretcher. Lacquer finish.

List \$129.50 with tubes



MODEL K70

Completely shielded, eight tube, band pass superheterodyne with automatic volume control. Jan Streng, in designing the cabinet, took his inspiration from the period of Charles II. Oriental walnut top rail, figured walnut pilasters, butt walnut instrument panel, ornamental carvings on top rail and apron. Shaped stretcher. Lacquer finish.

List \$99.50 with tubes



MODEL K60

Completely shielded, seven tube, band pass superheterodyne. Cabinet design has been produced with figured walnut front panel and Oriental walnut pilasters with decorative grill.

List \$69.50 with tubes

THE NEW KOLSTER INTERNATIONAL THE REFINED SUPERHETERODYNE

The new Kolster International incorporates the latest developments of the industry, refined through progressive engineering and sound manufacturing to new high standards of performance. These include the band pass superheterodyne circuit, pre-selector, pentode and variable mu tubes, variable tone control and automatic volume control on the console models. Selectivity, sensitivity and un-

torted output have been developed far beyond usual standards. Fidelity of tone has been maintained uniformly throughout the entire frequency range.

The new Kolster International cabinets are in keeping with the high quality represented by engineering and manufacturing. Simple in design . . . excellent in taste . . . they lend to the new series a degree of quiet dignity and beauty.



mentioned in your reply gives you a quicker answer.

...THE NEW KOLSTER INTERNATIONAL

IS HERE!

**BACKED BY THE FINANCIAL AND
ENGINEERING RESOURCES OF
MACKAY RADIO AND TELEGRAPH CO.**

NOT just another radio... a *Kolster*...
traditionally *Kolster* in its performance
... typically *Kolster* in its superior tone
qualities... and now backed by the finan-
cial and engineering resources of a great
communications system... Mackay Radio.

Here is the super-
heterodyne, refined
through engineering and
manufacturing, to a
point where it repre-
sents new standards of
superheterodyne per-
formance.

Here is the finest
series of models that
Kolster engineering
genius could produce,
housed in a new series
of cabinets... Today, the new *Kolster*
International represents an unparalleled

opportunity for responsible distributors
and dealers.

The financial resources back of it as-
sure stability. The reputation of the or-
ganization that sponsors it assures the
soundness and fairness of the merchan-

dising policies that will
govern its sale. The com-
bined engineering ge-
nius of *Kolster Radio*
Inc. and *International*
Communications Labo-
ratories are twin guaran-
tees that the new *Kolster*
International will keep
pace with and possibly
anticipate the new de-
velopments of the in-
dustry.

THE KOLSTER INTERNATIONAL POLICY

To manufacture up to a definite standard of per-
formance rather than down to a low scale of
prices... and yet to sell at prices that are well
within the moderate range.

To sell only through distributors and dealers
of recognized standing in the industry.

To provide sales assistance of a type and char-
acter that will help create a ready public accep-
tance of the new *Kolster International*.

To support distributor and dealer not only by
means of fair merchandising but by carrying on
intensive research of a type that will keep the
new *Kolster International* constantly abreast of
public demands.

To maintain a distribution policy which will
assure sales at prices that will provide a fair profit
for dealer, distributor and *Kolster Radio Inc.*

Write or wire for more information di-
rect to 67 Broad Street, New York... today.

KOLSTER RADIO INC.

International Telephone and Telegraph Building, 67 Broad Street, New York City

IN CANADA
Kolster Radio Ltd., Toronto, Canada

PLANT
360 Thomas Street, Newark, N. J.

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



CROSLLEY

...an astonishingly **NEW** Line



The Crosley SUPER BUDDY BOY

The biggest radio in performance ever condensed into so small a space. Incorporates Pentode Output - Exponential or variable MU tubes - Dynamic Speaker - Illuminated Angular Vision Dial. Sells at the low price of **\$65.00**
Complete With Tubes and Tenna-board
Also made for Direct Current



The Crosley SONGSTER

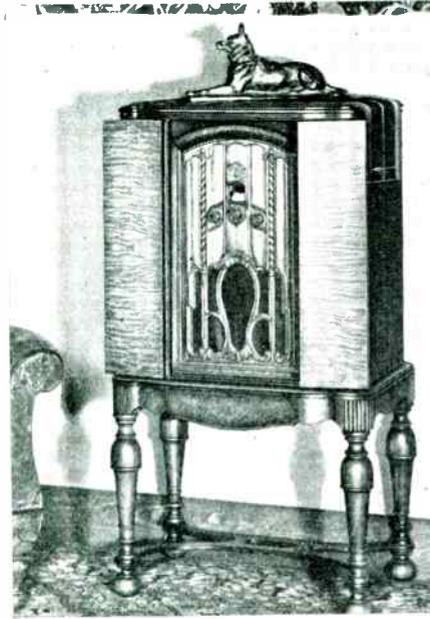
An exquisitely designed console model. Same type chassis as The SUPER BUDDY BOY. Finished in genuine Walnut and hand carved effect. Amazingly low priced at **\$79.50**
Complete With Tubes and Tenna-board
Also made for Direct Current

Never has there been a line of Radio Receivers So Complete . . . So Exquisitely Beautiful . . . So Utterly Superlative in Performance . . . So Low-Priced, as the Sensational **NEW** Crosley Line.



The Crosley MUSICALE

A console model incorporating all The Crosley SUPER BUDDY BOY Pentode Superheterodyne features plus auditorium type speaker. Sells at **\$94.50**
Complete With Tubes and Tenna-board



The Crosley MINSTREL

A 10-tube Superheterodyne housed in an exquisitely beautiful cabinet. The top and sides are of walnut veneer. Pilasters and legs of walnut - the doors are of bird's-eye maple. Sells at **\$129.50**
Complete With Tubes and Tenna-board



The Crosley TROUBADOUR

Bears the title "the most beautiful radio ever built." Incorporates the same 10-tube Superheterodyne chassis as The MINSTREL. Can be equipped with electric phonograph at a slight additional cost. Astonishingly low priced at **\$169.50**
Complete With Tubes and Tenna-board

YOU'RE THERE WITH A CROSLLEY

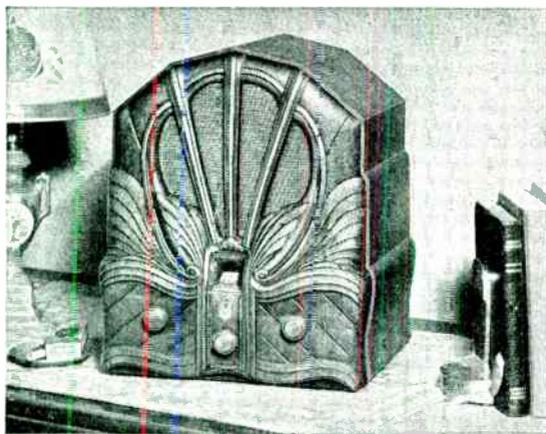
CROSLLEY RADIO

Introduces

incorporating ALL the newest and many Entirely Exclusive Features

PENTODE tubes — Exponential or Variable MU tubes — Superheterodyne Circuit — Heterotonal Response (Static and Tone Control) — Illuminated Angular Vision Dial — exquisitely beautiful, newly designed cabinets — they're all found in this utterly beautiful and sensational new Crosley line. This marvelous line not only includes each and every one of the very latest refinements of modern radio but it also incorporates many features exclusive to Crosley and available only in the Crosley line. Small size sets — larger sets — a clock model — round out this line to make it the most complete and satisfying that radio has ever known. And yet every one of these amazing radio receivers, in spite

of its superlative performance and exquisite beauty, is sensationally low priced. They are "Built only as Crosley can build them" — "Priced only as Crosley can price them." Never has there been a line of radio receivers which so completely matched the needs and requirements of the radio-buying public. It is destined to "go over with a bang" and reap greater profits for the Crosley dealer. Get in touch with your Crosley distributor for complete information about these sensational radio receivers.



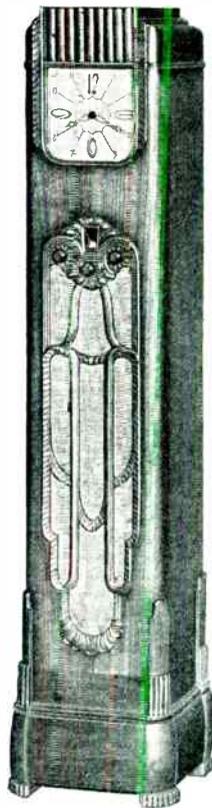
The Crosley SHOW BOY

A radio receiver of distinctly individual beauty and superlative performance. Incorporates Screen Grid tubes — Pentode Output — Exponential or Variable MU tubes — Dynamic Speaker — Illuminated Angular Vision Dial — One-piece Cabinet — \$39⁷⁵ and many other amazing features. Sensationally low priced at

Complete With Tubes and Tennaboard

Also made for Direct Current

The Crosley BATTERY SHOW BOY sells for \$47.50, complete with tubes, less batteries.



The Crosley ORACLE

A graceful, appealing and splendid clock model radio receiver finished in five-ply walnut veneer. The synchronous electric clock is the finest available. The chassis and the speaker are the same as in The SHOW BOY. Sells at the unbelievably low price of

\$99⁵⁰

Complete With Tubes and Tennaboard



The Crosley SONNETEER

An exquisite console model incorporating the same chassis as The SHOW BOY. The posts, stretchers and apron are of walnut. Sides and top are of genuine walnut veneer. The marvelously designed front is in beautiful hand carved effect. Ex- \$54⁷⁵ tremely low priced at

Complete With Tubes and Tennaboard

Also made for Direct Current

YOU'RE THERE WITH A CROSLY

CROSLY RADIO

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



BARGAIN BULLETIN

RADIO SETS
REPLACEMENT PARTS
ELECTRICAL-
APPLIANCES
SPORTING GOODS
KODAKS
NOVELTIES

SAVE MONEY ON EVERYTHING YOU BUY!



RADIO CIRCULAR CO.
225 VARICK STREET - NEW YORK N.Y.

**DEALERS
SERVICEMEN**

**SENSATIONAL
Bargains in RADIO
and Allied Lines!**

GET THE LATEST
BARGAIN BULLETIN.
IT'S FREE!

More than thirty-five thousand dealers depend upon Radio Circular Company as their source of supply for bargains in Radio Sets, Parts, Electrical, Sport and allied merchandise. They derive greater profits and enjoy the benefits of rapid turnover afforded by the market's best buys. We are able to offer these lower prices as a result of economies effected by our enormous cash buying-power. You, too, can join this legion of quick-profit reapers. It costs no more than 2 cents to mail the coupon requesting the latest edition of our 48-page Bargain Bulletin. Even a post-card will do. Act now and beat the summer slump!

Mail Coupon TODAY!

RADIO CIRCULAR CO., Inc.,
225 VARICK STREET,
New York City.

Gentlemen:

Send me the latest 48-page edition of Bargain Bulletin.

NAME

ADDRESS

CITY

STATE



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

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

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

Leading manufacturers please their dealers by shipping in Atlas Cases.

Atlas Packing Cases

CARRY THE WEIGHT - SAVE FREIGHT

ATLAS PLYWOOD CORPORATION



Park Square Building, Boston, Massachusetts

New York Office: 53 West 42nd Street
Chicago Office: 649 McCormick Building

Factories: Richford, Vt.; Montgomery Center, Vt.; Morrisville, Vt.; Greenville, Me.; Stockholm, Me.; Goldboro, N. C.; Waterloo, Quebec. Branch Factories In Twelve Cities

4788

LOS ANGELES



"THE VERY CENTRE OF EVERYTHING"



INTERNATIONALLY FAMOUS
HOTEL ALEXANDRIA

CORNER FIFTH & SPRING STREETS

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

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

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

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

ATKINSON SERVICE

HOTEL MANHATTAN TOWERS

B'WAY. AT 76 ST.
NEW YORK

Accommodations for 1000 Guests

EVERY ROOM WITH BATH and RADIO

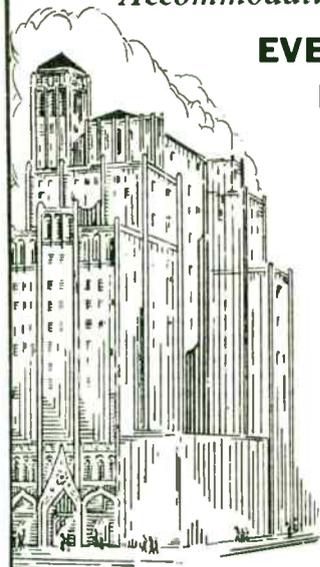
RATES for Room and Bath
\$2.50 Single **\$4.00** Double

Weekly Rates, Room & Bath
from **\$13.50** up

A new, modern, luxurious hotel. 10 minutes from Times Square.

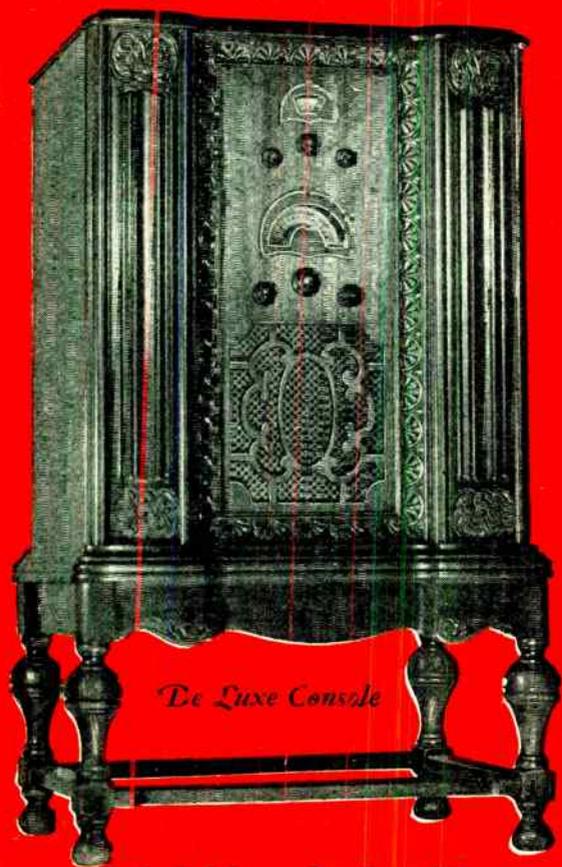
500 CAR GARAGE ADJOINING

Cut out this ad and on your next visit to New York present it to the registration clerk and receive a regular \$3 room and bath for \$2.50.



D. W. STEWART, Manager

The Greatest Values in ALL RADIO HISTORY



De Luxe Console

\$23⁹⁵ TO \$104⁷⁵

is the price range of the 11 Super Value matched Walnut Stewart-Warner models, embracing everything from the unique Low Wave Converter to the De Luxe Console illustrated. Featured are simplified circuit with Mu and Pentode tubes, Electro Dynamic Reproducer, Tone Control and Television Terminals. Price includes tubes, and, in 5 models, built in Low Wave Converter.

Here's the Big Money-Making Line for DEALERS . . .

STEWART-WARNER All-Around-the-World Radio

In the new Stewart-Warner Silver Jubilee Radio is crystallized Stewart-Warner's determination to offer its dealers the GREATEST line and most PROFITABLE line ever placed on the market.

Ten splendid Console, Portable and Apartment Models. Also a simplified Low Wave Converter, sold separately or built-in, and which adapts the sets to low-wave broadcasts, making instantly available stations all over the world.

France, England, Germany, Italy, countries of both hemispheres, also local police, amateur, and other stations using low wave lengths—all become instantly available through these remarkable sets at a simple turn of a dial.

Another notable feature of these sets is the sensationally new simplified Super-Heterodyne circuit—equipped with Variable Mu and Pentode tubes—which removes all previous restrictions, definitely extends range of reception, sharpens selectivity, and raises the standards of performance. This circuit, complete with Low Wave Converter, tone control, attachments for television, and many other new and original features, assures the purchaser that in these Stewart-Warner sets, he is not only getting all anyone will want in radio for years to come, but the greatest values ever offered in radio.

And the price range? Only \$23.95 to \$104.75—complete with tubes!

Only Stewart-Warner's tremendous production facilities have made such values possible. With the line goes the fairest franchise in the industry. Cash in on unbeatable Silver Jubilee values—and the powerful national advertising and other selling helps backing them. Get full details from your Stewart-Warner distributor. Stewart-Warner Corporation, Chicago, Illinois.

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."

Full Vision Dial
Assures quick, accurate station finding.

Low Wave Converter
Permits reception of low-wave broadcasts. Enables owners to bring in DIRECT, day and night, stations in all parts of the globe—also 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 lifelike tone for which Stewart-Warner has always been famous.

Television Terminals
Make set ready for Television equipment.

Electro Dynamic Reproducer
Affords maximum tonal range.

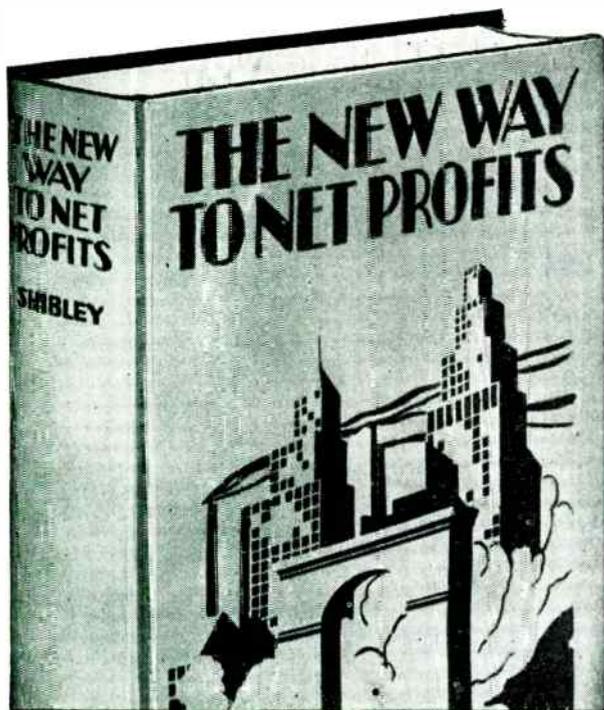
Walnut Cabinets
Of striking beauty in design, workmanship, finish.

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

STEWART-WARNER *Radio*

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





“Check!”

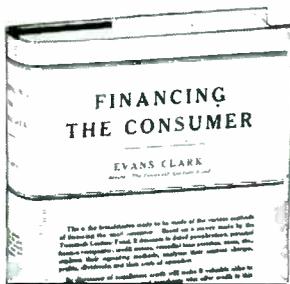
says *Charles M. Schwab*.
 “This is the best book of its kind I have ever read.” *The New Way to Net Profits* gives the constructive advice of a great banker on how to make more money. It tells how corporations can and should study their methods of operation in marketing, merchandising, budgeting and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

Thousands of Dollars in Increased Profits

Can Be Earned for You by the Five Books Here

Financing the Consumer
 BY **EVANS CLARK**
 Director, *The Twentieth Century Fund*

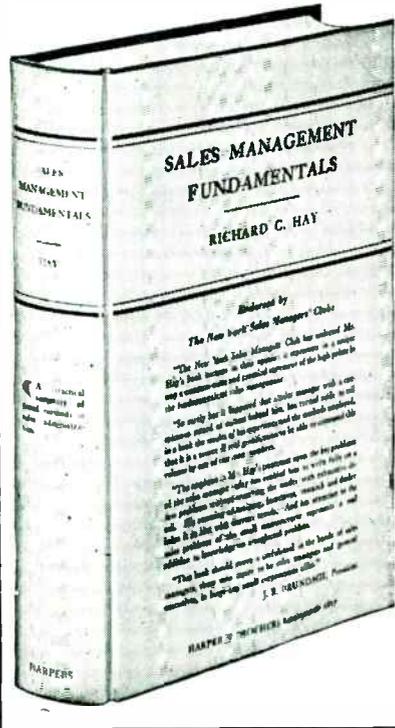
Invaluable to manufacturers and merchants who offer credit in its discussion of installment credits. It discusses in detail pawnbrokers, personal finance companies, credit unions, remedial loan societies, Axias, etc., explains their operating methods, interest charges, profits, dividends and costs of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



Sales Management Fundamentals
 BY **R. C. HAY**,

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

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

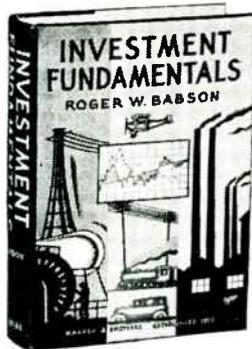


Chain Store Distribution and Management

By *William J. Baxter*

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

A Million Investors Have Been Waiting for This Book!
Investment Fundamentals
 By *Roger W. Babson*



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

Book Department

The Talking Machine & RADIO JOURNAL

5941 Grand Central Terminal

New York, N. Y.

