

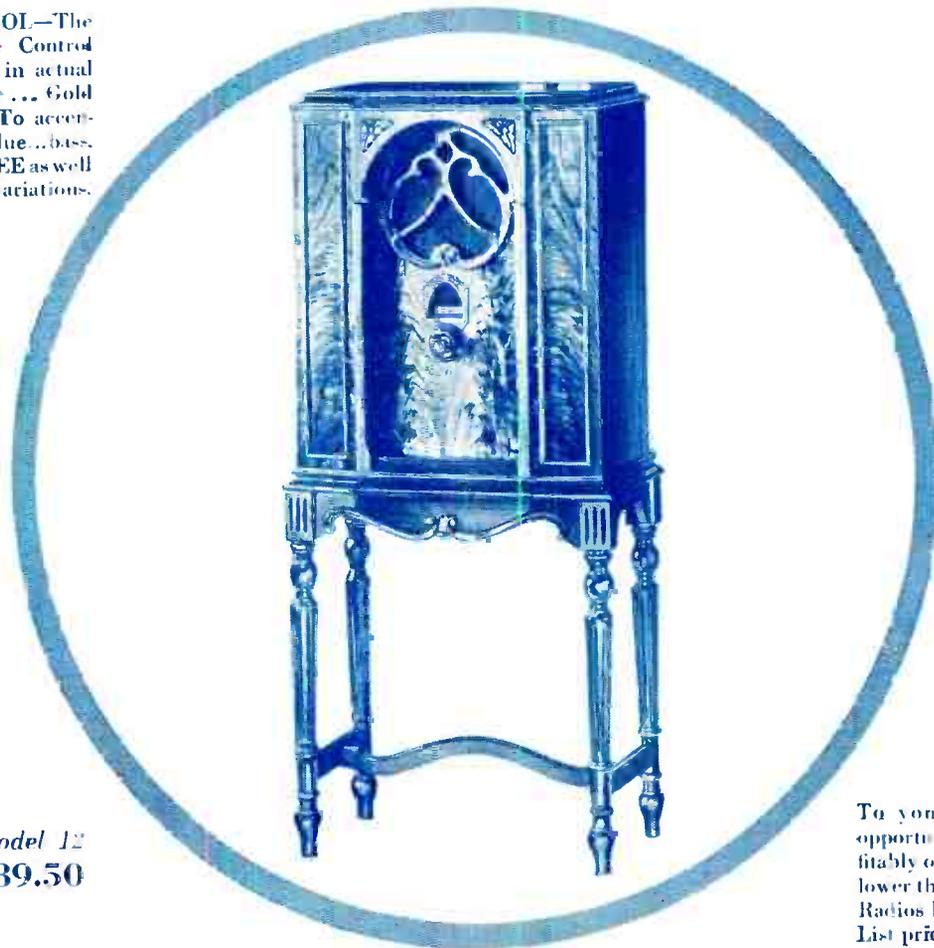
# The Talking Machine and Radio Journal

**RADIO**  
Electric Appliances



*Glad. Henderson*  
Editor

**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 12  
\$89.50

To you Brunswick offers the opportunity to concentrate profitably on a complete line at prices lower than high quality Brunswick Radios have ever before been sold. List prices \$79.50 to \$225.

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 customers' satisfaction. \* \* \* \* \*