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

.....

I enclose check for \$

Name

Address

Exceptional Offer
for Progressive
Radio Dealers...



...GET THIS UP-TO-DATE **TEST BOARD**

Records Prove it often DOUBLES and TRIPLES Tube Sales; Brings New Customers into your Store; Creates Live Prospects for Radio Sets as well as Tubes; Establishes your Store as the Local Radio Headquarters.

These vital advantages are the result of testing tubes, free of charge, in a manner that is easily understood, obviously correct, and convincing to any radio set owner.

Get This Test Board Now

Testing equipment such as this is often sold at \$150.00 to \$200.00, or more. Yet Arcturus now helps any progressive radio dealer get a Test Board, and many Arcturus jobbers have a plan enabling dealers to earn one by tube purchases. You can have one of these business-building Tube Testers working for you next week, bringing you new business and extra profits.

Naturally we can furnish these Test Boards to a limited number of dealers only. If you want one, ACT TODAY.

Tear out this coupon now, and send it to us with your business letterhead. It will bring you all the facts about the most profitable selling help you have ever had in your store.

Arcturus Radio
Tube Co.
Newark, N.J.



Here is the latest and best way of boosting your tube sales and bringing new pep to your business every month in the year—an accurate and easily operated TUBE TEST BOARD that clearly shows the difference between fresh and weak tubes.

A Sure-Fire Sales Builder

Radio dealers who have installed this Test Board and used the simplified sales plan we furnish with it, report remarkable results. They have learned that a list of old customers can be turned into a gold mine of new tube profits. They have secured dozens of new customers at small expense and turned many of these into radio set buyers. They have established their stores as the radio center of their community—the place to get expert radio service at no extra cost.

ARCTURUS

"The TUBE with the LIFELIKE Tone"

CLIP and MAIL this COUPON NOW!

ARCTURUS RADIO TUBE CO., 720 Frelinghuysen Avenue, Newark, N. J.

I am interested in your plan for selling more tubes with your Tube Test Board, and use it to best advantage.

How low I can get one of these Test Boards, and use it to best advantage.

Name _____

Address _____

City _____

State _____

RM 731

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

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

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

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

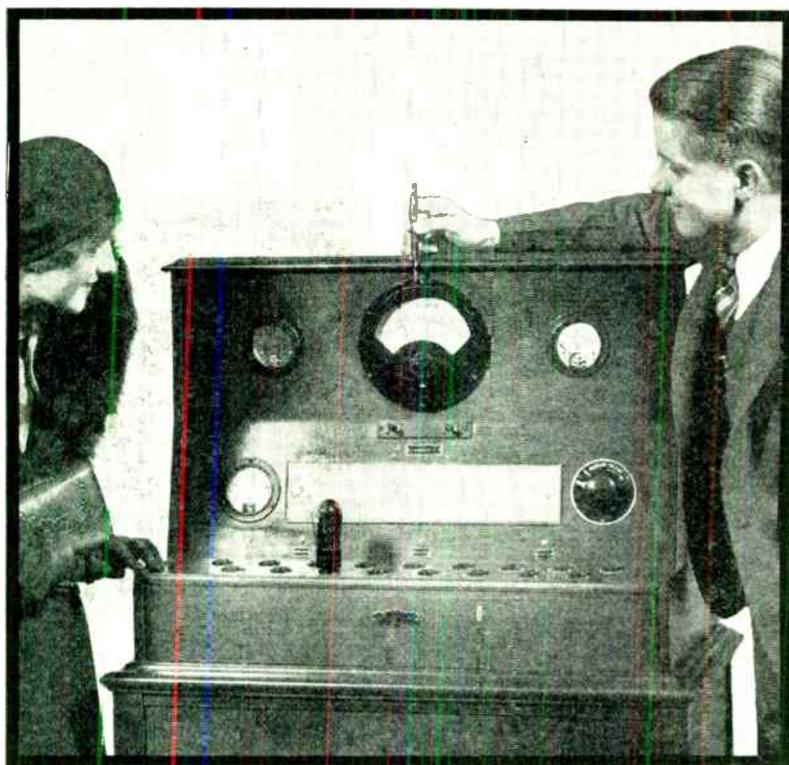
All prices are quoted on a cash-with-order basis

BOOK DEPARTMENT

The Talking Machine & RADIO Journal

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

SOLD!!!



Hundreds of dealers and distributors at the R M A Show were sold on the Ken-Rad Acrometer plan—convinced that it is the biggest sales developer that has come into the radio business.

These keen merchandising men were quick to see the unusual opportunity that this plan offered them—to greatly increase their tube business at a profit—to sell more radio sets—to reduce service costs—and to bring more people into their stores for other merchandise.

When they saw how this complete plan works, one right after another said, SOLD!!! No wonder Ken-Rad created so much comment at the Show. Full information will convince you. Mail coupon below now.

There is only one Acrometer . . . and only Ken-Rad can give you this complete and fully protected merchandising plan that has proved to be such a big success

Ken-Rad *Fine Radio Tubes*

THE KEN-RAD CORPORATION, *Incorporated*, OWENSBORO, KENTUCKY

Please send us full information on the Ken-Rad Acrometer Plan.

Name

Address



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



ATWATER KENT RADIO

Vanguards of a Great Line

FULL-SIZE

Golden Voiced

CONSOLE

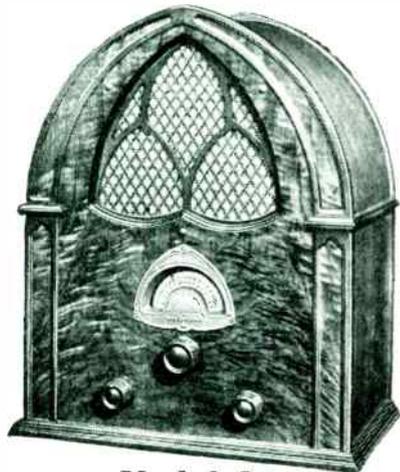
\$99 COMPLETE
with tubes



Model 85

Super-Heterodyne • Variable-Mu Tubes and Pentode • Automatic Volume Control • Tone Control and Static Reducer • Quick-Vision Dial, illuminated • Off-and-on Switch combined with Volume Control Knob • Antenna Adjuster • 10-Kilocycle Selectivity • Electro-Dynamic Speaker of advanced design • Famous Atwater Kent Workmanship • Exquisitely finished in American walnut, with matched butt walnut front panels • Ornamental Grille over duo-tone fabric • Full-size Baffle Chamber assures full Golden Voiced tonal range.

Golden Voiced COMPACT



Model 81

Improved 1932 model of the famous Atwater Kent Compact • Super-Heterodyne • Variable-Mu Tubes and Pentode • Tone Control and Static Reducer • Quick-Vision Dial, illuminated • Antenna Adjuster • Off-and-on Switch combined with Volume Control Knob • 10-Kilocycle Selectivity • Electro-Dynamic Speaker of advanced design • Matched butt walnut, Gothic design, with ornamental overlaid arch • plus many other up-to-date features.

New Battery Model 84-Q
A GOLDEN VOICED Compact, using the new 2-volt tubes and economical air-cell battery. New Atwater Kent permanent-magnet electro-dynamic speaker. Complete with tubes and batteries, \$94.50.

\$69.50

COMPLETE *with tubes*

Prices slightly higher west of Rockies and in Canada

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



mentioned in your reply gives you a quicker answer.



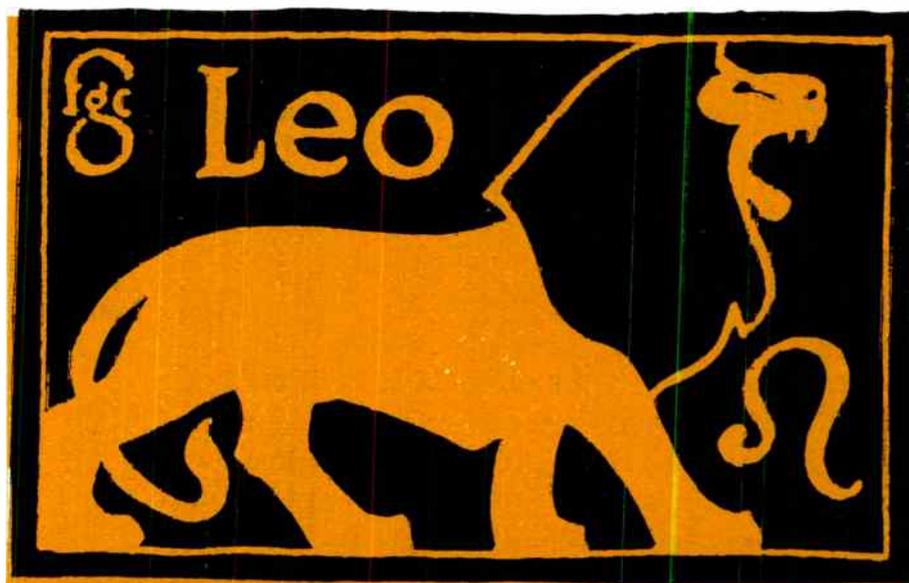
Glad. Henderson, *Editor*
 Daniel Webster, *Managing Editor*
 Raymond Ganly, *News Editor*
 H. E. Speare, *Electric Appliance Editor*

Vol. XXXI
 No. 1

JULY, 1931

50c a copy
 \$5.00 a year

Leonine traits are in order to carry successfully through the summer slump. Wise merchandising appeals are to the heart. Reason-why copy can still prevail but the reasons must be couched in alluring guise. You have to make a man want a thing in real earnest before he'll stir out on a hot July day to buy it.



As we see the business

WHAT MANUFACTURERS, wholesalers and dealers need in radio today, more than anything else, is more and better retail salesmen. Our present shortage is not on new products or merchandise but on retail salesmen. There are too many dodos masquerading as "salesmen" who are getting away with moider, as we say in New York. Marvelous work on marketing plans by manufacturers become limp when salesmen on the disposing line fail to take their cue and flop the whole act. We believe a national policy of dealers dropping the low man each year from the organization will overcome much of today's criticism of the average retail salesmen, which must be deserved as the complaint comes from all sides. P.S. The prize refrigerator retail salesman of 1930 was located at Philadelphia, and his total was \$100,000; the prize group of refrigerator salesmen specializing in apartment work was composed of four men, located in New York, who sold \$1,000,000.00. What do they possess that other salesmen don't have?



\$50 TO \$60 PER WEEK IS earned by the service men of an important department store, which figures \$1 per hour to the service men, themselves. This service staff is composed only of picked men, and the ratio of selection to applicants is but 6 out of 100, the opinion of the manager of this store is that the average service man is a "kluck," whose knowledge of radio is so little that he could be accused of malpractice. These men must drive their own car, and are paid carfare and railroad expenses, and they must also own their own equipment, which costs in the vicinity of \$200. No commission on sales is paid, and they must sell supplies in order to hold their jobs. Selecting good men, paying them liberally (not \$20 a week to anyone who murmurs that he is a service man and raises mischief with a dealer's reputation) has reduced the service cost of this store down so low that they are loath to say what it is because most people would accuse them of lying. Incidentally, a good sized cut in the number on the service staff followed the move to

employ only the best service men, and to pay them a good salary. And this concern is not located in New York, Chicago, Philadelphia, Cleveland, Los Angeles or Detroit, in which many dealers would say "it is all right for big cities but not practical in a smaller town."

IN A BOOKLET ON SALES INFORMATION, is this statement about a radio set—"Three tuning circuits are ahead of the first detector for the complete elimination of the so-called image frequency." We thought images were something that people see in deserts that look like water. That we have "image frequency" in radio, no doubt, explains a lot.

ABOUT 120 RADIO WHOLESALEERS are handling refrigerators, which, if they each average a hundred dealers, means 12,000 dealers — new blood to the refrigerator business. Suppose these 12,000 dealers sell one refrigerator a MONTH, on a year basis — not an unfair average. This is just about the volume that is expected of the industry to make the quota of 1,000,000 refrigerators for 1931. But here is the colored gentleman in the garage, the retail stores of the refrigerator distributors are accredited with 20% of the total volume of retail refrigerator sales, while the central station retail shops sell about 25%, giving 45% of all refrigerator sales via these two types of outlets, leaving, on the estimated million sales, just 550,000 refrigerators to be sold this year by dealers. If radio dealers do 150,000 of these, it means a new division of the business enters cold turkey and does almost 30% of the entire balance of the volume obtainable. The million quota represents a 29% increase over 1930, which is the average increase each year (29%) for the past four years. If radio dealers do what they should do, and the other divisions enjoy their gains, then the total sales of refrigerators will be about

1,200,000 for 1931, far exceeding the fondest hopes of today. So far this year, reports show that the increase of refrigerator sales is about 50% over 1930, almost twice the expected growth of 29%.

ELECTRIC APPLIANCE MAKERS must do one thing more in order to give unusual value for radio dealers — build them with a little device known as a filter, so that when they are working they will not interfere with radio reception. A filterized electric appliance can operate alongside of a radio set and not interfere with radio reception. Diathermy machines should be prohibited by the radio commission, by some means, from leaving the factory without being filterized, for this appliance disturbs and almost prevents radio reception within a quarter mile circle when it is buzzing. Some appliances are worse than others, even of the same type, while big appliances are found that give much less trouble than some of the little ones. As it now stands, a radio dealer may be selling a radio set, and a non-filterized appliance into the same home, the latter when working preventing the use of the radio. Soon it is expected that all electric appliances will be filterized, because while many of these appliances now only mildly disturb radio, they are ruinous to television, which is now being received regularly a thousand miles from the broadcasting stations and which is in a little better shape than "just around the corner."

ALREADY THE RADIO MANUFACTURERS' Association, the National Electric Light Association and the National Electrical Manufacturers' Association have formed a joint committee to trace down and eliminate interference. A number of public utilities had found that it paid them to clean up local man-made static and dealers' associations were insisting on this service.

AT THE NELA CONVENTION IN Atlantic City, held the same week as the radio gathering in Chicago, some of the biggest deals closed were with radio distributors. A couple of radio manufacturers exhibited in Atlantic City and a number of jobbers who could spare the time and money took in both radio and electric shows. Over a thousand distributors who visited Chicago would have liked to see the newest in electric products, not to mention the several thousand radio dealers who are already selling appliances. If NELA wants to get real buying power to its show next year it will hold it in the same city and at the same time as the radio trade event.

ONE OF THE MOST IMPRESSIVE things at the Chicago gathering was the realization that this was a show of men rather than products. The radio industry has passed the "gold nugget" days and the placer has washed out a lot of the gravel. The men who are in the radio industry today are the men who have proved their worth to the business and those who through their sheer ability in production and distribution have been attracted from other lines. Balancing up the industry's value on the basis of talent, experience, determination, cohesion and imagination, 1931 sees radio at its healthiest to date.

THERE ARE TWO WAYS TO SELL television today. One is showmanship, whereby you can make your store the most interesting spot in town by selling the idea of free television entertainment. Dealers who are working on this tack get the powerful magic of mystery to draw the crowds. Television is a tool to sell more radio. The other idea is to get after the ham, home-building fan who will buy television parts and kits. These customers have to be handled by men who know television from abampere to zeeman. Their

first purchases may mean half an hour's conversation and thirty cents in cash, but each will spend hundreds of dollars before he is through.

WHAT A LOT OF FUN SOME radio dealers are having by gyping the public, and while this is a general expose, perhaps some day we should get specific. A chassis of a well known set is put into a cabinet, and sold as a "special model" of the brand represented by the name on the chassis. A \$16 chassis is then placed into the cabinet bearing a well known trade-mark, and sold at the regular retail prices, the dealer thus making two sets of the same brand grow where only one was growing before. The tubes going with one brand are taken out, inferior ones substituted with the same list price maintained, and the good tubes sold at regular prices, thus increasing the "sales nut." Chassis of taken-in-trade sets are taken out, put into new cabinets, and then sold as "specials" at list prices that would make a pansy out of Captain Kidd.

THE JOURNAL REPEATS THE suggestion made recently for combination radio - phonograph instruments, by including 24 records in the price, and sending 2 records a month to the customer to insure maintenance of interest for a year. No customer will receive two records without unpacking and playing them. Any dealer can do this NOW.

Ed. Henderson

186 radio sets announced by 36 companies

Home talkies and television for first time at trade show



OUR hectic days at the radio trade show can be summed up into four words: "Superheterodyne, Pentode, Variable-Mu, Midget." There were a hundred other important and valuable things to see, but these four features met one on every side.

Television, many dealers decided, had reached a point where they could sell it, but others were skeptical of their ability to merchandise the present equipment. Home talkies were seriously inspected by many dealers for the first time.

The show had fewer radio set manufacturers exhibiting than last year, although the advent of new products brought the displays up to nearly the same number. The writer examined the display of 36 radio set manufacturers which is 15 percent less than appeared in June 1930. The manufacturers, however, are more prolific this year, for the 36 presented 186 models, which is more than the last year's total. When the models of television and short wave sets, home talkies and electric appliances are included, the exhibition in Chicago offered far more than Atlantic City.

With the universal adoption of the midget and the elimination from many lines of a high-priced model, the average radio price has dropped to almost half of that last year. At the 1931 trade show, 11 manufacturers had no model selling as high as \$100 complete; 19 priced their entire lines under \$150, and only 7 companies showed radio sets selling over \$200. Only one manufacturer offered a line with no model under \$100.

Circuits show the tremendous popularity of the superheterodyne. Of the 186 models examined, 142 used the

The RMA and the NELA should next year hold their conventions at the same time and in the same city. It would bring ten thousand more delegates to the display of electric appliances and give the dealer a chance to see new products. This year a number of distributors made the thousand mile hop to see both. Next year we hope to see them together.

superheterodyne circuit. 11 of the manufacturers offered only superheterodyne models. There were only 44 TRF models, 3 companies offering only that circuit.

The pentode and variable-mu tubes have been adopted almost equally by the trade and nearly 50 percent of all new models use both. 90 of the sets shown used the pentode and 92 used the variable-mu.

Although the radio manufacturers have been drifting into the midget business ever since Atlantic City when only 7 of them showed miniature sets, it took the 1931 show to clinch the matter. Only one company now does not include a midget in its line. Five companies announced them for the first time in June.





The Peter Sampson testimonial dinner in honor of A. Atwater Kent, held in the Drake Hotel, June 10th, was considered the summa prandium of the show.

An inspection of the lines in Chicago made one wonder when a midget is not a midget. Many low-priced chasses have been built into console cabinets, and, conversely, engineers have shown tremendous ingenuity in the way they have designed higher quality chasses for midget furniture. With cabinets ranging all the way from square boxes, reminiscent of the old table-type receivers but only a quarter as big and including loud speakers, through a variety of miniature cabinets to the lowboy and finally the highboy, it is difficult to use the old style designations.

A very definite trend, presaged a year ago in *The JOURNAL*, made itself felt in Chicago. 4 manufacturers have included electric clocks in their cabinets. The tie-up between radio reception and time is so natural that this trend will very likely develop to major proportions.

Cabinets show the logical outcome of the varying demands. A number of utility pieces conceal radio sets. 3 manufacturers now offer "grandfather clock" cabinet models of several heights. "Arm chair" models have been added to several lines and dropped from others. Lowboys far outnumber highboys. Less ornamentation is evident.

Combination radio and phonograph models have suffered a blow in the lines announced this year. In 1930, 28 companies showed combinations, but this year only 11 manufacturers have announced combinations in their new lines. Of course, there are several companies carrying over their combination models from last year, but this model has shown a 50 percent decline in popularity among manufacturers.

One most important feature shown for the first time

at radio displays is the radio-phonograph combination which plays both 78 and 33 1-3rd R.P.M. records. We have heard of a couple of others in the works, designed originally for demonstration work. The possibilities of this instrument are tremendous.

Remote control did not occupy space in as many booths this year as last. In Atlantic City, dealers tripped over remote control cables in every second display, but in Chicago most exhibitors talked other features.

Another development since last June is the pricing of radio sets complete with tubes and the inclusion in many receivers of tubes bearing the set manufacturer's name. Over 70 percent of the set manufacturers are now advertising their prices complete with tubes.