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

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THE TRADE AUTHORITY

Radio Electric Appliances and

Home Amusement Accessories

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1591, 1593, 1595, 1597, 1599, 1601, 1603, 1605, 1607, 1609, 1611, 1613, 1615, 1617, 1619, 1621, 1623, 1625, 1627, 1629, 1631, 1633, 1635, 1637, 1639, 1641, 1643, 1645, 1647, 1649, 1651, 1653, 1655, 1657, 1659, 1661, 1663, 1665, 1667, 1669, 1671, 1673, 1675, 1677, 1679, 1681, 1683, 1685, 1687, 1689, 1691, 1693, 1695, 1697, 1699, 1701, 1703, 1705, 1707, 1709, 1711, 1713, 1715, 1717, 1719, 1721, 1723, 1725, 1727, 1729, 1731, 1733, 1735, 1737, 1739, 1741, 1743, 1745, 1747, 1749, 1751, 1753, 1755, 1757, 1759, 1761, 1763, 1765, 1767, 1769, 1771, 1773, 1775, 1777, 1779, 1781, 1783, 1785, 1787, 1789, 1791, 1793, 1795, 1797, 1799, 1801, 1803, 1805, 1807, 1809, 1811, 1813, 1815, 1817, 1819, 1821, 1823, 1825, 1827, 1829, 1831, 1833, 1835, 1837, 1839, 1841, 1843, 1845, 1847, 1849, 1851, 1853, 1855, 1857, 1859, 1861, 1863, 1865, 1867, 1869, 1871, 1873, 1875, 1877, 1879, 1881, 1883, 1885, 1887, 1889, 1891, 1893, 1895, 1897, 1899, 1901, 1903, 1905, 1907, 1909, 1911, 1913, 1915, 1917, 1919, 1921, 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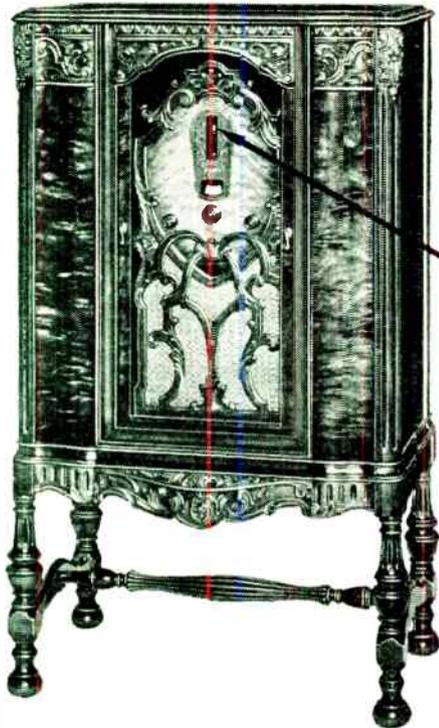


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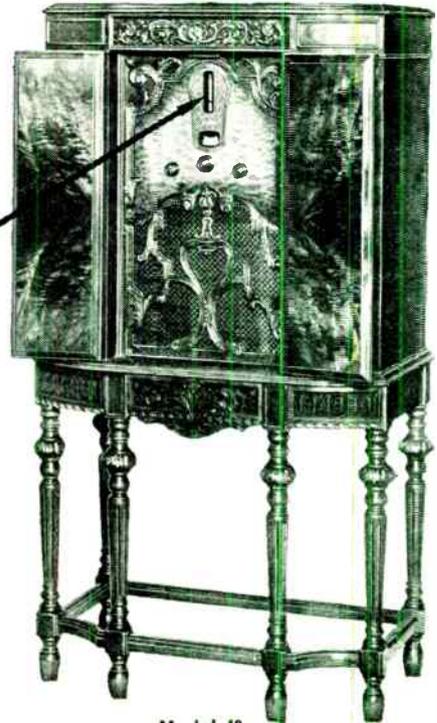


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*A rising column of light  
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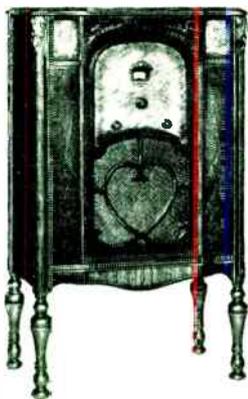
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Turn the dial—there is the station you want, *announced in light by call letter!* But more—watch that column of red light that rises instantly in the neon tube. When it hits the highest point on any given station it tells you that you have the station "right on the button!"

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In appearance the *Fada Automatic Flashograph* resembles a thermometer except that in place of mercury there is a column of vivid red light. The device is operated by the carrier signal arriving from the broadcasting station and when that signal reaches its greatest intensity the column of red light automatically reaches its highest point in the neon tube.

The Fada Flashograph with Neon Tube Visual Tuner is the greatest contribution to modern radio performance and enjoyment and makes the most dramatic feature for sales demonstration ever offered. Found on deluxe models 48 and 49.



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# *The most important* GENERAL ELECTRIC

GENERAL ELECTRIC presents its greatest achievement in radio receivers—a line destined to make radio history during the coming season.

The ten models in this line provide a radio for every pocketbook. Every model is outstanding in its superiority.