Television was the talk of the show, but much of the talk was debate. As *The JOURNAL* has consistently pointed out, television equipment can be sold today by the dealer who will recognize the problems peculiar to this merchandise and will go after the type of prospect who will buy it today. Displays by several manufacturers who are concentrating in the television field were the centre of interest. Complete models ready to operate were shown, as well as kits and parts. Although most of the instruments allowed for the image to be seen only through a lens, television equipment which permits the projection of the image to a screen was demonstrated. The sharpness of detail and the brilliance needed for these enlarged pictures is an accomplished fact in the laboratory. Similar achievements in the broadcasting of the pictures, making it possible to give full-length views, were also reported. Standardization

(Continued on page 23)

Here's the new radio line-up

**Prices, circuits and tubes
announced to June 15, 1931**

AUDIOLA

- 416—\$37.50 complete, TRF. 2-35, 1-24, 1-27, 1-47, 1-80.
610—\$49.95 complete, TRF. 2-35, 1-24, 1-27, 1-47, 1-80.
612—\$65.00 complete TRF. 2-35, 1-24, 1-27, 1-47, 1-80.
810—\$65.00 complete, SH. 2-24, 2-27, 2-35, 1-47, 1-80.
812—\$79.00 complete, SH. 2-24, 2-27, 2-35, 1-47, 1-80.
814—\$89.00 complete, SH. 2-24, 2-27, 2-35, 1-47, 1-80.

ATWATER KENT

- 84—\$69.50 complete, SH. 2-24, 2-35, 1-27, 1-47, 1-80.
85—\$99.00 complete, SH. 2-24, 2-35, 1-27, 1-47, 1-80.
81Q—\$94.50 complete, SH. 4-32, 2-30, 1-33.

BOSCH

- 5A—\$43.50 complete, TRF. 1-47, 3-24, 1-80.
5B—\$53.50 complete, TRF. 1-47, 3-24, 1-80.
5C—\$69.50 complete, TRF. 1-47, 2-51, 1-24, 1-80.
20J—\$89.50 complete, SH. 2-47, 3-51, 2-27, 1-80.
20K—\$99.50 complete, SH. 2-47, 3-51, 2-27, 1-80.
20L—\$139.50 complete, SH. 2-47, 3-51, 2-27, 1-80.

BRUNSWICK

- 11—\$79.50 complete, SH. 3-24, 2-51, 1-47, 1-80.
12—\$99.50 complete, SH. 3-24, 2-51, 1-47, 1-80.
16—\$119.50 complete, SH. 3-24, 2-51, 1-47, 1-80.
33—\$169.50 complete, SH. 3-24, 2-51, 1-47, 1-80.
17—\$149.50 complete, SH. 3-24, 1-27, 2-51, 2-47, 1-80.
24—\$169.50 complete, SH. 3-24, 1-27, 2-51, 2-47, 1-80.
42—\$265.00 complete, SH. 3-24, 1-27, 2-51, 2-47, 1-80.

CLARION

- 40—\$39.50 complete, TRF. 2-51, 1-24, 1-47, 1-80.
80—\$67.50 complete, SH. 3-51, 1-27, 1-24, 1-47, 1-80.
81—\$84.50 complete, SH. 3-51, 1-27, 1-24, 1-47, 1-80.
90—\$79.50—complete, SH. 3-51, 1-27, 2-24, 1-47, 1-80.
91—\$99.50 complete, SH. 3-51, 1-27, 2-24, 1-47, 1-80.
95—\$129.50 complete, SH. 3-51, 1-27, 2-24, 1-47, 1-80.

COLONIAL

- 41C—\$89.50, TRF.
48—\$49.95, SH.
47L—\$69.95, SH.
47M—\$89.95, SH.
47H—\$99.50, SH.
36P—\$99.50, TRF.

CROSLLEY

- Show Boy—\$39.75 complete, TRF. 1-47, 2-35, 1-24, 1-80.
Sonneteer—\$54.75 complete, TRF. 1-47, 2-35, 1-24, 1-80.
Super Buddy Boy—\$65.00 complete, SH. 2-47, 2-35, 3-24, 1-80.
Songster—\$79.50 complete, SH. 1-47, 2-35, 3-24, 1-80.
Musical—\$87.00 complete, SH. 1-47, 2-35, 3-24, 1-80.
Oracle—\$499.50 complete, TRF. 1-47, 2-35, 1-24, 1-80.
Minstrel—\$129.50 complete, SH. 2-47, 2-35, 2-24, 3-27, 1-80.
Troubadour—\$199.50 complete, SH. Radio-Phonograph Comb. 2-47, 2-35, 2-24, 3-27, 1-80.

ECHOPHONE

- Midget—\$69.50 complete.

ERLA

- 21P—\$29.75 complete, TRF. 1-35, 1-24, 1-47, 1-80.
22P—\$39.50 complete, TRF. 1-35, 1-24, 1-47, 1-80.
61P—\$49.95 complete, SH. 1-35, 2-24, 1-27, 1-47, 1-80.
62P—\$59.95 complete, SH. 1-35, 2-21, 1-27, 1-47, 1-80.

FADA

- 51—\$69.50 complete, SH. 2-35, 2-24, 1-27, 1-47, 1-80.
45—\$112.50 complete, SH. 2-35, 1-24, 2-27, 2-47, 1-80.
48—\$147.50 complete, SH. 4-35, 3-27, 2-47, 1-80.
49—\$175.00 complete, SH. 4-35, 3-27, 2-47, 1-80.
53—\$89.50 complete, SH. 2-35, 2-24, 1-27, 1-47, 1-80.

FRENCH

- Tudette—\$54.50 complete, TRF. 1-24, PZ Pentode, 2-51, 1-80.
Devon—\$69.50 complete, SH. 2-51, 2-24, 1-27, 1-47, 1-80.
Consolette—\$89.50 complete, SH. 2-51, 2-24, 1-27, 1-47, 1-80.
Combination—\$129.50 complete, SH. 2-51, 2-24, 1-27, 1-47, 1-80.

FREED-EISEMANN

- Midget—\$49.50, SH. 2-35, 2-47, 2-24, 1-27, 1-80.

FROST-MINTON

- FM4—\$29.50, TRF.
FM5—\$36.50, TRF.

GENERAL ELECTRIC

- Midget—\$37.50 complete, TRF. 2-24, 1-47, 1-80.
Junior—\$62.50 complete (with clock, \$72.50), SH. 2-35, 1-24, 2-27, 2-45, 1-80.
Junior Console—\$82.50 complete, SH. 2-35, 1-24, 2-27, 2-45, 1-80.
Lowboy—\$142.50, SH. 4-24, 2-27, 2-45, 1-80.
Highboy—\$179.50, SH. 4-24, 2-27, 2-45, 1-80.
Combination—\$285.00, SH. 4-24, 2-27, 2-45, 1-80.

GENERAL MOTORS

- Little General—\$69.50 complete, SH. 2-27, 2-35, 1-24, 1-47, 1-80.
Standish—\$95 complete, SH. 2-27, 2-35, 1-24, 1-47, 1-80.
Tudor—\$95 complete, SH. 2-27, 2-35, 1-24, 1-47, 1-80.
Warwick—\$95 complete, SH. 2-27, 2-35, 1-47, 1-80.
Valere—\$99.50 complete, SH. 3-27, 2-35, 1-24, 1-47, 1-80.
Abbey—\$165 complete, SH. 3-35, 1-24, 3-27, 2-45, 1-80.
Commodore—\$175 complete, SH. 3-35, 1-24, 3-27, 2-45, 1-80.
Cromwell—\$160 complete, SH. 3-35, 1-24, 3-27, 2-45, 1-80.
Louis XV Combination—\$350 complete, SH. 3-35, 1-24, 3-27, 2-45, 1-80.
Imperial—\$149.50 complete, SH. 3-35, 1-24, 3-27, 2-45, 1-80.
Winslow—\$225 complete, SH. 3-35, 1-24, 3-27, 2-45, 1-80.
Cosmopolitan—\$29.50 complete, SH. 3-35, 1-24, 3-27, 2-45, 1-80.
Louis XV Console—\$185 complete, SH. 3-35, 1-24, 3-27, 2-45, 1-80.

GRAYBAR

- \$37.50 complete, TRF. 2-24, 1-47, 1-80.
\$69.50 complete, SH. 2-35, 1-24, 2-27, 2-45, 1-80.
\$112.50, TRF. 4-24, 2-45, 1-80.
\$142.50, SH. 4-24, 2-27, 2-45, 1-80.
\$179.50, SH. 4-24, 2-27, 2-45, 1-80.
\$285.00, SH. 4-24, 2-27, 2-45, 1-80.

GULBRANSEN

- 130—\$58.00, SH. 2-35, 1-47, 2-24, 1-27, 1-80.
135—\$68.00, SH. 2-35, 1-47, 2-24, 1-27, 1-80.
235—\$97.50, SH. 4-35, 2-47, 3-27, 1-80.

(Continued on page 26)

**Radio Manufacturers' Association
Officers and Directors, 1931-32**

President
J. Clarke Colt, President, U. S. Radio & Television Corp.

1st Vice-President
A. S. Wells, President, The Gulbransen Co.

2nd Vice-President
Fred D. Williams, Manager Radio Tube Division, National Carbon Co., Inc.

3rd Vice-President
N. P. Bloom, President, Adler Mfg. Co.

Treasurer
Leslie F. Muter, President, The Muter Co.

Directors

<p style="text-align: center;"><i>Term Expiring 1934</i></p> <p>W. J. Barkley, Sales Manager, De Forest Radio Co. Harry A. Beach, Radio Sales Manager, Stromberg-Carlson Tel. Mfg. Co. N. P. Bloom, President, Adler Mfg. Co. E. R. Eamy, President, All-American Molybdenum Corp. E. V. Hughes, Sales Manager, Wasmuth Goodrich Co. F. E. Johnston, Director of Engineering, The Crossey Radio Corp. Arthur Moss, President, Electroad, Inc. A. S. Wells, President, The Gulbransen Co.</p> <p style="text-align: center;"><i>Term Expiring 1933</i></p> <p>E. N. Rutland, The Rutland Corp., Chicago, Ill. J. E. Frost, Frost-Minton Corp., New York, N. Y. E. W. Jackson, Brunswick Radio Corp., New York, N. Y. A. L. Wald, Edison Wood Products, Inc., New London, Wis.</p>	<p>E. E. Shumaker, RCA Victor Co., Inc., Camden, N. J. E. E. Kauer, CeCo Mfg. Co., Inc., Providence, R. I. A. C. Kleckner, Webster Electric Company, Racine, Wis. J. M. Skinner, Philadelphia Storage Battery Co., Philadelphia, Pa.</p> <p style="text-align: center;"><i>Term Expiring 1932</i></p> <p>Roger J. Emmert, General Motors Radio Corp., Dayton, Ohio. H. C. Forster, Utah Radio Products Co., Chicago, Ill. Fred D. Williams, National Carbon Co., Inc., New York, N. Y. L. F. Muter, The Muter Company, Chicago, Ill. J. Clarke Colt, U. S. Radio & Television Corp., Chicago, Ill. R. T. Pierson, General Cable Corp., Fort Wayne, Ind. Meade Brunet, RCA Radiotrons, Inc., Harrison, N. J. H. B. Richmond, General Radio Co., Cambridge 38, Mass.</p>
--	--

Television and talkies at the show

(Continued from page 21)

of equipment is being attained through the general adoption of the 60-line basis.

Radio manufacturers are preparing their sets to fit into the television market. Some receivers are designed to supply the signal amplification and others include a short wave circuit or adaptor.

The new short-wave sets received much attention at the show, dealers realizing that they must know more about this part of radio before they can sell television. Eighteen months ago *The JOURNAL* pointed out the importance of interesting customers in short-wave equipment, and described the products in the field. This year many more dealers are planning to take advantage of the public interest in trans-Atlantic broadcasts.

For the first time a general showing of home talking pictures was made to the radio trade. Several manufacturers, including companies well known in the radio industry, displayed their models at the trade show. These range from small, portable units, including only the turntable and projector, to equipment assembled complete in consoles including radio and phonograph. The crux of the talkie business, film distribution, has been assured in many territories. In a couple of cases this is being done by the instrument manufacturer in order to guarantee sales.

Tubes and tube merchandising policies played a bigger part in the 1931 radio trade show than ever before. Of course the new tubes, the pentode and the variable-mu, are taken for granted by the dealer. The tubes designed for the new battery model radio receivers, although announced a year ago, came into real prominence this June, as dealers realized the important fields they had overlooked. Nearly a dozen companies are

now making sets for the rural sections employing these tubes.

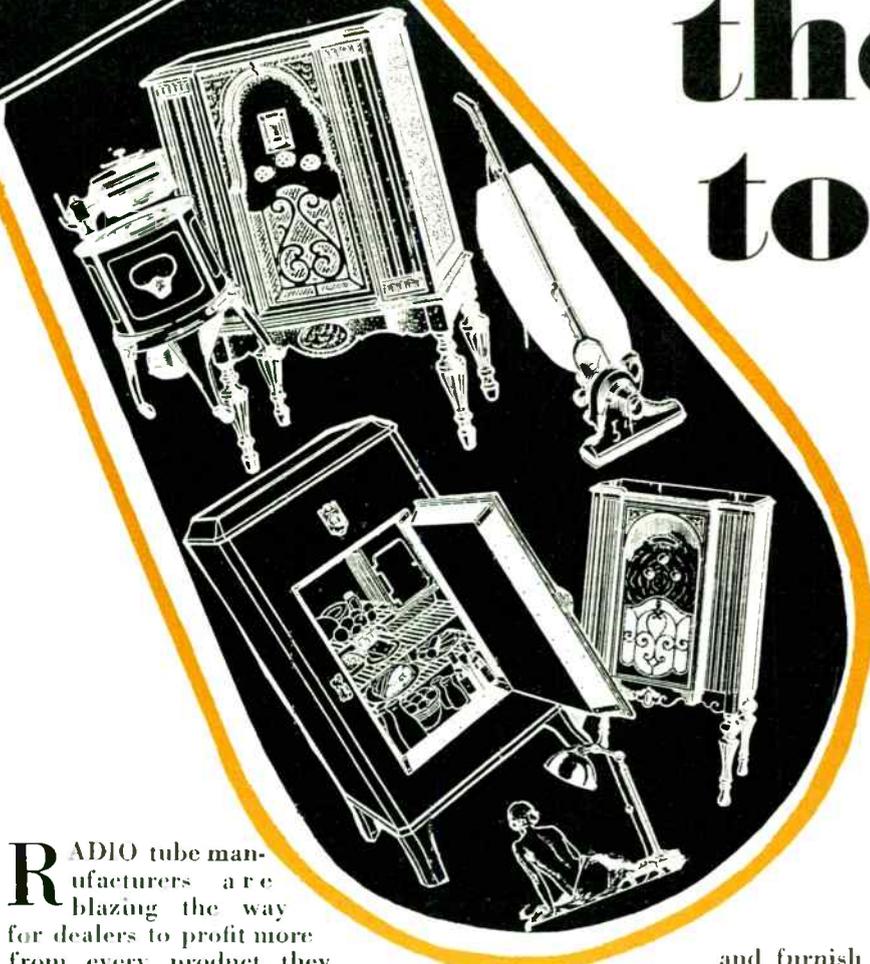
A number of interesting developments in tube engineering were displayed. The Stenode tube, which uses a quartz crystal to secure selectivity, reminded some of the discussion last year about the Pentode. Another tube gives silent visual station tuning.

Many of the tube manufacturers are now offering their dealers thoroughly-planned merchandising campaigns which will undoubtedly be reflected this year in an increasing number of tube replacement sales. In general, these helps include aid to sell other equipment as well as tubes, and they are designed to make a better merchandiser of the radio dealer who uses them. Rigid policies covering replacement were also announced by manufacturers at the show.

June as the proper time to announce new lines was more generally recognized this year than last. Several companies have delayed showing new models until July or August, but the trade display in Chicago was much more representative than the one at Atlantic City. Following the show there have been additions to several lines of models not ready early in June and we have therefore, on the following pages, attempted to give a chart of each complete line announced to June 15th.

In describing the radio show and the products featured there it is necessary to mention that simultaneously the National Electric Light Association held its convention in Atlantic City. Many members of the radio trade, chiefly distributors, took in both shows, and *The JOURNAL* on another page is presenting to its readers a report of the important trends in electrical appliances seen on the boardwalk.

Tubes light the way to other sales



RADIO tube manufacturers are blazing the way for dealers to profit more from every product they sell. New merchandising plans announced prior to the trade show and at Chicago give the dealer a definite sales attack to liven his entire store. The tube replacement racket, exploded in *The JOURNAL* last March, being swept off the boards, is replaced by constructive sales help that uncovers prospects and almost closes sales for the dealer.

These merchandising plans come from an earnest endeavor on the part of the manufacturer to teach the dealer, and through him the customer, the importance of new tubes. The tube replacement market should call for 80 million new tubes a year, and nobody knows better than the manufacturer that the demand has not been half of that. Dealers have not been selling tubes. The new merchandising plans are designed to get the dealer actively and aggressively going after the replacement market.

Generally speaking, the plans are built around the "Let us test your tubes free" idea. Some time ago Raytheon introduced this principle in a home demonstration campaign for dealers. Sylvania used a direct mail plan to introduce the service-salesman and the Vis-o-meter. Cunningham recently announced the "consumer contact" plan. Cable had previously suggested a trade-in plan to encourage prospects to have their old tubes examined. Ken-Rad, Arcturus and CeCo announced new merchandising plans in June.

The inherent difficulty of persuading the dealer to

actively take up the early plans was the amount of work they involved with the promise of profits from only the tubes sold. Dealers have waited to be shown that the returns were worth the effort.

Proof of the tremendous potentialities of tubes sales in their territories and methods to use tube inspection plans to increase the sales of radio sets and electric appliances have encouraged the dealers to adopt the promotional suggestions of the manufacturers. When a dealer is shown that he can make over a thousand dollars worth of cash sales in a month with tubes, he becomes actively interested. When he learns that a definite tube merchandising plan will more than pay for itself

and furnish him with hundreds of red-hot leads, he will use it to pep up his whole store.

One feature of the "selling by testing" plan commented on by some companies is that it does not aim towards the ideal tube replacement sale. After eighteen months of service or more, they point out, a tube test may show half of the tubes still functioning well, although these "good" tubes may go bad in another week. The ideal is to sell an entire new kit of tubes. Some dealers have already capitalized on this fact by selling their customers "spare" tubes when they test the set, either duplicates of the defectives or new tubes for the old to



The Acrometer provides a visible tube test

(Continued on page 32)

F. W. Marsh

The JOURNAL presents
as prominent manufacturer of our industry for
July, 1931, F. W. Marsh,
president, Champion
Radio Works, Inc.

July, 1931



New radio sets, circuits and tubes

(Continued from page 22)

HAMILTON LLOYD

Midget—\$69.50 complete, TRF. 4-24, 1-47, 1-80.

HIGH FREQUENCY

400—\$25 complete, TRF. 1-51, 1-24, 1-47, 1-80.
505—\$49.95 complete, TRF. 2-51, 2-24, 1-47, 1-80.
520P—\$52.50 complete, TRF. 2-51, 1-24, 1-47, 1-80.
840-1—\$69.50 complete, SH. 1-24, 2-51, 2-27, 2-47, 1-80.
8—No list, SH. Tubes same as 840-1.
9—No list. 1-24, 2-51, 3-27, 2-47, 1-80.

HOWARD

40—\$119.50, SH. 2-27, 3-51, 2-47, 1-80.
Combination—\$259.50, SH. 2-27, 3-51, 2-47, 1-80.
35—\$99.50, SH. 2-27, 3-51, 2-47, 1-80.
20—\$69.50, SH. 2-27, 3-51, 1-47, 1-80.
10—\$49.50, TRF. 2-51, 1-24, 1-47, 1-80.

ICA

Envoy—\$56. 1-47, 1-24, 2-35, 1-80.

JACKSON-BELL

88—\$59.50 complete, SH. 3-35, 1-47, 3-27, 1-80.
89—\$69.50 complete, SH. 3-35, 2-47, 2-27, 1-24, 1-80.

KENNEDY

Coronet—\$44.50 complete, TRF. 1-24, 2-51, 1-47, 1-80.
Royalette—\$62.50 complete, TRF. 1-24, 2-51, 1-47, 1-80.
Imperial—\$67.50 complete, SH. 1-24, 2-27, 2-51, 1-47, 1-80.
Sovereign—\$97.50 complete, SH. 1-24, 2-27, 2-51, 1-47, 1-80.
Globe-Trotter—\$42.50 complete, Shortwave. 1-24, 1-27.

KENOLA

\$87.50 complete. 2-551 and PZ pentode.

KOLSTER

60—\$69.50 complete, SH. 2-35, 2-24, 1-27, 1-47, 1-80.
70—\$99.50 complete, SH. 2-35, 3-24, 1-27, 1-47, 1-80.
80—\$129.50 complete, SH. 2-27, 2-35, 2-24, 2-47, 1-80.
90—\$149.50 complete, SH. 2-27, 3-35, 2-24, 2-47, 1-80.

LYRIC

S-6—\$49.50 complete, SH. 2-24, 1-27, 1-51 or 35, 1-47, 1-80.
S-7—\$69.50 complete, SH. 2-24, 1-27, 2-51 or 35, 1-47, 1-80.
S-8—\$99.50 complete, SH. 1-24, 2-27, 2-51 or 35, 2-47, 1-80.
S-10—\$119.50 and \$149.50 complete, SH.

PHILCO

70—Baby Grand, \$49.50 complete; Highboy, \$67.75 complete; Combination, \$110 complete; Lazyboy, SH. 4-24, 1-27, 1-47, 1-80.
90—Baby Grand, \$69.50 complete; Lowboy, \$89.75 complete; Highboy, \$109.75 complete. SH. 4-24, 2-27, 2-45, 1-80.
112—Lowboy, \$149.50 complete; Highboy, \$169.50 complete; combination, \$295.00 complete. SH. 4-24, 4-27, 2-45, 1-80.

PIERCE-AIRO

747—SH. 4-24, 1-27, 1-47, 1-80.

647—TRF. 4-24, 1-47, 1-80.
638—3-36, 1-37, 2-38.
Chassis—2-24, 2-35, 2-27, 1-47, 1-80, 2-24, 2-35, 1-47, 1-80.

PILOT

Midget—\$71.50 complete, SH. 3-51, 2-27, 1-47, 1-80.
Console—\$86.50 complete, SH. 3-51, 2-27, 1-47, 1-80.
Standard—\$128.00 complete, SH. 4-51, 3-27, 2-45, 1-80.
De Luxe—\$146.00 complete, SH. 4-51, 3-27, 2-45, 1-80.
All Wave—Console, \$149.50; Table \$99.50. TRF. 2-24, 1-27, 2-45, 1-80.

RCA-VICTOR

Console—\$89.50 complete, SH. 2-35, 2-27, 1-24, 2-45, 1-80.
Superette—\$69.50 complete, SH. 2-35, 2-27, 1-24, 2-45, 1-80.
Radiolette—\$37.50 complete, TRF. 1-47, 2-24, 1-80.
RAE68—\$495.00 complete, SH. 4-24, 2-27, 2-45, 1-80.

REVERE

399—\$39.95 complete, TRF. 2-51, 1-24, 1-47, 1-80.
599—\$59.95 complete, TRF. 2-51, 1-24, 1-47, 1-80.
599A—\$59.95 complete, SH.
799—\$79.95 complete, SH.

SILVER-MARSHALL

Price range from \$59.50 to \$119.50, SH. Variable-mu and pentode.

SIMPLEX

J—\$49.50, SH. 2-24, 2-35, 1-47, 1-80.
Console—\$59.50, SH. 2-24, 2-35, 1-47, 1-80.

SENTINEL

109—\$99.50 complete, SH. 2-24, 2-35, 2-47, 1-27, 1-80.
106—\$89.50 complete, SH. 3-24, 2-27, 2-45, 1-80.
108A—Table, \$69.50; Combination, \$79.50 complete. SH. 2-24, 2-35, 1-47, 1-27, 1-80.
111—\$37.50 complete. TRF. 1-24, 1-35, 1-47, 1-80.

STEINITE

710—\$89.50 complete, SH. 2-35, 2-27, 1-27, 2-47, 1-80.
705B—\$67.50 complete, SH. 2-35, 2-27, 1-27, 2-47, 1-80.

STEWART-WARNER

Metropolitan—\$34.95 complete, TRF. 1-24, 1-47, 1-51, 1-80.
Apartment—\$52.95 complete, SH. 2-24, 1-27, 1-47, 1-51, 1-80.
Tudor—\$65.75 complete, SH. 2-24, 1-27, 1-47, 1-51, 1-80.
Tudor with converter—\$87.75 complete, SH. 2-24, 1-27, 1-51, 1-47, 1-80 (1-24, 1-27)
French—\$71.75 complete, SH. 2-24, 1-27, 1-47, 1-51, 1-80.
French with converter—\$93.75 complete, SH. 2-24, 1-27, 1-47, 1-51, 1-80 (1-24, 1-27)
De Luxe—\$82.75 complete, SH. 2-24, 1-27, 1-47, 1-51, 1-80.

De Luxe with converter—\$104.75 complete, SH. 2-24, 1-27, 1-47, 1-51, 1-80 (1-24, 1-27)

Portable \$67.75 complete, SH.

SPARTON

5—\$45.00 complete, TRF. 2-35, 1-27, 1-45, 1-80.
410—\$74.05 complete. 2-24, 1-27, 2-83, 1-80.
9—\$62.50 complete, TRF. 2-35, 1-27, 1-45, 1-80.
9A—\$62.50 complete. 2-24, 1-27, 2-83, 1-80.
10—\$69.50 complete, SH. 3-35, 2-27, 1-47, 1-80.
15—\$99.50 complete, SH. 3-35, 2-27, 1-47, 1-80.
740—\$125.00 complete. 7-85, 2-86, 2-81.
25—\$136.00 complete. 4-35, 3-27, 2-83, 1-80.
26—\$165.00 complete. 4-35, 3-27, 2-83, 1-80.
30—\$235.00 complete. 4-35, 3-27, 2-83, 1-80.
35—\$385.00 complete.
40—\$99.50 complete. 4-36, 1-37, 1-38.

STORY & CLARKE

64—\$79.50 complete, SH. 4-35, 1-47, 2-27, 1-80.
65—\$89.50 complete, SH. 4-35, 1-47, 2-27, 1-80.
68—\$99.50 complete, SH. 4-35, 1-47, 2-27, 1-80.
69—\$117.50 complete, SH. 4-35, 1-47, 2-27, 1-80.
71—\$134.50 complete, SH. 4-35, 1-47, 2-27, 1-80.
73—\$147.50 complete, SH. 4-35, 1-47, 2-27, 1-80.
51—\$245.00 complete, TRF. 3-24, 2-45, 1-27, 1-80.

STROMBERG-CARLSON

10—\$271.35 complete, TRF. 4-24, 2-45, 1-80.
11—\$297.35 complete, TRF. 4-24, 2-45, 1-80.
12—\$370.65 complete, TRF. 3-24, 3-27, 2-45, 2-80.
14—\$660.65 complete, TRF. 3-24, 3-27, 2-45, 2-80.
19—\$195.00 complete, SH. 4-35, 2-27, 2-45, 1-80.
20—\$225.00 complete, SH. 4-35, 2-27, 2-45, 1-80.
22—\$375.00 complete, SH. 4-35, 3-27, 2-45, 1-80.

U. S. RADIO

10B—\$99.50 complete, SH. 3-35, 4-27, 2-47, 1-80.
26P—\$39.95 complete, TRF. 3-24, 1-47, 1-80.
8B—\$79.95 complete, SH. 3-35, 3-27, 1-47, 1-80.
8A table—\$59.50 complete, SH. 3-35, 3-27, 1-47, 1-80.
26B—\$57.50 complete, TRF. 3-24, 1-47, 1-80.

WESTINGHOUSE

Columaire—\$184.20 complete, SH. 4-24, 2-27, 2-45, 1-80.
Columaire, Jr.—\$88.50 complete, SH. 1-80, 1-24, 2-35, 2-45, 2-27.
Columette—\$69.50 complete, SH. 2-35, 2-45, 2-27, 1-24, 1-80.
Midget—\$37.50 complete, TRF. 1-47, 2-24, 1-80.

ZENITH

91—\$155 complete, SH.
92—\$195 complete, SH.
103—\$290 complete, SH.
Zenette AH—\$79.50 complete, SH.
Zenette LP—\$49.50 complete, TRF.
Zenette CH—\$99.80 complete, SH.
Zenette RH—\$125.00 complete, SH.

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 cabinetry. Miniature high-boy console. Recessed panel of rare banded 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 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 42—Automatic Panatropé-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



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 24—Graceful six-legged highboy cabinet with arched French doors, in matched ribbon walnut and high-lighted matched burl 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 33—Lowboy combination Radio-with-Panatropé, 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. 39¼" x 19½" x 14½". List price, complete with Brunswick tubes . . . \$169.50

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



This service department is designed to make a net profit for the dealer

By A. V. DuChane

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

TO service the radio public profitably all practical means must be used to obtain volume. There must be aggressive selling and careful management, and expenses must be controlled so that work can be sold at prices that are both competitive and profitable.

L. Estle and Paul Melchert, owners of the Arrowhead Radio Studio of San Bernardino, California, made net profit the goal in running their service shop last year. The result was, that not counting free service, they averaged nearly \$500 a month in shop service. In speaking of their success, Mr. Estle said, "Net profit is the main object of our shop, and in order to maintain a satisfactory margin of profit over an extended period of time, we have to deliver the goods."

There is nothing known about radios that these men don't know. They fix anything in the radio line that can be fixed, from the most obsolete to the highest priced modern radio. If they do not fix it, there is positively no charge. They guarantee every service job for a period of 90 days or money will be refunded.

Mr. Melchert has worked for years in various radio factories, and thoroughly understands all makes of radios. The service rendered by this shop covers specially manufacturing, address systems, in fact everything that can be manufactured in radios. They place special emphasis on good aerial systems, for they appreciate the fact that reception on the finest radio can be ruined by a poor aerial, and the radio condemned as a consequence.

"We do no work in the home except what can be done with a pair of pliers," Mr. Estle said. "It is poor policy to litter up a woman's home with tools. We do a positive cash business—no money, no radio. If the customer cannot pay cash on delivery, we hold the radio until he can. If the radio fails to meet expectations, we refund his money. All this is thoroughly explained to patrons at the time of taking their radios for repairing, so there is no chance later on for a misunderstanding.

"We can tell patrons within a dollar or two exactly what their repair bill will be, and we explain just what service a customer can expect from his particular instrument after we are through with it. By thoroughly covering these points beforehand we eliminate customer dissatisfaction, and have few come-back jobs.

"We do not joy-ride our radios. The only time that we will place a radio in the home without a signed contract and a cash payment down, is while we are working on the old radio from that home. Then the radio is loaned at the patron's request and we do not leave it in the home for a period of more than five days, except in rare instances where the repair work may require a longer time. We sell many radios in this way. Customers become sold on the new radio and refuse to allow us to remove it from the home.

"Frequently we come upon a person who is letting his radio set idle—not always a cheap or obsolete set either—simply because it has been improperly serviced and the poor reception has disgusted the owner with it. By eliminating the trouble in his set, we resell him on radios, and the chances are that when he is ready for a new radio he will buy from us.

"Specialized handling is required to get the most out of this growing volume of radio shop service. Volume is essential to profits in handling this class of trade. That means making each contact with a radio owner—whether he wants a new

tube, to know the cause of some interference, or what not—yield a maximum sales service and prospects for new radios. In addition, it means continuous follow-up of old customers and a constant effort to get new ones.

"We keep in constant touch with our old customers, either by telephone or personal calls. Thus they become repeat customers. And they frequently get us prospects by telling us of someone who is having difficulty with his radio. We call on these prospects and our positive guarantee of, 'No charge if we do not fix their radio'—but we always fix them—



The efficient Arrowhead service department



Paul Melchert and L. Estle

gets us the job, and we have won another customer.

"It pays to advertise. We spend on an average of ten per cent of our net income for advertising. Sometimes we spend more, but when we do, we nearly always find that the returns did not justify the extra expenditure. Practically all our advertising is newspaper or over the radio. This reaches all classes of trade and educates the public to remember us when they are having radio difficulties, or when they want a new radio.

"Having the correct tools and equipment is very essential to a radio shop. It results in better work and reduces the time required per job, permitting the shop to increase its volume; it also gives greater satisfaction to the radio owner by reducing the time he is deprived of his radio. Our shop fronts the street, and the equipment is placed where the customer can watch the work being done if he desires. This helps to get business. Also all our accessories are displayed on shelves where customers may examine them at their leisure. All are plainly marked with the price so that customers know that there is one price for all."

"It is worth more than fifty dollars to any man"

Says Johnny, the Radio Man, DUPO, ILLINOIS

to prove it—over 27,000 copies of the
Official RADIO SERVICE MANUAL
have already been sold to Dealers, Service Men and Manufacturers

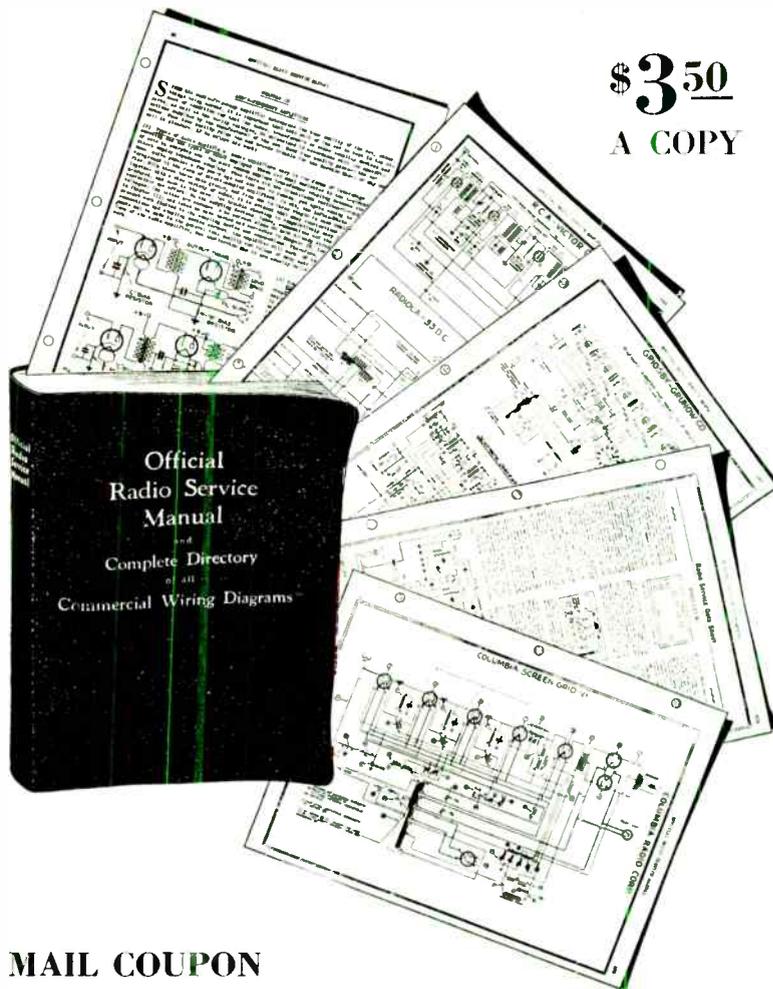
IN the history of radio publishing, there has never been published a book, so complete and up-to-date as the OFFICIAL RADIO SERVICE MANUAL. It is a veritable encyclopedia of service information and the greatest achievement in the Radio Service Field. Not only is this book the OFFICIAL RADIO SERVICE MANUAL and *Complete Directory of all Commercial Wiring*

Diagrams, but it contains a complete and comprehensive course of instruction for radio service men. Off the press only a few months and over 27,000 copies have been sold to dealers, service men and manufacturers. The Manual fills a universal need in the radio industry. Many place a value of \$10, \$25, \$50 and even \$100 on their copy if they could not replace it. It is bound to increase your busi-

ness and profit the first week you use it.

The OFFICIAL RADIO SERVICE MANUAL is edited by Hugo Gernsback, with the assistance of Clyde Fitch as Managing Editor. The Volume is in loose-leaf form and bound in beautiful, flexible leatherette covers. It contains hundreds of diagrams, illustrations, etc.—352 pages in all.

- *What you will find in the Manual —*
- Over 1,000 diagrams, illustrations and charts.
- Wiring diagrams of every set manufactured since 1927, and many earlier ones.
- Complete course of instruction for radio service men, manufacturers, dealers, jobbers and amateurs.
- 352 pages of helpful radio servicing material.



\$3.50
 A COPY

Course of Instruction

Here are but a few of the subjects covered in the section devoted to the Special Course of Instruction.

- | | |
|------------------|----------------------|
| Amplifiers | Power Supply Systems |
| Antennae | Radio Phonograph |
| Automotive Radio | Equipment |
| Condensers | Resistors |
| Detectors | Short Wave Sets |
| Eliminators | Speakers |
| Meters | Tubes |

You simply cannot realize what a tremendous work this is until you have held a copy in your hands and have gone through the 352 pages.

MAIL COUPON
TODAY!

Prepared Especially for the Radio Service Man

Book Department
 TALKING MACHINE & RADIO JOURNAL
 5941 Grand Central Terminal
 New York, N. Y.
 As per your special offer, I enclose herewith \$3.50, (check or money order preferred), for which you are to send me postpaid, one copy of the OFFICIAL RADIO SERVICE MANUAL.
 Name _____
 Address _____
 City _____ State _____

To secure the best service to your reply, be sure to mention **TALKING MACHINE & RADIO JOURNAL**



A demonstration of the Cosmotone portable home talkie and radio.

Free shows sell home talkies



OW that film distribution has been achieved in most of the major centres and a sufficiently wide range of projectors are offered by manufacturers, dealers are learning the methods by which they are going to sell home talking picture equipment. The JOURNAL several months ago gave first information how dealers were merchandising home talkies, but as many of the early distributors were camera stores instead of radio dealers, the data can be brought up-to-date for our readers.

Portable film and sound projectors, in some cases making use of the radio to be found in practically every prospect's home, have greatly widened the sales appeal of the home talkie. In the simplest cases the instrument includes very little but a projector and turntable synchronized, with pick-up, controls and cables. Such equipment sells at a price that makes it possible to interest "small unit" customers. A natural build-up from this equipment leads to the handsome, complete instruments at pleasing prices.

One of the best methods to sell home talkies is by the free show method, with individual invitations to each prospect. A number of radio dealers have dug out their lists of customers and picked the best. Setting aside certain nights of the week, just enough individual invitations are mailed for each show to guarantee a small audience. Tickets are enclosed and the invitation is for only one night. Usually an advertised open invitation brings too many "dead-heads," although one dealer in New Jersey who sells a wide range of products has used that method to sell other goods.

One dealer in Illinois, who handles a line of portable instruments, tells us that he has found outside selling very profitable. His method is to have one of his customers arrange to entertain his friends with an evening of sound movies. He provides the instrument, films, records and operator with the understanding that his salesman can give a demonstration. This dealer found that it was best to allow the hostess to select her own films, for she could gauge her friends' preferences.

A number of dealers have added a line of moving picture cameras and silent projectors since they started selling talkies. They found that this gave them an added introduction to the people who might be interested in sound projectors, as well as being an obvious purchase for the man who bought a talkie.

And Cameras!



Many dealers find "silent" cameras are excellent adjuncts to home movies.

In a couple of cities there are sound services for the customer who wants to add to his amateur silent films. These companies record either a running explanation of the film or sound effects, cued to the "home-made" movie.

In most cases the dealer cannot afford to establish his own library of films and records. This problem is being solved by film producers who are establishing libraries on which the dealer can draw, by distributors who are forming libraries and by projector manufacturers who are making sure that film distribution is available. As this distribution of films becomes more thorough it is expected that the rental price on films will be revised to encourage a wider demand among the public. The plan today is to have central libraries from which the dealer can rent, usually under contract, at about 50% discount.



HOW TO GET INTO THE BIG MONEY IN THE RECORD BUSINESS . . .

Sell Columbia Masterworks! For the many radio broadcasts of symphonic music, plus the greater number of concerts now given, are constantly making more lovers of classical orchestral music. This means more and more potential buyers for Masterworks recordings. Many newspapers and magazines have sensed this trend—that's why they now carry regular record reviewing departments.

Remember—Masterworks prospects are just as easy for you to sell as popular record prospects. And they spend from five to thirty times as much money with you at a clip!

What's more, your Masterworks fans are incurable repeat-buyers. They *never* stop adding to their record libraries. So, when you build up a Masterworks clientele, you get a customer list which spends highly

profitable sums in your store with the regularity that spells *big money* for you!