The brilliant performance of General Electric Radio has been made more brilliant still. Tone quality so amazingly superior that it can be detected by even the average ear! These significant features are to be found in many models:

Automatic volume control of a vastly improved type—so perfected that it maintains constant volume without the objectionable noise formerly brought in between stations. Pentode output tubes—not single, but in push-pull, making possible high output and supreme tone quality. Variable tone control over a wide range . . .

Cabinets based on a national consumer

survey. Thousands of doorbells were rung to discover what people wanted in radio cabinets and what they didn't want. Then these preferences were translated into wood.

Hence, the new G-E cabinets fit the public taste like a glove!

G-E offers its dealers a full range of models at a full range of prices. It will pay you, and pay you well, to put your best efforts back of this line.

Soon will begin the most convincing national advertising campaign ever put behind a radio line. Watch for it! Get it working for you!

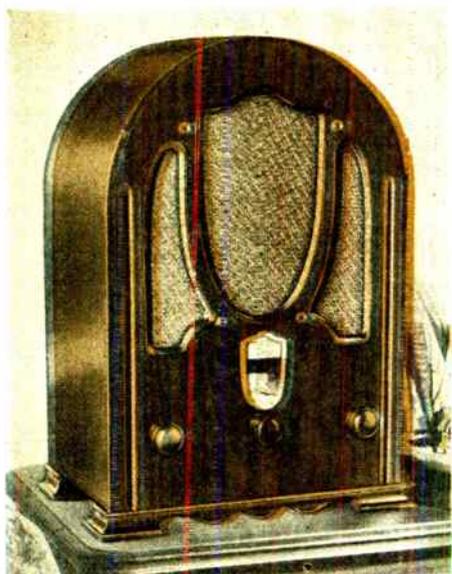
Study the models on the following pages. Then act at once. This is a profit-opportunity which comes only to those who get back of a coming market-leader!

Write or wire your G-E Radio Distributor or General Electric Company, Merchandise Department, Section R-758, Bridgeport, Conn.

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*These low-priced G-E sets will be big sellers*



*Left:* THE JUNIOR CONSOLE

A smart console model with the chassis of the regular Junior, described above. Takes but little floor space, convenient and harmonious in smaller homes and apartments. Beautiful walnut cabinet, with restrained ornamentation. Phonograph connections, to which the End Table Phonograph—described on following page—may be connected. Price, *complete with tubes* . . . . . \$8950



*Right:* JUNIOR WITH CLOCK

Similar to the Junior in every way, except that a highly accurate General Electric Clock has been included. Price, *complete with tubes* . . . . . \$8450

• *Note turn the page and see the rest of the new G-E line* •

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



# The new G-E line includes a set for



*Left:* THE GENERAL ELECTRIC  
END TABLE PHONOGRAPH

Makes a radio phonograph combination out of practically any modern radio set. A beautifully-finished end table, with a convenient lower shelf for magazines, books and phonograph records. Slide back the cover and play your favorite phonograph records through your radio set. A handsome, practical piece of furniture. List price . . . . . \$6.450



*Right:* CONSOLE BATTERY-  
OPERATED SET

This battery-operated set is an 8-tube superheterodyne with brilliant sensitivity, selectivity and tone quality. Built to the same high standards as all-electric sets. Uses the new "air cell" for A power, which lasts a year or longer under normal use without renewal or attention. List price, *complete with tubes*—less batteries . . . . . \$9950



*Left:* G-E POPULAR CONSOLE

A 9-tube superheterodyne with 2 Pentode output tubes. Single unit chassis, completely shielded. Power switch combined with tone control knob, Helmholtz Resonator improves tone. Improved automatic volume control. Phonograph connections. Cabinet of brown walnut, with figured matched butt walnut instrument panel, splayed front, butt walnut overlays.