Columbia Masterworks include the finest representative compositions of Music's greatest geniuses—recorded by the most skilled artists of our times. Here are listed a few of the most popular of 140-odd Masterworks sets. Pick the ones you want—order them now—and send for our *complete* list. *The Columbia Phonograph Co., Inc., 55 Fifth Ave., New York City.*

COLUMBIA MASTERWORKS

"A Record Library Of The World's Great Music"

BRAHMS: Symphony No. 1, in C Minor. Felix Weingartner and Royal Philharmonic Orchestra—10 parts—Set No. 103 \$10.00

BACH: Suite No. 3, in D Major, Desire Defauw and Orchestra of the Brussels Royal Conservatory—5 parts—Set No. 135 \$4.50

MOZART: Symphony No. 41, in C Major ("Jupiter") Op. 551 Sir Godfrey and Symphony Orchestra—6 parts—Set No. 72 \$6.00

TSCHAIKOWSKY: Symphony No. 6 (Pathétique). Oscar Fried and Royal Philharmonic Orchestra—10 parts—Set No. 119 \$7.50

BEETHOVEN: Symphony No. 9 (Choral). Felix Weingartner, Vocal Soloists, Chorus, London Symphony Orchestra—16 parts—Set No. 39 \$16.00

Symphony No. 5, in C Minor, Op. 67. Felix Weingartner and Royal Philharmonic Orchestra—8 parts—Set No. 48 \$8.00

DEBUSSY: Iberia: Images pour orchestre, No. 2. Paul Klenau and Royal Philharmonic Orchestra—5 parts—Set No. 67 \$4.50

STRAVINSKY: Le Sacre du Printemps. Igor Stravinsky and Symphony Orchestra—10 parts—Set No. 129 \$10.00

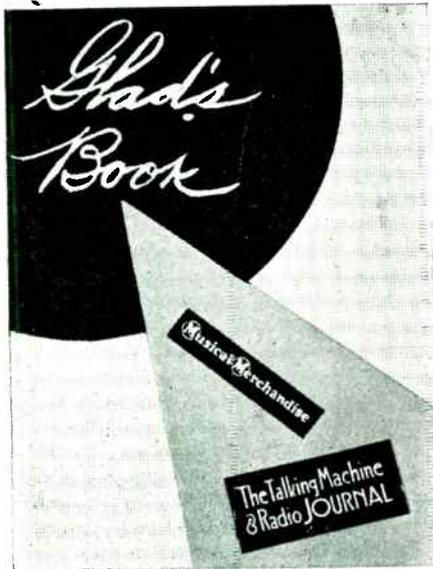
WAGNER: Tristan und Isolde—Bayreuth Festival, 1928. Bayreuth Festival Soloists, Chorus and Orchestra, conducted by Karl Elmendorff—38 parts—Set No. 101 \$38.00

CESAR FRANCK: Symphony in D Minor, Philippe Gaubert and Paris Conservatory Orchestra—11 parts—Set No. 121 \$9.00

SCHUBERT: Symphony No. 8, in B Minor (Unfinished). Dr Franz Schalk and Symphony Orchestra—6 parts—Set No. 122 \$4.50

SIBELIUS: Symphony No. 2, in D, Op. 43. Robert Kajanus and Symphony Orchestra—9 parts—Set No. 149 \$7.50

EXTRACTS FROM



Our idea of a mean husband is one who sends candy to his wife when she's on a rapid-reducing diet.

The trouble with open forum clubs is the frightful expense of getting anybody to speak who's worth hearing.

By the time you're able to boast about how well your hens lay you find that everybody's hens are laying.

The trouble with modern housewives is that they want to look as though they never had to lift a hand around the house.

It may be scientific salesmanship, but we hate clerks who show us \$5 neckties after we have asked to see \$1 bargains.

We're going to quit going to the doctor for a yearly examination if he can't think of anything better to suggest than cutting down on tobacco and coffee.

There are usually so many other things to complain about around a house that no man should raise a fuss just because some members of his family fail to put the tops on the tooth-paste tubes.

I once mentioned to a noted man that I had read "Twenty Years of Hustling" by J. P. Johnston, and asked him if he was familiar with it. He said he was not, so I told him that Johnston was an old-time horse trader, jewelry salesman, auctioneer, and county rights salesman. He depended

entirely on his wits for a living, and was broke about half the time. The successful man heard my story, and then commented: "I should think a fellow like that would have to hustle."

In "Saviour of Life" Arnold Bennett discusses hustle, and he also has slight respect for hustlers.

Bennett says: "I have noticed four very marked qualities in all the great workers and doers of my acquaintance. They are never in a hurry; they are never late; they are calm and quiet persons; and they always have time to spare for any job that may turn up unexpectedly."

He adds: "If hustling helped work the great workers would hustle, and the fact that they don't is an indication that hustling hinders work."

To understand the futility of hustle it is necessary to know its genesis. Hustlers are usually either lazy or shiftless. They strive, through a burst of energy, to crowd into a half-day what should be given a whole day. The time thus saved is spent in bed or in night clubs. Next day the job which was done in a hustle has to be done over. Some point was overlooked. The hustler makes a second call, he is forever repairing yesterday's and last week's mistakes.

Another characteristic of hustlers is talkativeness. A hustler would rather talk than work. He would rather do almost anything than work. Consequently his aim is to do his work in the fewest possible hours and that makes him a hustler.

In the end, of course, the hustler is right where he was at the beginning—working for a man who sits in a comfortable chair most of the day, calmly surveying the office, doing each task well, and always able to take on one more job if occasion demands it.

Only yesterday a hustling business woman called on this writer, and asked for help in locating more work. She said she had four customers, all first-class business houses. Each, if it wished, was in a position to buy all her time at more than her total income.

This advice was given to her: "Instead of looking for additional work why don't you concentrate on your present customers? If you can give them the service they ought to have they can pay you four times as much as you are now getting. Think more and hustle less."

The vice-president of a New York surety company states that more than a million persons in the United States are living entirely on the proceeds of confidence games and other dishonest schemes of obtaining money. These people, he says, annually extract more than 3½ billion dollars from unsuspecting wage earners. Similar state-

ments, in which appear approximately the same figures, have been made by many others.

I do not believe they are true. I do not think they are half true.

There are not over 40 million wage earners in this country. That would mean that one out of forty was a crook, or an accomplice of a crook. The outlay for automobiles in this country last year was three billions. One must be crazy who imagines that the American people gave as much to crooks as they spent on automobiles.

We may be a guillible lot in this country, but we are not as bad as some of our public exhorters would have us appear. No good is accomplished by rank exaggeration of the risks of investment and the duplicity of those engaged in raising capital. Many prospective savers and investors read such statements as those in the first paragraph and decide that all investment is attended by extreme risk. They decide to spend their surplus instead of saving it. The consequence is that capital accumulation is less than it might be.

Just as a guess, I should say that for every dollar lost to crooks, ten dollars is lost to honest but over-optimistic or incompetent persons.

Here is the weakness of the Better Business and Blue Sky Commissions who devote their energies to circumventing downright crooks, broadcasting unprovable figures as part of their program. Amateur investors get a false sense of security from the activities of these commissions. They say to themselves, "If this company wasn't all right the Better Business Bureau of the State would stop them."

Investors in the community where this is written have lost millions in the last five years in companies about which neither the Better Business Bureau nor the State Securities Commission dared breathe a word of suspicion. The trouble with the companies was incompetent management which led to the assumption of undue risks and the payments of excessive dividends. Many skillful and experienced investors were victims.

I doubt that any method will ever be devised by which investors can be protected against incompetent management. Educational work might better take a new tack in its program. I would emphasize the need of diversification of investments. "Don't put all your eggs in one basket." Place savings accounts in two banks. Buy bonds in small units in different companies in different lines of business. Buy \$200 worth of stock in each of five different companies instead of \$1000 in one company, if \$1000 is the extent of your capital.

(Copyright, 1928)

Tubes light the way to other sales

(Continued from page 24)

take the place of those still functioning when the owner decides his reception is being impaired.

Several tube companies, such as De Forest and Sylvania, offer complete kits of tubes matched and tested for all the popular radios. This gives the dealer a much higher-priced unit to merchandise and one that repays him higher profits. It is often easier to sell a complete kit of tubes than to interest your old customer in one tube.

There is no doubt but that the tube companies today are doing a tremendously fine merchandising job for

the entire industry. Too frequently considered as only makers of a radio accessory, they are now initiating constructive selling effort on the part of the dealer. They are teaching members of the trade how to sell radio, which is something new to many dealers after years in the business. The intensive merchandising campaigns which dealers are undertaking under the instruction of the tube manufacturers will undoubtedly be reflected in bigger sales in every department of the radio store.



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

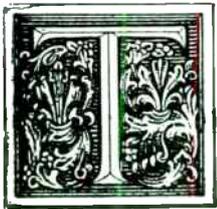
for Radio, Electric and Music Dealers and Wholesalers

Electric Appliance SECTION of The JOURNAL

Edited by H. E. SPEARE

Radio distributor attendance features NELA convention

By Harold E. Speare



THE Fifty-fourth Convention and exhibition of the National Electric Light Association, held at Atlantic City the week of June 8th, had one outstanding feature, and that was the keen interest of both the merchandise managers of our public utilities, and the executives of our most important appliance manufacturers in the possibilities of the radio distributor and dealer as outlets for electrical merchandise. In almost every booth one could create immediate interest in bringing up the subject of the radio distributor and dealer. To back up this interest, it was gratifying to see the many radio distributors and dealers present. Men like Walter Ferry and Jim Fonner, distributors from New Jersey, could be seen each day when the Convention opened, visiting the exhibits that interested them, and it is a fact that many distributorship arrangements were actually closed during the Convention. Definite and final arrangements made for the merchandising of certain appliances not only in the East, but for Western territories.

Washing machines, both full sized and portable, held the most interest for the radio merchant. The Apex booth, with its new centrifugal portable, the Westinghouse display of its brand new line, the Baby Whirly-dry, the A. B. C., the Conlon, the Easy, the Thor and Meadows booths had many visitors all during the week, from the radio field. Black & Decker, in addition to their portable washer, had crowds to see their new electric dishwasher, retailing at \$127.50. For those interested in a general line, such as grills, toasters, percolators, the Sampson-United booth attracted a great deal of attention. They have one new table appliance which caused unusual interest: an automatic table cooker. It will do anything at the breakfast table. It will scramble or poach eggs and make an omelet, or cook cereal. An entire meal, piping hot, can be served from this one unit. The company offers 1300 receipts. The same manufacturer makes a waffle iron which does everything but talk. Regardless of the consistency of the batter, the automatic equipment turns off the current when the waffle is done.

In the refrigerator field, Frigidaire had one of the most beautiful booths at the show. Kelvinator, Majestic, Leonard and General Electric had large, complete



At the Majestic booth we found Don Compton, Vernon Collamore, Bob Brunhouse, Lance Underhill, F. J. Cornell, Ray Erlandson and J. E. McDonnell

displays and one could always find radio men in them. Apex, with its new, low-priced refrigerator, created a great deal of attention. Kelvinator had the delegates on their toes trying to locate a "V" in its coin-swapping contest. One hundred thousand coins were given out, each with one of the letters forming the name "Kelvinator." If you collected ten coins which spelt the word, you won a refrigerator. Personally, the writer doesn't think that there were any "V's," our opinion being that Mr. Taylor had all twenty in his pocket.

One very interesting feature was the actual dealerships and distributorships closed by the Health Ray Mfg. Co. Apparently radio distributors and dealers are falling in line on sunshine lamps, and see the possibilities of a moderately priced lamp for next Fall and Winter. We know of 4 definite dealerships that were established during the week, and the interest shown is a clear indication that it behooves radio distributors and dealers to look into sunshine lamps before it is too late to get sales arrangements for their territory, for the coming lamp season.

There was a great deal of discussion by appliance manufacturers as to what ultimate success radio distributors and dealers will have with appliances. The writer

(Continued on next page)

(Continued from page 33)

listened to many arguments, and unquestionably advises those in the radio field who wish to go into the appliance business—and it is certainly our recommendation that they do—to select only nationally known and approved appliances. The disappointing and unprofitable experiences about which I heard were in every case traceable to the fact that the distributor or dealer selected an appliance which was not only unknown in his territory, but was not nationally known either. In the long run, it will not pay a radio merchant to take on an unknown, or untried appliance, because the discount happens to be a little bigger, for the industry was not built on such a policy, and the manufacturers of appliances who have been in the business for many years can give them a better product and all the discount that there is in it. They also give them sales cooperation and the value of advertising in such books as the Saturday Evening Post and Good Housekeeping, which means establishing confidence on the part of the purchasers, and the backing of the public utility, because they sell only the best. By building your business on a one-price basis and not resorting to "own-brand" or similar merchandise, a substantial net profit at the end of the year can be shown.

There is a definite place in the appliance of business for the radio dealer. This seemed to be the consensus of opinion of the merchandise managers of our utilities with whom I talked, as well as executives of some of our big manufacturing companies. However, both of these associations want to see the radio man get off to the right kind of a start; to plan before he starts to put somebody in charge of his appliance department who knows appliances and not to resort to unethical, or unnecessary methods of price cutting, which will lower the very high standard of this excellent industry.

Very few radio outlets know the potentialities of the appliance business. In 1930 the electrical dealers, de-

partment stores, furniture stores and similar retail organization, not including our public utilities, sold 40 percent of the major appliances such as electric ranges, hot water heaters, oil burners and refrigerators. In the small appliance field they sold 85 percent. The appliances in this division include washers, toasters, percolators, irons and vacuum cleaners. It is estimated that the total appliance business at retail for 1930 amounted to \$750,000,000, so it is clear that the electric dealer got his share of this tremendous volume.

To give you some idea of appliances which were sold in 1930, we are listing the estimated units sold throughout the country:

	<i>Units</i>
Vacuum Cleaners	970,000
Electric Clocks	1,200,000
Small Electric Cookers	145,000
Dishwashers	15,000
Desk Fans	800,000
Grills and Hot Plates	270,000
Ironing Machines	98,000
Irons	250,000
Percolators	800,000
Refrigerators	775,000
Toasters	1,000,000
Waffle Irons	670,000
Washing Machines	800,000

These figures should prove of interest to every radio distributor and retailer, because appliances are not like radio. The housewife needs new appliances every so often, and she is also interested in adding to her kitchen equipment. It is not a question of selling a family one appliance, but the possibilities are unlimited for aggressive salesmanship, and outside of the larger appliances there is very little work in demonstrating them and the service is almost negligible.

Rusko Products Co.

The Duette home dry cleaner-washer is announced by the Rusko Products Co. It is claimed that it will dry clean dresses, curtains, drapes, scarfs, neckties, hats, gloves, linens, etc., within a few minutes and that it will wash delicate materials, babies' clothes, etc., easily and conveniently. The garment is put into the machine, a little of the Duette cleaning fluid is poured in and the handle is given a few turns—the garment is then ready to dry. Machine and fluid doesn't affect pleats and pressing is often unnecessary. Fluid contains no oil and is practically odorless and may be re-used with the aid of Duette Re-Claiming Powder. For very pronounced spots the Duette Spotting Fluid is available. The machine is enameled in contrasting colors; cover and trimmings cadmium-plated; rubber ball feet. Locking device holds machine rigid and upright when putting in or removing articles. Six corrugated wash-board sides of clothes container are said to achieve more thorough cleansing because of swishing action due to the six-sides, hexagon design. Capacity 5 gallons. Rubber gasket lined cover, fitted with easily turned winged fasteners. Fits on draining board of sink. Receptacle lifts easily off carriage for emptying cleaning fluid into can or jar. Crank is removeable.

Machine weighs 10 pounds and is 13½ inches long, 11½ inches wide and 13½ inches high.

Survey Reveals Tremendous Buying Power of N. Y.

The Marine Midland group of banks has issued an analysis of the New York State buying area for the benefit of firms trading in that territory and to enable sales executives to gauge possibilities of each territory in detail and distribute sales effort in exact relation to buying power. This analysis coincides with the prevalent idea in some circles that selling has displaced production as the major problem of industry.

Included in the New York State area by the analysis are 14 Northern New Jersey counties, 4 in Pa., and one in Conn. This territory has 16,517,121 population, or 12.928 percent of the population and 16.689 percent of the consuming power of the country; in addition, this territory represents 22 percent of the industrial market and 5½ percent of the farm market of the U. S.

The analysis tabulates number of whole-

sale and retail outlets in area covered, divided by counties and by cities and towns of 2,500 and over. These include 5,785 retail radio stores, 746 department stores, and 4,158 furniture stores, as follows:

Area	Radio Stores	Dept. Stores	Furn't're Stores
New York City	4,482	458	3,017
Buffalo	402	77	330
Albany-Troy	279	68	237
Rochester	199	36	150
Syracuse	174	35	158
Binghamton	78	24	89
Utica	66	14	73
Watertown	62	22	69
Elmira	43	12	35

The analysis divides the area into nine smaller areas centered around the foremost N. Y. State cities.

Area	% U.S. Consumer Buying Power	% U.S. Population
New York City	12.440	9.183
Buffalo	1.214	1.030
Albany-Troy	.868	.739
Rochester	.672	.569
Syracuse	.546	.457
Binghamton	.312	.274
Utica	.267	.225
Watertown	.223	.204
Elmira	.147	.147

Fred Wardell

The JOURNAL presents as prominent manufacturer of the electric appliance industry for July, 1931, Fred Wardell, President of the Eureka Vacuum Cleaner Co.

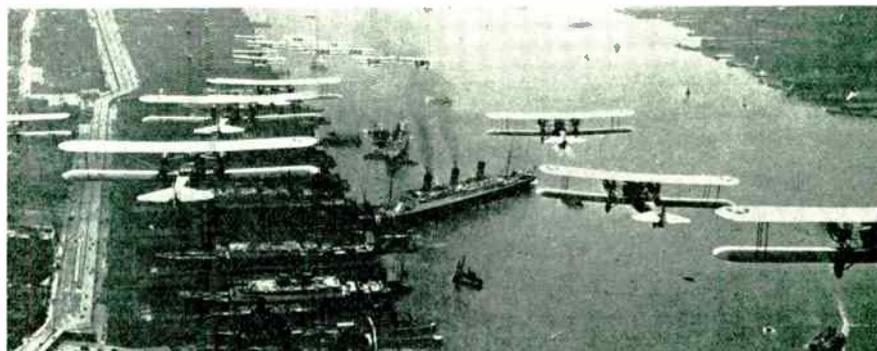
July, 1931



Pictorially



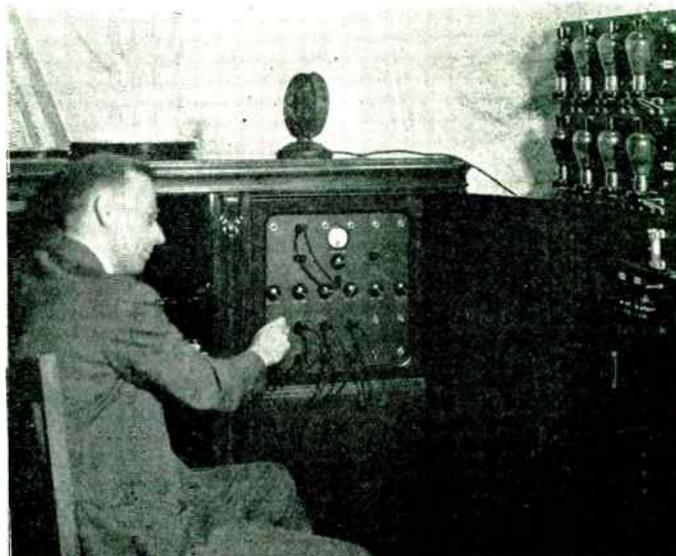
Fred W. Stein is president and general manager of the newly-formed Aztec Radio Corp.



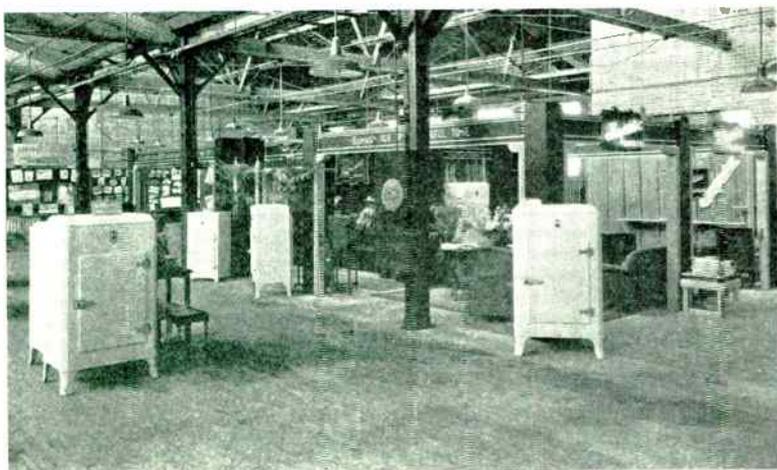
New Yorkers will recognize this view of the tremendous U. S. Army air visit to the East. These planes are equipped with Duovac tubes, nine tubes to a plane. Figure that out, then add the thousand tubes used in Army land stations.



Campbell Wood, director of utilities for Kelvinator, receives Mrs. F. B. Weadock's collection of coins at the NELA convention.



E. B. Patterson of the RCA-Victor research division with his color organ which adds harmony of colors to harmony of sound.



Majestic held open house at its refrigerator plant where 2500 dealers viewed production during the week of June 8.



Ten years ago July these two boys organized a radio distributing company. Today their distributing organization in Minnesota is one of the outstanding examples of how to serve the trade.

speaking



Radio Equipment Co. of Texas, Majestic distributors, recently added a line of washers, ironers and electric tables to celebrate its ninth anniversary. Here we find, left to right, seated: E. W. Carr, Houston manager; B. G. Powell, advertising manager; C. K. Cohn, vice-president; W. L. Cohn, president; Linwood Griffin, secretary-treasurer; C. H. Vaughan, San Antonio manager. Standing, J. T. Neislar, Bob Cornelison, G. F. Weber, W. D. McNally, H. P. Spiegel, F. G. Champion, J. A. Hosie, J. S. Schloemer and F. M. Gabbert.



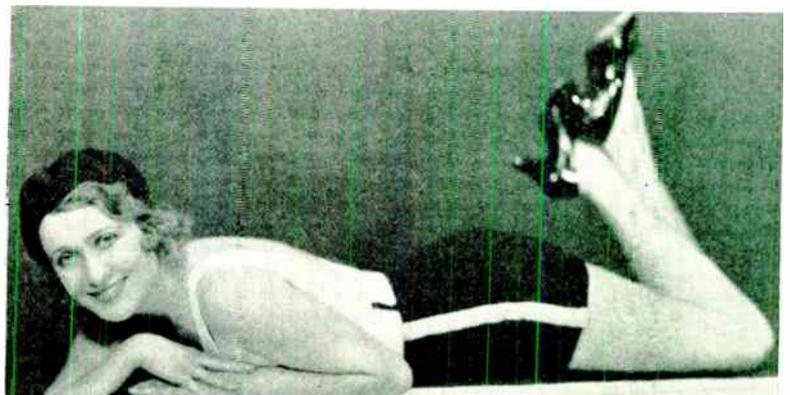
H. M. Pauley, who was recently appointed manager of the service department of the Grigsby-Grunow Co. Mr. Pauley oversees work on radios, refrigerators and tubes.



Sidney Forzimer of Yorkville sells General Electric midgets to Bill Terry and Freddie Lindstrom of the New York Giants. Eddie Sullivan of the New York Graphic is credited with an assist.



Knight's Battery & Radio Service, Canaan, Conn., publicized the first Stromberg-Carlson Prize Contest.

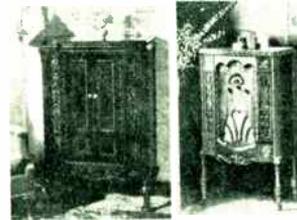
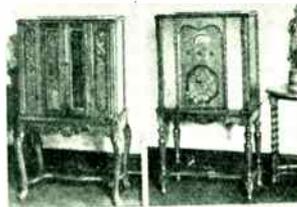
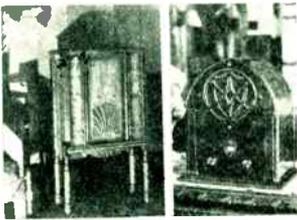


Ruth Etting is one radio star who can welcome television, for it will add even to her acoustic charms. Ruth is now recording for the American Record Corp., makers of Banner, Perfect, Romeo, Regal and other records.

New Models

Here are the latest additions to the lines offered by manufacturers

Sparton



Fourteen new receivers, including a battery set, and the newly acquired Sparton Visionola, comprise the new line-up of radio products from Sparks-Withington Co.

The super-sonne chassis is used in Models 25, 26, 30 and 35; Models 5 and 8 have TRF circuits; Models 10 and 15 have super-heterodyne circuits.

Specifications: 5—AC mantel set having three tuned units and using two '35s, one '27, one '45 and one '80. 9—small console using same chassis as No. 5. 9A—same console cabinet as No. 9, but with chassis found in Model 410, employing two '24s, one '27, two '83s and one '80. 10—upright mantel set with tone control in which are used three '35s, two '27s, one '47 and one '80. 15—the same chassis as No. 10, but housed in a small console finished with wood carvings.

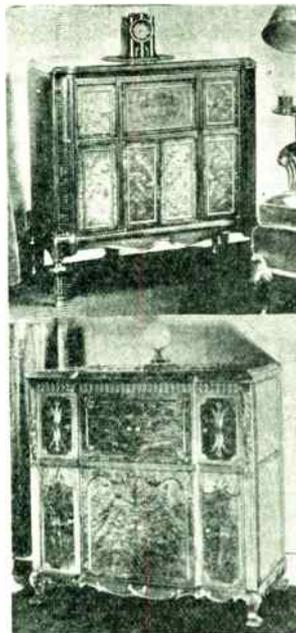
The super-sonne models, 25, 26, 30, utilize four '35s, three '27s, two '83s and one '80. Each likewise has the Lafoy automatic volume control. 25 and 26 are highboys. 30 and 35 are both combinations with automatic phonograph equipment. The automatic record changer

of the former handles either 10 in. or 12 in. records, regardless of the order in which they are stacked, making changes in 6 seconds. (Cabinet of last fall's model 235 is used). The 35 combination has three more tubes. Its cabinet features a profusion of matched woods.

Model 410 uses two '24s, one '27, two '83s and one '80 and Model 740 seven '85s, two '86s and two '81s. Model 40 is the automobile receiver and boasts remote control, the apparatus being placed out of sight without interfering with leg room; control box mounts on the steering column; has the Lafoy automatic volume control; tubes are four '36s, one '37 and one '38. Model 51 is the battery set.

The Visionola, concluding the Sparton line, is the home talkie-phonograph and radio apparatus. It is contained in a cabinet about the same size as a Sparton 103 and contains a Sparton radio.

Capehart



A new "400" series, the 400 Chippendale, the 401 Chinese Chippendale, the 402 Adams, has been produced by the Capehart Corp., in addition to the new Model 21. The record changer plays from 3 to 24 rec-

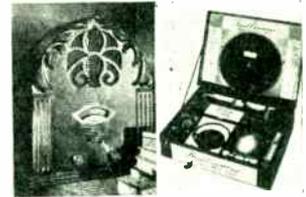
ords, both sizes intermixed, in sequence, playing first one and then the other side, making possible automatic continuous reproduction of complete album disc sets. Adjusting lever makes possible the playing of records on one side only, both sizes intermixed, and then the reverse side of the stack of records is automatically played in sequence. By making another adjustment, it is possible to repeat any one record, either size, for as long as desired.

The "400" radio and amplifier consist of a 6-tube super-heterodyne radio tuner and a 7-tube amplifier in combination, using variable-mu and pentode. The radio tuner oscillator has total radiation of only 2 ft. 3 ins. The pick-up, especially designed, is of the flat, high inertia type, having free-moving armature reducing scratch and lateral wear on discs. D.C. Dynamic "Mastadon" (2-watt output) speaker is used. Total available wattage output of the amplification is 8 watts so that 6 additional speakers with 1 watt input each could be used connected either in series or parallel, the circuit depending on voice coil of speaker used. Tubes are: three '27s, two '80s, 4 551 variable-mus, 4 '47 (1Z) pentodes.

The 21 has a 10-12C record changer, playing automatically either size or disc, the last repeating until master switch is shut off and records are re-stacked. By raising record magazine perpendicularly, an encore may be had indefinitely. Reject device and record unloading lever are part of chassis. Tubes in this super-heterodyne are: one '80, two '27s, three 551 variable-mus, two '47 (1Z) pentodes. Amplification is of 4 watt output with two push pull pentodes. Accommodates three extra AC dynamic speakers of one watt rating. DC dynamic speaker having one watt output. Cabinet dimensions: 33 ins. wide, 18½ ins. deep, 36½ ins. high; weight, 175 pounds.

Freed-Eisemann

A midget super-heterodyne, and two chassis, one a DC, together with a short wave receiver, a television receiver,



and two television kits, one including the short wave equipment, are offered by Freed-Eisemann.

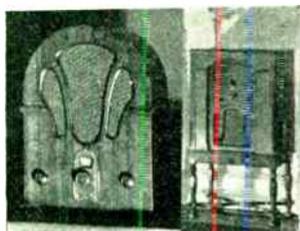
The short wave set is offered both in kit and assembled forms; it contains all instructions for assembling, and is planned for amateur construction. The television kit is complete with the tele-scanner, Neon tube, and lens.

U. S. Radio & Television Corp.

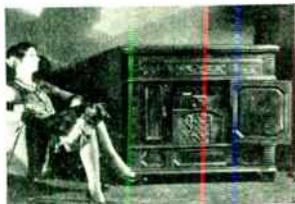


The Apex models, 10B, 8B, and 8A, and the Gloritone models, 26P and 26B, are announced by U. S. Radio and Television Corp. All have the pentode and each Apex set has automatic volume control, illuminated vision dial, and full range mu tubes. In the Apex line, the 10B, 41½ ins. high, is a 10-tube super-heterodyne, with 2 pentodes, 4 tuned circuits, the mus in push pull, meter tuning. Both the 8B, 41 ins. high, and the 8A, a table style job 17¾ ins. high, have 8 tubes. Both Gloritone models, the 26, table style size, 17¼ ins. high, and the 26B, console 37 ins. high, are 5-tube sets, with triple screen grid, pentode, and illuminated dial.

RCA Victor



New RCA Victor models are the Electrola RE-16, the RE-26, the Writing Desk and the Automatic Electrola De Luxe. The RE-16 Electrola, 9 tubes, super-heterodyne with pentodes, walnut finish cabinet 43 ins. x 23 1/8 ins. x 15 ins., tone control, automatic volume control, dynamic speaker, is \$125.00; this combination instrument has electric phonograph equipment, with an "inertia" tonal arm and pick-up; the tubes are: 1 UY-224, 3 UY-227's, 1 UX-280, 2 RCA-247's, 2 RCA-235's. The RE-26, using the same chassis as RE-16, is



an automatic Electrola and radio combination, Italian Renaissance, walnut finished cabinet, 38 1/2 ins. x 29 3/8 ins. x 19 1/8 ins., tone and automatic volume controls, dynamic speaker. Phonograph turntable may be operated at 33 1-3 r.p.m. as well as 78 r.p.m.; plays 10 in. records continuously.

The Writing Desk (also available in a highboy model at same price) is a pentode super-heterodyne, uses 1 UY-224, 3 UY-227's, 1 UX-280, 2 RCA-247's, 2 RCA-235's, has remote tuning, tone and automatic volume controls, \$139.50; cabinet, of walnut finish, is 68 5-16 ins. x 21 3/4 ins. x 15 1/2 ins. The Radio Automatic Electrola De Luxe, 12 tubes, super-heterodyne, in Italian Renaissance - Amoire cabinet, 56 1/2 ins. x 32 1/2 ins. x 20 3/4 ins., with remote tuning, tone and automatic volume controls, home recording facilities, 2 amplifiers, and 2 dynamic loudspeakers, is \$900; remote control permits selection of 6 stations, and audio range of amplifiers extends to lower and high frequencies; automatic record-changer for 10 records; home-recording equipment uses 2-button broadcasting station type microphone; 33 1-3 r.p.m. turntable; the tubes are: 4 UY-224's, 2 UY-227's, 4 UX-245's, 2 UX-280's.

General Motors



General Motors Radio Corp. has brought out two separate lines with three different circuits: 7-, 8- and 10-tube super-heterodynes. 5 models are offered in the standard and 9 in the custom-built furniture line. In addition, there is a battery set. The pentode is used in the 7- and 8-tube circuits, while in the 10-tube circuit 2 '45's are used in push pull. All 3 contain the variable mu. The Little General, Valere, Cosmopolitan, Imperial, and Queen Anne Automatic Combination compose the standard line, while the custom-built furniture series embraces the Standish, Tudor, Warwick, Cromwell, Abbey, Queen Anne Commode, Louis XV Console, Winslow, and Louis XV Automatic Combination.

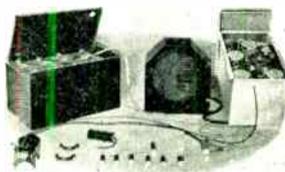
The 7-tube sets are: the Little General midget; Standish, early American period, end table type, and Tudor, another end table, 17th Century English, solid oak with old age finish effect. The Valere, lowboy in light walnut finish, is the only set with the 8-tube super-heterodyne chassis.

Of the 10-tube sets, the Cosmopolitan is a "linen-fold" ornamented cabinet with sliding door; the Imperial is a cabinet of Stuart design, the Cromwell is of the occasional table style with a drawer in the top, the Abbey is a highboy with antique mahogany finish with sliding doors, the Queen Ann Commode is a cabinet with cariole legs and a tambour effect on its sliding door; the Louis XV Console is a cabinet also equipped with cariole legs and has a drawer at the top; the Winslow is a chest of drawers in the early American period. Of the two Automatic Combinations, the Queen Ann and the Louis XV, the former is equipped with a record changer that plays 10 discs,

either 10 in. or 12 in., while the latter, which represents a chest of drawers, has an automatic phonographic device permitting the playing of 10 discs entirely automatically.

Concluding the line is the Pioneer battery set, in console style.

Majestic



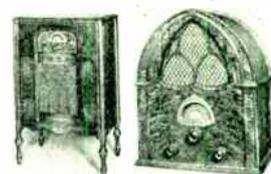
Motor Majestic, for use in automobiles, is announced, by the Grigsby-Grunow Co. It is so designed that the receiver is mounted under the seat or the floor boards, away from the motor, where possible pick-up of motor interference is at a minimum. Tuning is done on a small control head clamped onto the steering column, just below the wheel, from which a slender, flexible shaft runs down the column into the water and dirt-proof receiver case. Tubes are lighted from the storage battery of the car, while "B" or plate current is obtained from four large dry "B" batteries in another case, fastened beneath the floor boards. Tube equipment consists of three '36's, two '37's and two of the '38 pentodes.

Western Television



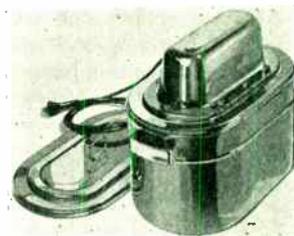
The 13-W model is the newest product of Western Television Corp. According to the company, it exemplifies "The Spirit of 45," referring to the advancements made in the use of a 45 hole scanning disc. The model is a voice and television combination receiver, giving an 8 inch projected picture on the screen. It stands about the height of the average floor lamp and is modernistic in design. The screen is located at the top, while the speaker grill is found at the bottom of the set. There are three controls each for the television apparatus and the short wave receiver.

Atwater Kent



The compact 84, the super-heterodyne lowboy 85, and the compact battery set 84-Q, are new presentations of the Atwater Kent Mfg. Co. The 85 contains two '24 screen grids, two '35 variable-mus, one '27 oscillator, one '47 pentode, and one '80 rectifier. Automatic volume control, a 3-position tone control, illuminated quick vision dial, antenna adjuster, and a non-radiating chassis are features. One knob operates both volume control and on-and-off switch. Cabinet is walnut, with matched butt walnut front panels and ornamented fretwork grille. In the 84 are the variable-mu and pentode, the 3-position tone control, and combination on-and-off switch and volume control. Employed in the 84-Q are 4 '32s, 2 2-volt '30s, and one '33 pentode. It uses a new air cell battery.

Enpeeco



An apartment electric washer, called La Petite, makes its appearance from the factories of the Enpeeco Appliance Corp. It is different in principle from most small washers, the design giving an efficient machine, light in weight, and quiet, requiring no oiling and having few working parts.

Best



The Best Mfg. Co. has released the Model HRI home recorder, a portable, which uses an RCI control cabinet, an RMI microphone, and an RPI recorder pick-up. Compartments for necessary batteries are provided in bottom of the box. It is strictly an attachment for making recordings on pre-grooved composition records.

Kolster



K-60, K-70, K-80 and K-90 form the new product of Kolster Radio, Inc. The first, a mantel set priced at \$69.50, the second, a console at \$99.50, the third, a console at \$129.50, and the last, still another console at \$149.50. All of them are band-pass super-heterodynes. K-60 employs one '27 oscillator, two '35 variable-mus, two '24 screen grids, one '47 pentode and one '80 rectifier, and similar tubage is used in K-70 with the addition of another '24. K-80 utilizes two '27 oscillator and power detector tubes, two '35 variable-mus, two '24 screen grids, two '47 pentodes and one '80 rectifier, and the tubes in K-90 are the same with the addition of an extra '35.

Cabinet design of the K-60 has been produced with figured walnut front panel and



oriental walnut pilasters with decorative grill. The cabinet of K-70 is modeled after period of Charles II and contains oriental walnut top rail, figured walnut pilasters, butt walnut instrument panel, ornamental carvings on top rail and apron and shaped stretcher. K-80 cabinet reflects influence of 17th Century English design walnut pilasters, butt walnut top rail and apron, matched butt walnut pilasters, decorative instrument panel and spool stretcher.

Variable tone control and automatic volume control are features of the consoles.

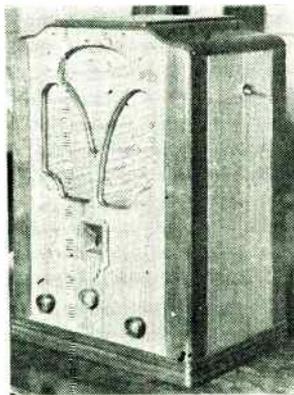
Cosmotone

A 3-in-1 instrument, silent and audible film projector, radio receiver and phonograph, is offered by Cosmotone, Inc.,

in the Cosmotone, an "electrical entertainer," installed in a suitcase. It can also be used as a microphone announcing system. It can use the lighting wiring carrying the power for its operation, but there is available, in addition, a light socket adapter power-attachment cord, provided as an integral part of the radio-projector unit. Weight of the Cosmotone is about 50 lbs., and the case is fitted with handles, making for portability.

The 7-tube receiver uses radio frequency tubes and has a detector-switching system which changes the detector tube into an amplifier when the phonograph pick-up or microphone is utilized. A push-pull pentode stage feeds the loud speaker, providing nearly 7 watts of power. Variable mu tetrodes in the tuner give single control, also make it possible to connect the receiver to any length of antenna. Power for energizing the microphone is taken from the power unit of the receiver. A plug-in receptacle provides for attaching the microphone to the amplifier when the public address system is utilized. Tone control knob of the receiver-amplifier adjusts the sound of the mike and pick-up in the same way it changes the timbre of the radio reception, it is said.

Westinghouse

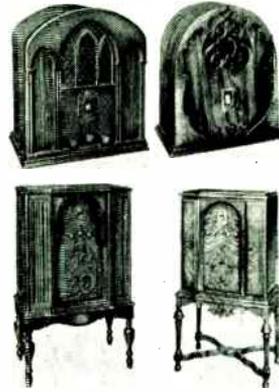


The Columette, Model WR 10, joins the "Columaire" family of the Westinghouse Electric & Manufacturing Co. It is a table model of upright and modernistic design. The chassis is super-heterodyne; the tubes are two '35s, two '45s, two '27s, one '24 and one '80. 18½ ins. high and less than 1 foot square. Exponential tube is used for r.f. and i.f. amplification. Finished in two-tone American walnut and equipped with phonograph jack so that it can be coupled with the Westinghouse phonograph unit for conversion into a combination. \$69.50, complete.

The Columaire, Jr., also a new addition to the Westinghouse family, is a superheterodyne employing one '80, one

'24, two '35s, two '45s and two '27s. This model, WR12, is available in AC or DC. \$88.50, complete.