*Right:* GEORGIAN GRAND-  
FATHER CLOCK-RADIO

New 9-tube superheterodyne. Pentode push-pull output. High selectivity and sensitivity. Improved automatic volume control, which eliminates undesirable noises between stations. The cabinet is an authentic copy of an Eighteenth Century Grandfather Clock. Clock is electric—a perfect timekeeper. Case of finest mahogany. (Available in September)



*every home and every pocketbook*

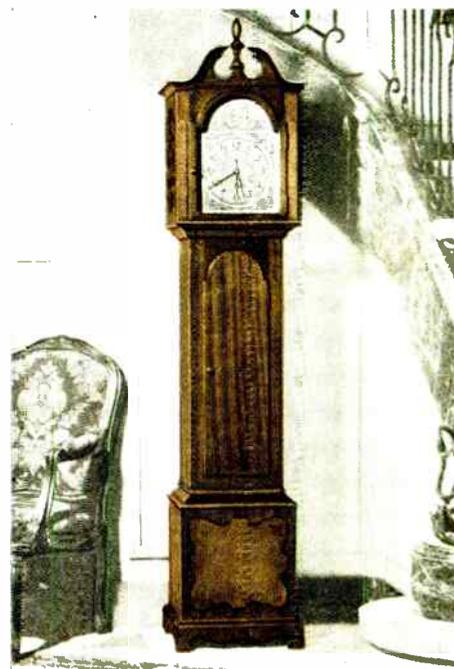


*Left: DELUXE LOWBOY*

Special 10-tube superheterodyne chassis, with three 235 tubes, three 227's, one 224, one 280 and two 247 Pentodes in push-pull. High output. Superb tone. Chassis doubly shielded, the outer shield acting as a Helmholtz Resonator. Brown walnut cabinet of classical design, with graceful curved front. Center panel a replica of Renaissance hand carving. Hand-rubbed wax finish. (Available in September)

*Right: EARLY AMERICAN GRANDFATHER CLOCK-RADIO*

Full sized authentic Grandfather Clock. Case of genuine mahogany, finished in rich brown tone, and ornamented with figured overlay. Ten-tube superheterodyne with push-pull output and automatic volume control. Large 8-inch dynamic speaker. G-E Electric clock. May be obtained with remote control at additional cost.



*Automatic Radio-Phonograph Combination*

One of the most remarkable sets in the G-E line. Combines finest radio reception, phonograph with automatic record changing and home recording. Radio is a 10-tube superheterodyne with two 247 Pentodes. Automatic volume control of improved type. Doubly shielded, the outer shield acting as a Helmholtz Resonator. Dynamic speaker. Truly beautiful Queen Anne cabinet. Brown walnut, with center-matched butt walnut panels and

doors, and hand-rubbed wax finish. Plays ten 10-inch records for approximately 30 minutes before repeating. Tremendously improved home recording on 10-inch records is accomplished with no effort or complications. Merely sing, play or talk into a specially designed studio type microphone and then play the record back with remarkable volume and fidelity. No waiting or delay. Records both radio programs and "home entertainment."

(Available in September)



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



# "they're Hot"



### Radiolette

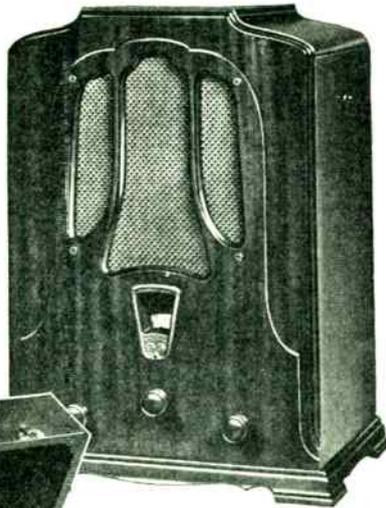
RCA Victor's greatest *value*—the new RADIOLETTE... a husky radio in a tiny cabinet... only 15 inches high... weighs only 16 pounds... 4 tubes including an RCA Pentode... only \$37.50 list complete.

**\$37<sup>50</sup>**

### Superette

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.

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



### Portable Phonograph

The finest portable phonograph ever built—with automatic start and stop device... wonderful tone... durable water-proof case... carries 10 records safely... only \$35.00.

**\$35<sup>00</sup>**



These  
3 fast selling  
numbers from  
"RADIO  
HEADQUARTERS"

HERE are three chances to make additional sales outside of your regular run of home business. Your customers all want *music* this summer... 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 full facts from your RCA Victor distributors today.

**RCA Victor Company Inc.**  
Camden, N. J., U. S. A.

*A Radio Corporation of America Subsidiary*



# SELL MORE TUBES to MORE CUSTOMERS

*with this  
improved*

## TEST BOARD



The Arcturus Test Board, made by a leading electrical instrument manufacturer, was selected by our engineers after careful comparison of many test boards on the market. Specially designed, this Test Board gives the most complete and accurate indication of the efficiency of all popular tubes.

*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.*

*The  
BLUE  
Radio  
Tube!*

LAST month, in the pages of this magazine, we made an unusual offer. We announced an up-to-date Test Board for radio tubes, and outlined a new plan that made it easy for any dealer to own one of these proved business builders.

Hundreds of progressive radio dealers took advantage of this plan. Many have had an opportunity to check the value of the Test Board, and the simplified sales plan we furnish with it. They 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.

### 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.

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.

# ARCTURUS

"The TUBE with the LIFELIKE Tone"

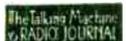
**CLIP and MAIL this COUPON NOW!**

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. Tell me how I can get one of these Test Boards, and use it to best advantage.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_

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



# In Addition to

The CROSLY 59 Series  
(5-Tube T. R. F.)

The SHOW BOY, \$39.75

The SONNETEER, \$54.75

The SONGSTER, \$59.75

The ORACLE, \$99.50  
(Priced Complete with Tubes)

The CROSLY 123 Series  
(8-Tube Superheterodyne)

The SUPER BUDDY BOY, \$65.00

The MUSICALE, \$87.00

(Priced Complete with Tubes)

The CROSLY 121 Series  
(10-Tube Superheterodyne)

The MINSTREL, \$129.50

The TROUBADOUR, \$169.50

(Priced Complete with Tubes)

(Montana, Wyoming, Colorado, New Mexico and West, prices slightly higher.)

## **CROSLY** Distributors

will show on or about August 1st

The Startlingly NEW

**CROSLY**

124 Series

of Superheterodyne Radio Receiving Sets

THE CROSLY RADIO CORPORATION

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

Also manufacturers of the Crosley ROAMIO Automobile and Motor Boat Radio Receiving Set and the  
Crosley Battery SHOW BOY Radio Receiving Set for the home

YOU'RE THERE WITH A CROSLY

**CROSLY RADIO**

The Talking Machine  
& RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

**ATWATER  
KENT  
RADIO**

**FOR  
1931-1932**

**G O L D E N**

**V A L U E S**

**WITH THE GOLDEN VOICE**

# ATWATER KENT

## RADIO

### NINE NEW MODELS

### GOLDEN VALUES

### WITH THE NAME YOUR

### CUSTOMERS WANT



← **CONSOLE MODEL 89**—Highboy, with sliding doors. Hand-rubbed walnut. Ornamental grille over beautiful duo-tone fabric. Super-heterodyne. Tubes include variable-mu's, and two pentodes in push-pull, equivalent to *four* 245's. Automatic volume control. Tone control and static reducer. Quick-Vision Dial with Atwater Kent compensating device. Electro-dynamic speaker of advanced design. The finest radio that can be built. Complete with tubes. Same chassis can also be had in lowboy cabinet (illustrated on opposite page)

**CONSOLE MODEL 87**—Same as above, without automatic volume control. Same chassis can also be had in lowboy cabinet (illustrated on opposite page)

**COMPACT MODEL 80**—Strikingly new in beauty and performance—new in engineering design—new in small set values. Rounded arch of distinctive zebra wood. Matched butt walnut panel. Rope-carved pilasters. Ornamental grille. Super-heterodyne. Variable-mu tubes and pentode. Tone control, but without automatic volume control. Quick-Vision Dial. Complete with tubes. →

**Nation-wide  
broadcast to  
Dealers August 12  
LISTEN!**



OLDEN VALUES WITH THE GOLDEN VOICE

# ATWATER KENT RADIO

**E**VERY one of these new Golden Values models is an absolute engineering triumph... Entirely new chassis embodying special super-heterodyne circuit with perfected use of the new variable- $\mu$  tubes and pentode... new tone control and static reducer... new automatic volume control for those who want it... new electro-dynamic speaker.

Cabinets greatly improved, but retaining the characteristic Atwater Kent design of rich simplicity... designed for Golden Voice tonal beauty, made of choice matched woods... masterpieces of "eye value," artistry and good taste.