Zenith



The AH table type, the CH semi-highboy, and the RH highboy, all super-heterodynes, with 8 tubes, magnavision dial, automatic volume control, pentode, full multi-mu, screen grid, tone control, and noise reducer, and antenna balancer, are presented by the Zenith Radio Corp. There is also another table type, the LP, with T.R.F. pentode and multi-mu, in sliced American walnut cabinet with lacewood overlay scrolls; 18 ins. x 16 ins. x 9¾ ins., and weighing 25 lbs. Gothic motif in walnut and lacewood marks the AH, 18 3-16 ins. x 15 3-16 ins. x 9 7-16 ins., and weighing 37 lbs. (also available for 25 cycle operation). A William and Mary design, walnut woods with quilted maple overlays and receding side panels are had in the CH, 39¾ ins. x 24 7-8 ins. x 13¾ ins. The RH, 46½ ins. x 26¼ ins. x 15 5-8 ins., uses grained walnut woods. A spinet base is available for the LP or the AH. Zenith magnavision dial employs a 7½ in. logging strip and a ground magnifying lens enlarging the strip 2¼ times, to make a the company claims, "an effective strip of 16 7-8 ins.

Aztec



The 200 midget and the 250 console lowboy are the initial output of the Aztec Radio Co. They use a 9-tube pentode su-

per-heterodyne chassis with 3 multi-mus, automatic volume control, Magnavox dynamic speaker. The tubes are: Three '35s, three '27s, one '24, one '47 pentode, and one '80 rectifier. Features of the chassis also include tone control and noise reducer, tube shielding, illuminated single dial and power pack of generous design. The 250 lowboy is 33½ ins. high, 19¼ ins. wide and 11¾ ins. deep; cabinet is walnut.

Dayrad

The Radio Products Co. issues the Dayrad Direct Reading Tube Analyzer, the Dayrad Type L Tube Checker, the Type 330 Test Oscillator, the Type HR Set Analyzer, the Type 880 Set Analyzer, and the Type R Voltmeter Ohmmeter.

The Direct Reading Tube Analyzer operates from 110 volts A.C. 60 cycles. Three 45-volt B batteries and two C batteries (14½-volt and 22½ volt) in the cabinet furnish necessary direct current. In testing a tube, the switch is turned on and the selector is set to the number on the chart. If the tube is shorted a red light indicates the trouble, if a filament is clear a green light signals. The tube is then transferred to the rating socket, following which the large meter tells its condition, the needle pointing to good, average, low, poor, weak, or inoperative. The Type L Tube Checker works from the AC line. It will test pentode, 2-volt, 6.3 volt, screen grid, rectifier and other general purpose tubes.

The type 330 Test Oscillator is of fixed frequency. Switching arrangements provided for sending series of signals simultaneously, four groups enabling operator to make adjustments on the broadcast frequency stages of all types of receivers as well as the intermediate frequency amplifier stages of super-heterodynes. The HR Set Analyzer is newly arranged so that it will also test pentodes, all tubes being placed in the analyzer, the cable plug of which is placed in the socket of the circuit to be tested. The 880 Set Analyzer uses large 3-inch meters (Weston, Jewell), and includes many new features. Its Analyzer plug is of latest design—normally 5 prong UY with snap-on 4 prong adapter UX, screen grid terminal and overhead filament connections are mounted on handle. Pentode power tube adapter is furnished. The Type R Voltmeter Ohmmeter is used for point to point testing, resistance, continuity work, and general service. Ohmmeter has two ranges: *-10,000 and 0-100,000 ohms; the voltmeter has three ranges: 0-30, 0-300, 0-600 volts at 1,000 ohms per volt.

The Last Word

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

Kolster Personnel Complete

Company Announces Production of New Models and Launches Sales Campaign

Announcement of a complete personnel of men thoroughly experienced in the radio industry and a complete new line of modern radio sets has followed immediately upon the news that Kolster Radio, Inc., has joined the Mackay Radio & Telephone Company family.

President of the new company is Franklin Hutchinson. Frank Holmstrom, Jr., is vice-president in charge of sales, and St. George Lafitte, vice-president in charge of production. Messrs. Hutchinson and Holmstrom have been for many years connected with the Mackay interests. Mr. Lafitte was formerly vice-president of the old company, Kolster Radio Corporation.

The sales and field organization will be in charge of W. F. McAuliffe whose assistants will be A. W. Rhinow and W. E. Goff. This able trio, whose names are well and favorably known throughout the radio industry were all with the former Kolster company.

Henry Cunningham, Jr., formerly vice-president in charge of sales of the New York Talking Machine Company, is district sales manager located at New York; S. G. Pratt, formerly sales manager, Eastern district, for Kolster, is district sales manager located at Cleveland; Robert C. Cameron, formerly zone manager for General Motors radio, is district manager located at Chicago; Bernard S. Tucker, formerly general sales manager with the Benwood-Linze Company of St. Louis, is district sales manager located at St. Louis; Vernon B. Level, formerly Eastern sales manager for Crosley Radio Corporation, is district sales manager located at Kansas City; and Don C. Wallace, formerly with General Motors radio, is district sales manager located at Los Angeles.

Manufacture of the new line is already under way at the factory, 360 Thomas

Street, Newark, New Jersey, and it will be in the hands of distributors and dealers in ample time for the coming season's business. The general executive offices are located at 67 Broad Street, New York City.

The vast resources which the new company now has at its command; the guidance of a new and vigorous management; improved manufacturing equipment; the research and engineering facilities of the International Communications Laboratories, Inc., combined with the engineering and research of Kolster Radio, Inc., not only bring a new international organization into the industry but offer every assurance that Kolster International will be a thoroughly dependable line of merit.

NFRA Convention Feb. 14

Philadelphia has been selected for the 6th Annual Convention of the National Federation of Radio Associations, tentatively fixed for February 14-17, 1932. The Radio Distributors Board of Trade and the Radio Retailers Association of Philadelphia will be the hosts. The Radio Wholesalers Association will meet concurrently with the N.F.R.A.

G-E Appliance Sales Head

J. L. Ray Given Important Post with General Electric Appliance Division

Joseph L. Ray, known throughout the industry through his earlier connection with the RCA-Victor Co., Inc. and his association work, has been appointed sales manager of the appliance division of the merchandise department of the General Electric Co., indicating again how closely allied are the radio and electric appliance industries. The position which Mr. Ray now fills was recently created by the General Electric Co. in a reorganization of some of its departments.

Mr. Ray has a varied experience in the radio and electric industry, covering both technical and sales work, culminating in with his appointment in 1927 as sales manager of the Radio Corporation of America. This important executive position became, with the unification of the R.C.A. interests, vice-president of the RCA-Victor Co., Inc., in charge of sales.



J. L. Ray

In 1905 Mr. Ray first joined the Western Electric Co., where, after four years in the engineering department, he moved into the sales division. He moved steadily ahead in this company until he became general supply manager in New York.

Sales Space for Dealers at Shows

Dealers will have the opportunity of making sales to prospects during the public radio shows in New York and Chicago this Fall through the arrangements being made by G. Clayton Irwin, Jr., to allot selling space to key retailers. Potential buyers at the manufacturer's exhibit will be referred to the dealer's space and turned over for the dealer to close.

Sparton Acquires Visionola

Distributors to Annual Convention Feted in Inimitable Sparton Style

The city of Jackson, Mich., the home of the Sparks-Withington Co., was the mecca of Sparton dealers and distributors from all over the nation early in June. The town had a festive appearance for it was the occasion of one of Captain Williams Sparks' unique sales conclaves wherein sound business discussions are dovetailed perfectly with entertainment of the highest rank. As usual, Capt. Sparks was the forceful personality behind this sales convention. Exemplifying to the nth degree his part of a successful captain of modern industry, he presented the new Sparton line and likewise brought the hopes of his audience to a high pitch, concluding the meeting with stirring words of encouragement and declaring that business is again in the ascent.

An all-star vaudeville show climaxed the big Sparton meet, the talent ranging from Zez Confrey's Orchestra to a score of stellar entertainers. That night of June 5th will long be remembered by all those present as a most enjoyable one.

During the convention it was stated that a consistent business campaign has been put into effect and that the new plans will incorporate sales ideas and products to feature Sparton radio sets at frequent and regular intervals. This high pressure drive will be maintained, it was said.

Should television really break in a big way, "Sparks-Withington would not be 30 days behind in its deliveries" of television receivers, stated Captain Sparks. He is of the opinion that television is still far off. "I will make this offer: If within one year from today television becomes commercially practicable, we will take back any Sparton set that has been sold in the interim and allow the purchaser whatever money he has paid against the purchase of a Sparton television set." This statement brought cheers.

Various Sparton officials emphasized the

need for placing radio upon a higher plane than low-priced units have made possible. To prove that there could be no money in sales of the cheapest merchandise, a collection of newspaper bargain radio ads was presented as Exhibit A.

J. G. Rosenblum, of the International

Business Corp., outlined a dealer survey embodying improved merchandising methods which will be at the disposal of Sparton retailers. The optimistic opinion that business is now on the upturn was the encouraging statement made to the dealers and distributors by Dr. David Friday, former head of the Michigan Agricultural College and a financial statistician of high repute. At the end of the year, stated the Doctor, production of all commodities would be 25 percent ahead of present levels, with consequent relief of unemployment and resumption of profitable commerce.

CeCo High Gear Sales Plan

Buckley Announces Definite Promotion Service for Distributors and Dealers

The advertising and sales promotion department of the CeCo Manufacturing Company has worked out a systematic and intensive business promotion service to jobbers and retailers. J. C. Buckley, advertising manager of CeCo, calls it the "high gear" plan because the thought back of it is to shift the jobber's and retailer's business into high gear for the ensuing months.

To the jobber, CeCo promises the following:

1. To help him secure more new retail accounts and also help him promote the business of his present retailers.
2. Territory development—Through a series of six powerful broadside mailings (with reply card inclosure), CeCo will help him cultivate his territory. By securing live leads for his salesmen in this manner, their selling jobs will be easier and quicker.
3. Through the cooperative sales plan, CeCo will help him increase the sales of other merchandise he is interested in promoting.
4. CeCo will cooperate with jobber retail accounts during the entire season to help them sell more CeCo radio tubes. They will also promote the sales of all other merchandise in their stores.

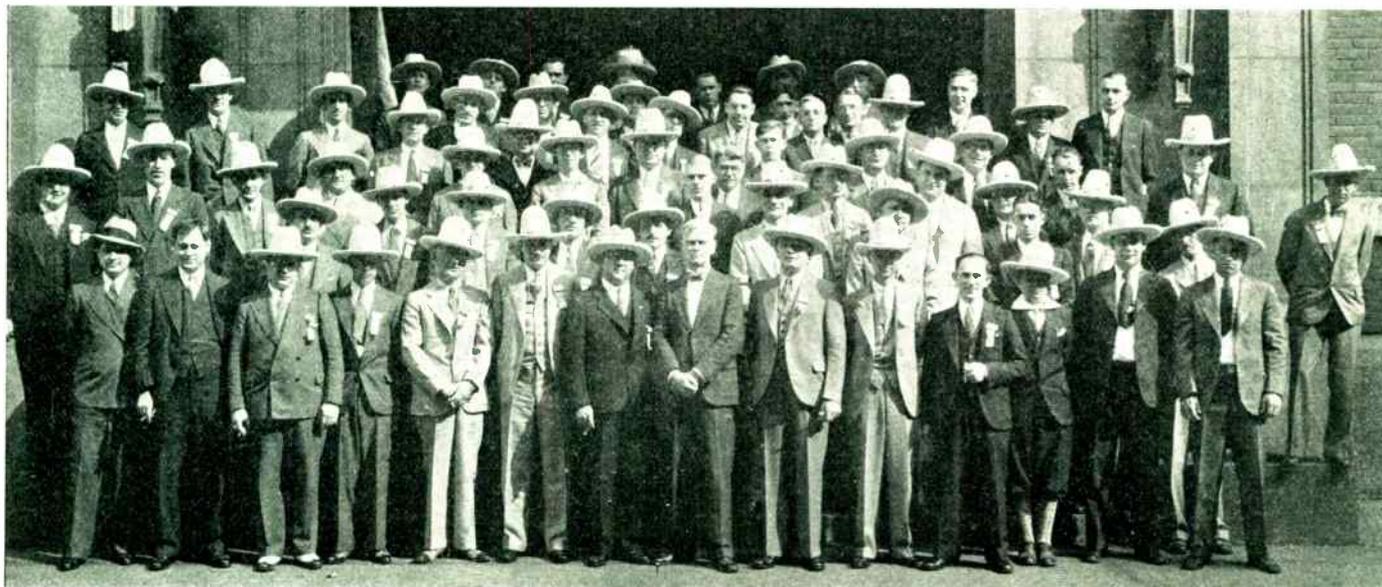
CeCo also promises to aid the retail merchant in the following manner.

1. It will help him increase his tube business and also boost the sales of all other merchandise he carries.
2. Through CeCo's business promotion service, it will help the dealer increase his unit of sale per customer, thus increasing his sales and profits.
3. CeCo's local market development program will help the dealer secure more customers, more business and more profits from his immediate trading area.
4. Through a series of four sales-compelling invitation letters, featuring and advertising the dealer's entire business through the entire season, CeCo will bring more customers into his store for tubes and other merchandise.

Lawson Greets Eastern Radio Dealers

C. T. Lawson, general sales manager, General Motors Radio Corp., followed the radio trade show with an intensive trip through Detroit, Buffalo, Syracuse, New York, Philadelphia, Baltimore and Washington.

Fifty G-E Radio Dealers in a Full-Range Round-Up



Dealers from practically every State in the Union came sombrero crowned to the factory as winners in selling radio.

J. E. Grimm General Motors Assistant Director

R. H. Grant, vice-president of General Motors, announces the appointment of John E. Grimm, Jr., as assistant director of advertising, sales section, General Motors, with headquarters in Detroit. He will be associated with D. P. Brother, director of advertising, and W. W. Lewis, who has also been appointed an assistant director.

Mr. Lewis has been a member of this department for the last year, coming from the Cadillac Motor Car Company where he held the position of assistant sales manager.

Mr. Grimm was formerly vice-president and director of sales, General Motors Radio Corporation, at Dayton. His transfer will involve no other change or replacement in the executive personnel of General Motors Radio Corporation, according to Roger J. Emmert, president and general manager. Charles T. Lawson will continue as general sales manager of this company.

Mr. Grimm has already assumed his new duties.

Majestic Picnic Makers



S.S. Theodore Roosevelt took 2,000 Majestic employees for an outing on Lake Michigan. Steering the craft are the expert helmsmen of the company: Vernon Collamore, Duane Wanamaker, Don Compton and B. J. Grigsby.

Arcturus Tester Aids Sales

Complete Merchandising Campaign Can Be Based on Advertising Free Tube Testing

After tests among numerous radio dealers, the Arcturus Radio Tube Company, Newark, N. J., announces a new business-building merchandising idea for its dealers throughout the country. The plan is based on the Arcturus tube tester which has been designed to test every common type of tube including the new pentode and variable-mu tubes. The large meter on this board gives two readings, namely; the usual plate current measurement and the essential electron emission indication. Because of the display value of this tester, the dealer can very readily test tubes before the eyes of his customers and definitely point out to them the

that dealers have very materially increased their tube sales and have gained new customers for other merchandise handled in their store by the simple means of merchandising free tube testing service to their customers and prospects. In one instance, a radio dealer, who also handled automobile tires, induced his customers to bring in their tubes for free testing and, besides increasing his tube volume, was able to add a number of new customers for tires.

According to Jack Geartner, advertising manager, this plan has been evolved after six months of experiment with various sales ideas. "We believe," says Mr. Geartner, "that this is the most attractive sales-building proposition ever offered to the radio trade. The proposition becomes even more attractive when it is considered that the many of the Arcturus jobbers have a plan that enables the dealer to earn one of these testers through his tube purchases. We have prepared a comprehensive follow-up system for the dealer which forms part of our experiments, and their pulling power has been definitely proved.

"Judging from the interest on the part of the dealers at the radio show, it is evident that the trade sees in this tester the answer to a long-felt want to help increase tube sales."

O. F. Jester Radio Sales Manager Stewart-Warner

Oden F. Jester, whose association with the Stewart-Warner Corporation, Chicago, dates back to 1925 when that company began to manufacture complete radio receivers, has resumed the position of sales manager of the radio division of Stewart-Warner, with headquarters at the factory on Diversey Parkway, Chicago.

Armstrong Zenith Sales Promotion Manager

A. T. Haugh, general sales manager of the Zenith Radio Corporation, announces the appointment of F. J. Armstrong as sales promotion manager.

Mr. Armstrong is exceptionally well known today in the radio business, and especially in sales promotional activities involving marketing of radio sets through the dealer to the consumer. He developed the first automatic wireless outfit to operate in lifeboats during the war. He has been sales manager of a large farm lighting manufacturer and of a nationally recognized automotive concern. His activities extend from consulting radio engineer to special development work on display materials and devices for promoting sales.

He comes to the Zenith Radio Corporation from the Radio Division of the Club Aluminum Company, where he was general manager.

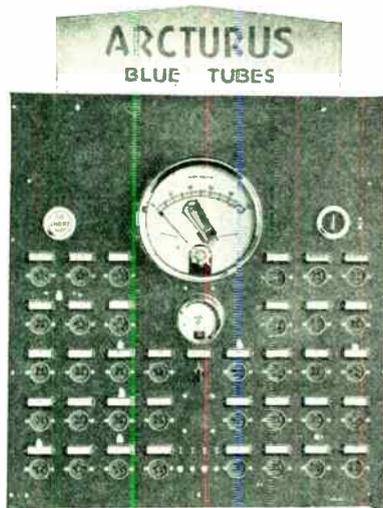
F. H. Smith Heads Sales of Bell Talkies

Frederick H. Smith has been appointed general sales manager of the Bell Equipment Corp., manufacturers of 35 millimeter home talkie equipment. Mr. Smith is skilled in merchandising home entertainment instruments, having recently been with the Rudolph Wurlitzer Co. in New York in the adult games department.

The Bell apparatus includes portable equipment to reproduce from standard film and records.

Dubilier Again President

After an absence of several years from the organization which he created and developed, William Dubilier has resumed the presidency of the Dubilier Condenser Corporation of New York City.



difference between good and bad tubes. When the latter are encountered, the test provides the dealer with excellent talking material on reasons why the customer should buy new replacement tubes.

On tests conducted, it has been proved

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.

Talkie Film Libraries

Dear Glad:

The radio industry unquestionably is sold on Home Talkies, and ready to further the development of this new means of home entertainment. However, there have been several hindrances to the growth of this new industry, principally among which is found the problem of film product—a problem concerning not alone availability, as far as the product itself is concerned, but a means for merchandising it in such a way that it will become universally available to the individual user at a very low cost.

Obviously, the radio jobber and dealer both can realize handsome profits from handling film if they proceed on a sound basis. The question of investment is necessarily governed by the size of library. It does not seem advisable for the dealer to purchase outright the necessary film subjects which he would require to establish an adequate library; since the cost of doing this would be almost prohibitive in most cases. Under a proposed plan, the greatest investment made would be that made by the jobber who would purchase a number of subjects and rent such subjects to his dealers on a wholesale circulating library basis. The number of films the jobber would be obliged to purchase would depend, of course, upon the number of dealers he expects to serve, and his returns accordingly would be regulated by the number of dealers to whom he rented the film and by the life of the film and record.

For the purpose of establishing an average figure, we can assume that the average film may be played at least 200 times before replacement is necessary. Actually we have played one film more than 400 times, and it is still serviceable, so that the estimate of film life at 200 showings is extremely conservative. Such film could be circulated among a chain of fifty dealers, permitting them to retain it for one week each before its useful life came to an end.

Thus we can assume that a jobber can estimate the number of prints of a particular subject he requires by the number of dealers he serves. In other words, if a jobber had but fifty dealers he would require but one print of each subject. If he had one hundred dealers, he would require two prints of each subject and so on. An extra print be added for each additional fifty dealers he serves. Having estimated this, it becomes evident that a jobber serving fifty home talkie dealers could establish among them a continually circulating library of films comprising five subjects for each dealer with only one print each of 250 subjects. Since the average cost of a film and record runs about \$20.00, this would call for an investment of about \$5,000 on the part of the jobber. Now let us see how he can realize a profit on this investment and how much.

Once the jobber has secured his films and records he ships five of each to each of his fifty dealers, charging the dealer \$1.25 rental per reel and record for a one week loan. In other words, the dealer would be obliged to pay only \$6.25 a week for his library facilities.

At the end of each week these films would change hands among the dealers and continue changing each week thereafter, until fifty weeks had elapsed at which time all the subjects would have rounded out the circuit.