**CONSOLE MODEL 85**—Lowboy, exquisitely finished in American walnut with matched butt walnut front panels. Super-heterodyne. Variable- $\mu$  tubes

**CONSOLE MODEL 83**—Same as above, without automatic volume control.

**CONSOLE MODEL 85-Q**—Same as above, for battery operation. Uses the new economical 2-volt tubes and air-cell battery. Tone control and automatic volume control. Complete with tubes and batteries.

**COMPACT MODEL 82**—Gothic arch of distinctive zebra wood. Matched butt walnut panel. Carved twist pilasters. Ornamental grille. Super-heterodyne. Variable- $\mu$  tubes and pentode. Tone control.

Automatic volume control. Quick-Vision Dial. Complete with tubes.

**COMPACT MODEL 82-Q**—Same as above, for battery operation. Uses the new economical 2-volt tubes and air-cell battery. Complete with tubes and batteries.

**COMPACT MODEL 82-D**—Without automatic volume control. For Direct Current. Complete with tubes.

Price range—complete with tubes—attractive to both dealers and purchasers.

This is a Value year and here are matchless Golden Values—value of the most famous name in radio—value of experience—value of skill—value of resources—value of 9 years of consistent large-scale advertising—value of fine workmanship—value of dependability—value of lasting quality—value of turnover—value of prestige—value of over three million satisfied owners—value of public preference—value of Atwater Kent sensible price with a certain profit for the dealer.

and pentode. Tone control. Automatic volume control. Electro-dynamic speaker of advanced design. Quick-Vision Dial. Complete with tubes.



GOLDEN VALUES WITH THE GOLDEN VOICE

# ATWATER KENT RADIO

## GOLDEN VALUES

**S**ELL VALUE THIS YEAR. Sell true worth. Sell satisfaction. Please a customer and make a profit, too!

The world was never more eager for true-blue quality. It's insisting on full money's worth—looking behind the price tags—demanding merchandise it *knows*. It's through chasing the will-o'-the-wisp of impossible bargain prices.

Low prices—yes. But first of all, Value!

For 9 years Atwater Kent has offered the utmost in radio value. Our whole business has been built around the idea of making the radio purchaser's dollar cover the most value. More

than three million families have bought Atwater Kent Radio for its *value*.

Now—for 1931-1932—Atwater Kent values are far ahead of anything offered before. Ahead in performance, styling, workmanship. Ahead in everything that makes a customer want an Atwater Kent, and makes a merchant glad he handles it.

Golden Values! You can see them, hear them. Golden Values! You make a profit and it *stays*. Golden Values in turnover. Golden Values in the backing of the great Atwater Kent national sales and advertising campaign. Get the story from your distributor!

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

## WITH THE GOLDEN VOICE

**More than Three Million satisfied owners**

# Crowds STOP TO SEE THE MARVELOUS *Acremeter*

★ *The Acremeter makes a dramatic, uncanny analysis of the tubes while the customer looks on. The important characteristics are flashed on large dials in plain view.*



★ *Typical crowd watching tube tests being made on the amazing Acremeter. The Ken-Rad Acremeter and the sales plan back of it are a sales sensation.*

## *All Tube Sales Records Broken*

They Stop! They Look! They come in and buy . . . not only tubes but other merchandise!

The Ken-Rad Acremeter, and the sensational sales plan built around it, are breaking all previous tube sales records for countless dealers and distributors.

The Acremeter itself is a public sensation wherever it is demonstrated—and the Ken-Rad Acremeter Sales

Plan is the means of capitalizing the interest that is always created.

All this sounds too sensational—too good—but it has all been proved by dealers and distributors everywhere.

Reports of the many remarkable successes with the Ken-Rad Acremeter plan await your inquiry. Mail coupon below now.

## Ken-Rad *Fine Radio Tubes*



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

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

Name.....Address.....

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



# What's the "Dear Public" Going to Buy this Season?

**8th ANNUAL  
RADIO-  
ELECTRICAL  
WORLD'S FAIR**  
Madison Square Garden  
New York, Sept. 21 to 26

**9th ANNUAL  
CHICAGO  
RADIO-ELECTRICAL  
SHOW**  
Coliseum, Chicago  
Oct. 19 to 25

That's what every radio jobber and dealer would like to know. No definite trends in models or circuits were established at the June trade show in Chicago but—there have been big developments since then, developments important to you and your business welfare. Everything new in radio and television will be shown for the first time at the

## TWO NATIONAL RADIO-ELECTRICAL NEW YORK — EXPOSITIONS — CHICAGO

All leading manufacturers will display their newest merchandise at these two authoritative expositions which mark the opening of the radio buying season. Attend one of these shows. See what the manufacturers offer. Get the public's reaction. You can sense the buying trend and learn what's going to sell this season. Such information is well worth a trip to either of these two shows.

### ELECTRICAL APPLIANCE DISPLAY

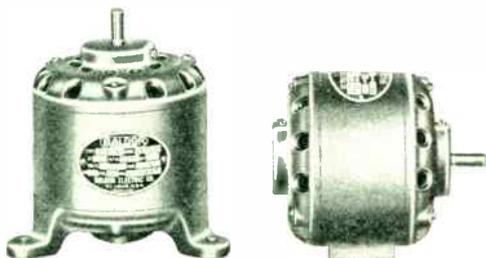
The foremost manufacturers of home electrical appliances will display and demonstrate their products at these two expositions. You will see just the merchandise you need to boost business and level out your year round sales curve.

*Invitation credentials will be mailed to the trade about September 1st.*

**RADIO-ELECTRICAL WORLD'S FAIR**  
1904 Times Building, New York City

**CHICAGO RADIO-ELECTRICAL SHOW**  
127 N. Dearborn Street, Chicago, Illinois

### BALDOR AGAIN LEADS WITH BALL BEARING MOTORS FOR TELEVISION



**BALDOR** Television motor is the heart of the receiver. We build them in a synchronous type at 1200 R.P.M. and a non-synchronous variable speed condenser type. The motor will operate a 12 or 15 inch disc either in a vertical or a horizontal position.

**LEADERS IN THE TELEVISION  
MOTOR FIELD**

**BALDOR ELECTRIC CO.**

4357 Duncan Ave.

St. Louis, Mo.

# 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**

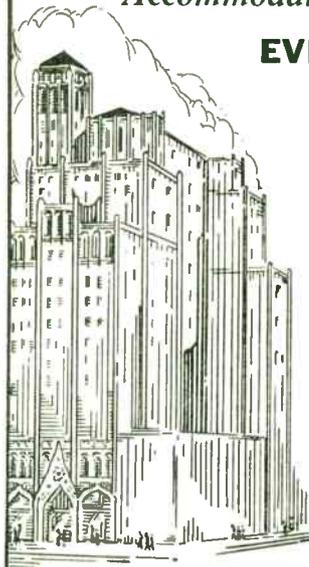
**\$2.50** **\$4.00**  
Single Double

**Weekly Rates, Room & Bath**

from **\$13.50** up

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

FREE GARAGE



D.W. STEWART, Manager

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.