Continuing our calculations on the basis previously established, we find that at the conclusion of this period of fifty weeks, each of the fifty dealers would have had at one time or another, each of the fifty films and pay the jobber \$1.25 per reel and record for its rental. Thus the jobber would receive as rental of these films a weekly income of \$6.25 from each of the fifty dealers or a total of \$312.50 weekly. At the end of fifty weeks his total income would amount to a gross sum of \$15,625.00.

Since the dealer would be obliged to make all repairs for the film as will be found outlined in the dealer plan, the jobber would have little expense outside of billing and bookkeeping. Therefore at the end of fifty weeks he would have realized better than a 200 percent profit on his investment. If during that time thirty of the 250 films became irreparably damaged the jobber can afford to replace them with new films and still realize 200 percent profit on the original investment. Certainly this seems a lucrative proposition for the jobber and as will be seen from the dealer plan, it proves equally profitable for the dealer. In view of the tremendous profits should the jobber desire he may reduce the rental cost to the dealer by 50 percent thus enabling the dealer further to reduce his rental cost to the consumer and increase business in this direction.

Now let us consider the dealer's part in this plan, and how he may derive profits.

Assuming that at first the dealer would desire to proceed cautiously in whatever plans he may have contemplated in establishing a talking picture library, he would sign up with the jobber for the minimum number of films which as previously stated would be five, thus committing himself to a total investment of \$6.25 weekly. Of course, at first, the dealer must regulate his price of rentals for the number of machines which have been sold in his immediate territory. But, logically enough, the lower he makes his rentals, the more rentals he will make, and the greater his total profit will be.

With a minimum of five machines operating in his immediate vicinity, the dealer can afford to rent his film at the very low, and at present unheard of price, of 50 cents per reel and record per night. Thus for each rental of his five reels of films he would be assured an income of \$2.50 nightly, and when the film should

have been rented to all of the five prospects during the course of the week he will realize a total income of \$12.50. Since his obligation to the jobber is only \$6.25, he is assured 100 percent return on his investment. While this amount is insignificant in itself, just as soon as a greater number of machines become available, the weekly profits for the dealer will increase correspondingly and when ten times that number of machines have been sold in his territory he will be assured a weekly income of better than \$60.00.

We now come to additional expenses incurred by handling film as far as the jobber is concerned. Naturally, all of the film will be owned by the jobber and should there be any damage to it he would be called upon to replace it. However, as previously pointed out, there is a great enough margin of profit for the jobber to enable him to replace all of the 250 films and records within a year and still realize more than 100 percent on his investment.

At the end of the year after the film has completed its circuitous tour the jobber may have the option of continuing its rentals to still other dealers, or selling it outright to dealer or consumer or whoever else may be interested in purchasing it. He should, on this basis, be able to realize an additional profit of at least \$1500 to \$2000 on 250 reels and records. If the jobber does not wish to sell the film at the end of this period, he has another alternative—exchanging libraries with other jobbers.

Under terms of the jobber's contract with the dealer, the dealer will be responsible for all film in his possession so that minor damages such as breaks must be repaired by the dealer. This relieves the jobber of a large service department and reduces his handling of the film to an absolute minimum, in most cases, without any increase in his present personnel. Of course, there must be someone in the jobber's organization to route the films and keep records of them.

As far as the dealer is concerned, until his rentals grow to large volume, it would not be necessary for him to increase his present personnel. It has been figured that the average attention required by each film after rental is but five minutes; including inspection, rewinding and repairs. With a library of five films, attention to these films would require only one half hour daily. The only additional accessories that the dealer would require are a rewind machine, a film splicer and some opaque leader film which must be inserted between breaks to preserve synchronization. This whole outfit should not cost more than \$10.00 or \$15.00.

This is the complete plan and certainly proves that both dealer and jobber can make handsome profits from film rentals and since these film rentals will be governed solely by the number of machines in use it should be the aim of every deal-

(Continued on next page)

(Continued from page 44)

er and jobber to sell as many machines as possible.

If a total of 100,000 machines are sold during the coming season, and assuming that the owners of each of these machines will rent five reels weekly at 50 cents per reel, it would provide a film rental market assuring a weekly payment of approximately \$250,000 or a yearly business of \$13,000,000.

With all the radio dealers and jobbers in the United States in back of Home Talkies and pushing their sale, it is not unreasonable to assume that a great many more than 100,000 will be disposed of in the coming year, and the radio merchandising channels will have established a new industry with tremendous possibilities; an industry that does not end with the sale of the product, but continues to provide a regular increasing income through the rental of film. Dealers and jobbers who get under the wire now will be the first to cash in on these profits, and the first to realize the beneficial affects of what is sure to prove a saviour to the radio industry.

Your truly,
L. G. Pacont.

R. F. Kent Joins Pilot

Ralph F. Kent has been placed in charge of the testing and inspection department of the Pilot Radio & Tube Corporation, of Lawrence, Mass., according to an announcement by Charles Gilbert, executive vice-president of the company.

Rolfing General Works Manager of Majestic

R. C. Rolfing, who has had wide experience in engineering and manufacturing, has been made general works manager of the Grigsby-Grunow Company, succeeding Albert Weiland, resigned, according to Don M. Compton, vice-president and general manager. "Mr. Rolfing comes to the Grigsby-Grunow Company," said Mr. Compton, "with a rich experience in manufacturing and he will be in charge of all plant operations and purchasing."

Mr. Compton also announced other changes in the engineering department of the company. Ray C. Hainbaugh has been promoted to chief engineer of the refrigerator division. Robert M. Arnold has been appointed chief engineer of the radio division, and C. Marvin Blackburn has been made chief engineer of the vacuum tube division.

Sylvania Names Tester "Vis-O-Meter"

The tester designed by the Sylvania Products Co. and displayed at the radio trade show has been christened the "Vis-O-Meter" as a result of the contest conducted during the show. This meter provides a testing of tubes under actual operating conditions and gives the customer a visual report on their conditions.

The contest was won by P. J. Graham of Columbus, Ohio, and J. M. Garvey, of Baltimore, Md.

La Crosse to Manufacture Speakers

The La Crosse Radio Corporation, with manufacturing headquarters in La Crosse, Wisconsin, and general sales offices in Chicago, has been organized for the purpose of manufacturing radio loud speakers, both for use in radio receivers for the home, automobile radio sets, public address systems, etc.

Alfred Marehev, prominent for many years in the radio industry, is president of the new organization, and Fred W. Temple is vice-president and chief engineer. Ralph L. Corey, widely known in banking and financial circles, is secretary and treasurer of the new company.

Van Horne Reports 25% Sales Increase

At a recent meeting of the stockholders of the Van Horne Tube Co., officers were advanced as follows: David M. Kason, chairman of board; J. L. Leban, president and general manager; John S. Van Horne, vice-president; E. T. Flewelling, vice-president; A. H. Ganger, secretary-treasurer; A. W. Lloyd, assistant treasurer.

Mr. Leban points out that the experience of the Van Horne Tube Company during the last year has been exceptional. The company was one of the few radio companies to show a profit on operation for the year.

5,000 RECORDS FOR SALE!

We have a stock of 5,000 records we are selling for 7c each. They include English, Italian and Jewish.

Also over a million phonograph needles at 2c a hundred.

Three-quarter inch springs at 5c each.

B. LEVINE, 2120 Ave. S. Brooklyn, N. Y.

SALESMAN WANTED

We want to find a salesman who knows the radio and refrigerator trade in the Scranton and Wilkesbarre, Pa., territory and who knows how to work. Give full particulars to Box L. S., The Talking Machine & RADIO JOURNAL, 5941 Grand Central Terminal, New York, N. Y.

REPRESENTATIVES WANTED

Nationally known tube manufacturer with representation in every State in the Union is considering making new appointments in the New York State and Connecticut territory, upper Illinois and Wisconsin territory, North and South Dakota and Minnesota territory exclusive of Minneapolis and St. Paul, and the Denver and Salt Lake territory. The company is already represented in these territories and is interested only in men who can do a better job.

Box C.J., The Talking Machine & RADIO JOURNAL, 5941 Grand Central Terminal, New York, N. Y.

Factory Representative available for nationally known set manufacturer. Complete merchandising experience in Metropolitan New York area and in New York State and New England. Intimate knowledge of distributor and dealer problems. Formerly connected with one of the industry's leading manufacturers. 29 years of age. Good education, aggressive and reliable. Has devoted considerable time to survey, sales analysis and special advertising campaigns. Record exceptionally clean. Finest recommendations. Box 87, c/o The 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**

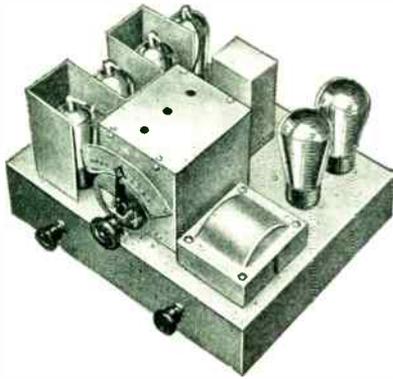
THIS THING CALLED BROADCASTING

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

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

Book Department

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



A RADIO CHASSIS FOR EVERY PURPOSE

Which You Can Merchandise for Profit

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

Pentode Tube, Full Vision Dial, Tone Control, Four Screen Grid, Screen Grid Detection, Phonograph Pick-Up Jack, Humless Filter Circuit, High Intermediate Frequency Gain, Antenna Adjuster, Compactness. New Electro-Dynamic Speaker, which gives Smooth, Rich and Mellow Tone.

Write for Full Particulars. Some good exclusive territories still open.

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

WITH THE JOURNAL ADVERTISERS

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

INDEX	A	K
	Alexander Hotel 10	Ken-Rad tubes 15
	Arcturus tubes 13	Kolster radio 6, 7
	Atlas plywood cases 10	M
	Atwater Kent radio 16	Majestic refrigerators and radio Back Cover
	B	May Radio Corp. 47
	Brunswick Panatropie radio & records Front Cover, 27	P
	C	Pierce-Airo chassis 46
	Columbia phonograph 31	R
	Crosley radio 8, 9	RCA Victor radio 1
D	Radio Circular 10	
De Wald radio 46	S	
F	Sparton radio 3	
Fada radio 2	Stewart Warner radio 11	
Flyer motors 47	Stromberg-Carlson radio Second Cover	
G	T	
General Electric radio 4, 5	Tung-Sol tubes Third Cover	
General Industries motors 47	U	
	Universal microphones 47	





YOUR BUSINESS

Where Will It Be in 1940?

Leaders of the Radio Industry Tell You in

RADIO AND ITS FUTURE

Twenty-nine of the best minds in the radio industry have collaborated to give an authoritative picture of the probable development of the radio industry as a whole. What the leaders are thinking, what they expect of the future, and how they are making plans to meet that future is of immense value and interest to you in your business.

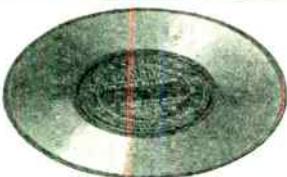
Book Department

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

Please Send Me "Radio and Its Future," for which I enclose my check for \$4.00.

NAME

ADDRESS



Soft Aluminum Pre-grooved Blank Records for Instantaneous Home Recording. Double faced.

Also Microphones—Double and Single Button—Transformers, Mounts, Cable, Plugs., etc. Write for Catalog.

Volume	List Prices
Brilliance	6 inch \$.50
	8 inch .75
Durability	10 inch 1.00

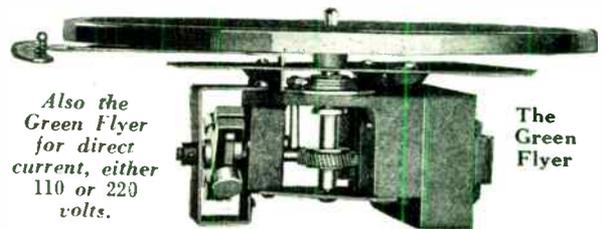
UNIVERSAL MICROPHONE CO., Ltd.

1163 Hyde Park Blvd.
Inglewood, California, U. S. A.

Flyer Electrics

MAINTAINING exactly their original highly efficient yet simple design . . . for more than two years Flyer Electrics have splendidly justified the first confidence they won as the *motors that started out right*. America's popular favorites for radio-phonographs.

Self-starting induction type, with automatic stop equipment optional. Amply powerful, supplying uniform speed with all pick-ups and records. The Green Flyer and the larger Blue Flyer. Specially designed for radio-phonographs. Open construction with complete ventilation. Silent spiral-cut fiber gears and long oversize bearings. Both motors operate on all voltages and frequencies. Furnished complete with mounting plate, turn-table and speed regulator. Responsibly guaranteed.



Also the Green Flyer for direct current, either 110 or 220 volts.

The Green Flyer

The GENERAL INDUSTRIES CO.

3111 Taylor Street, Elyria, Ohio

MAY DISTRIBUTORS OF PHILCO BALANCED UNIT RADIO

MAY RADIO CORP.
393 New St.,
Newark, N. J.

Sole Distributors in
Northern New Jersey
and Staten Island of
Philco Radio

MAY DISTRIBUTORS, INC.
353 Atlantic Ave., Brooklyn, N. Y.
Sole Distributors in Brooklyn,
Queens, Nassau and Suffolk Counties
of Philco Radio

MAY DISTRIBUTING CORP.
112 Bleecker St.,
New York City

Sole Distributors in Man-
hattan of Philco Radio

MAY DISTRIBUTING CORP.
536 Bergen Ave., Bronx, N. Y.
Sole Distributors in Bronx and West-
chester of Philco Radio

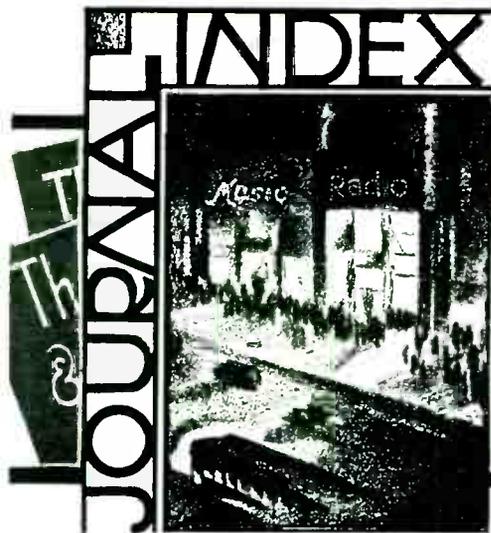
D. W. MAY, INC.

393 New Street, Newark, N. J.
Sole Distributors in Northern New
Jersey and Staten Island of Philco
Transitone Automobile Radio and
Philco Tubes

34-36 W. Houston St., N. Y. C.
Sole Distributors in Manhattan of
Philco Transitone Automobile Radio
and Philco Tubes

353 Atlantic Ave., Brooklyn, N. Y.
Sole Distributors in Brooklyn, Queens,
Nassau and Suffolk Counties of
Philco Transitone Automobile Radio
and Philco Tubes

536 Bergen Ave., Bronx, N. Y.
Sole Distributors in Bronx and West-
chester of Philco Transitone Auto-
mobile Radio and Philco Tubes



MORE THAN 20,000 CIRCULATION

ARTICLES, FEATURE STORIES, TRADE NEWS

CONTENTS for JULY 1931

Editorial	17
<i>By Glad. Henderson</i>	
36 Manufacturers Announce New Sets	20
Specifications of the New Lines	22
Tubes Light the Way to Other Sales	24
Service Department Makes a Profit	28
<i>By A. V. DuChane</i>	
Free Shows Sell Home Talkies	30
Glad's Book	32
Electric Appliance Section	33
Radio Attendance at NELA Show	33
<i>By Harold E. Speare</i>	
Pictorially Speaking	36
New Models	38
Last Word of News	41
Index to Advertisers	46

GLAD. HENDERSON, EDITOR

DANIEL WEBSTER, Managing Editor

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

VAL VALERIUS, Business Manager

L. F. McCLURE, A. B. MILLS, Western Managers
737 No. Michigan Ave., Chicago. Telephone: Superior 2502

H. F. NOSS, Cleveland Representative
810 Citizens Building

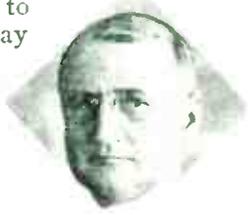
HALLETT E. COLE, Los Angeles Representative
1015 New Orpheum Bldg., 846 South Broadway. Telephone: Vandike 7380
Accredited news representative in leading citivs in United States

*Vol. XXXI | Editorial and General Offices Henderson Publications, Inc.,
5941-3 Grand Central Terminal, New York, N. Y. Telephones, 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 50c the copy.
\$5 the year. 3 years \$10. (Foreign postage, \$2; Canadian postage, \$1.)
Printed in U. S. A.*

1898

DO YOU realize that in 1928 thirty per cent of all the goods manufactured were not heard of thirty years ago? The automobile, electric refrigeration, the airplane, the radio, have come into existence during that time. For thirty years, I worked with thirty some odd thousand retail hardware dealers in the United States. The last six years, I tried to get them to realize that the goods they had in stock, to a great degree, were out of existence. I found many a hardware dealer trying to sell the Whiffletree. Many of you young men don't know what a Whiffletree is unless at college you sung the song of the "Old Gray Mare and the Whiffletree."

•When I was married, thirty-four years ago, I bought a steel range, five or six barrels of enamel ware and tinware and started housekeeping. What has the bride of today? She buys an electric percolator. The steel range is practically out of existence. Not only the retail hardware dealer, the retailers of other commodities, but the distributors as well are trying to sell goods today that are practically out of existence.



J. Clarke Coit
President
U. S. Radio &
Television Corp.

JULY BUSINESS EDITORIAL

UNIFORM TUBES

the Sure Road to REPEAT SALES

Because they are made by the same precision methods used in the manufacture of Tung-Sol headlamp bulbs—a product on whose performance millions of lives depend—Tung-Sol Tubes are uniform to the Nth degree.

This uniformity is a safeguard to the dealer. It means that he can pick up any Tung-Sol Tube, put it in a set and know it will give fine service. It means that he can stock up with Tung-Sols and be sure that he gets no "duds." It means that he can demonstrate the fine qualities of his radios with Tung-Sols. It means satisfied customers—greater profits.

The Tung-Sol Franchise is making money for hundreds of dealers. Get your share of the profits by obtaining a Tung-Sol Franchise yourself. Write our nearest branch for full particulars.

TUNG-SOL RADIO TUBES

One of the Famous Tung-Sol Products

Made by

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

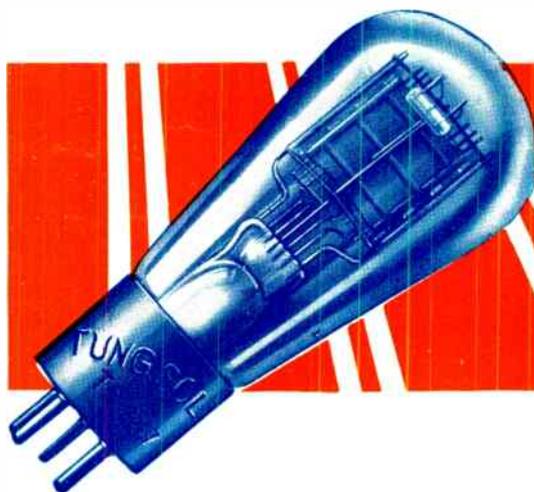
Licensed under patents of the Radio Corporation of America



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.



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.

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

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

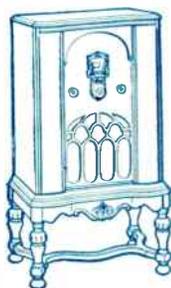


MIGHTY MONARCH
OF THE ARCTIC



Value!

*... Secret of the
success of Majestic*



The spectacular success of Majestic in the radio set manufacturing business was based definitely upon giving the public quality of the highest type at the lowest prices at which a quality article could be produced. This Majestic accomplished by modern methods of purchase, manufacture and merchandising.

Now Majestic has brought its highly developed methods and experience to the refrigeration field and gives to the American housewife *all* essential and desirable features... with finest construction... at prices all can afford to pay. Success here has been so rapid that even Majestic's huge plants are, at the moment, oversold. Radio dealers interested in a fast-moving, very-profitable summer item should communicate with the nearest Majestic distributor.



GRIGSBY-GRUNOW COMPANY, CHICAGO, ILLINOIS

Makers of

Majestic

RADIO and REFRIGERATOR