*"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

**I**N 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

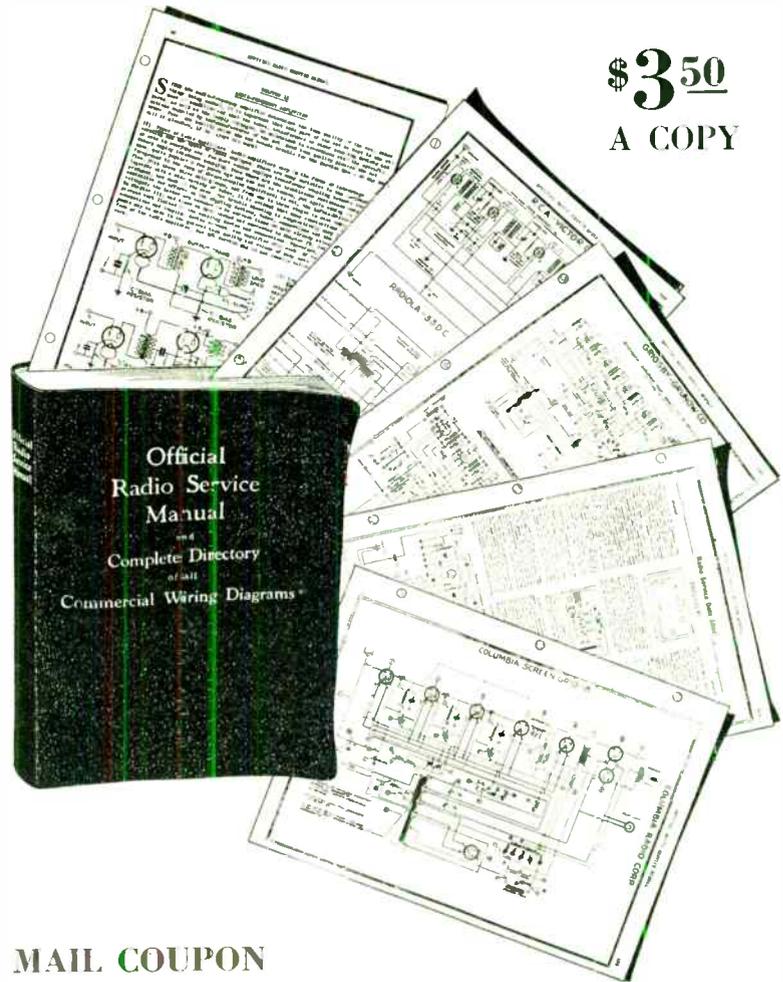
Diagrams, but it contains a complete and comprehensive course of instruction for radio service men. Off the press only a few months and over 27,000 copies have been sold to dealers, service men and manufacturers. The Manual fills a universal need in the radio industry. Many place a value of \$10, \$25, \$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



# NINE BOOKS TO HELP YOU INCREASE SALES

Learn the Secrets of Success  
Used by Thousands of Retailers



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

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

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

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

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

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

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

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

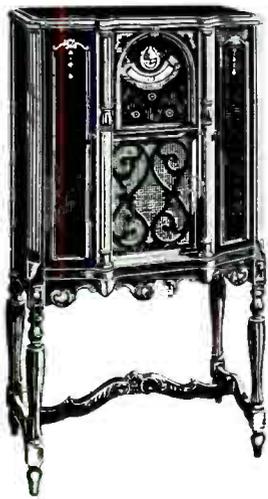


mentioned in your reply gives you a quicker answer.

# ZENITH

*again . . . . . the outstanding* **LEADER!**

**LEADERSHIP THAT MAKES EVERY ZENITH DEALER  
THE OUTSTANDING LEADER AMONG HIS COMPETITORS**



MODEL 92  
10-tube advanced  
Super-Heterodyne in ex-  
quisite Highboy console.  
Complete with Zenith  
Quality Tubes, \$195.

Acclaimed as the outstanding leader of the Chicago showings...and NOW doubly acclaimed by radio dealers in all parts of the country...the new 1932 Zenith receivers present a sales and profit-making opportunity that fairly sweeps aside all competition. Get in touch with your nearest Zenith distributor TODAY... and sign up. Here is visible superiority and hearable superiority... and profit-margin...you just can't afford to overlook.

ZENITH RADIO CORPORATION, CHICAGO, ILL.

*Prices slightly higher in Far West*



MODEL 91  
10-tube advanced  
Super-Heterodyne in beau-  
tiful lowboy console.  
Complete with Zenith  
Quality Tubes, \$155.

## Highspots

### OF THE NEW 1932 ZENITH RECEIVERS

- 10-tube Super-Heterodyne
- 14-tube Hyper-Heterodyne
- Automatic Volume Control
- Automatic Line Voltage Regulator
- Automatic Tuning
- Tuning Meter
- Antenna Balancer
- Light-Focus Dialing
- Multi-Mu Tubes
- Between-Station Silencer

# ZENITH

LONG DISTANCE **AUTOMATIC RADIO**

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

The Talking Machine  
& RADIO JOURNAL

# Radio men!

*gunning for PROFITS?*

**... good hunting!**



Here's a natural! If you want PLUS PROFITS —get the full details about "La Petite" . . . a NEW electric clothes washer . . . radically different in principle. It sells retail for only \$29.50 . . . with a generous margin of profit for you.

"La Petite" is going to make sales history . . . it does a full size job . . . yet weighs only 14 pounds . . . is of fine quality and has "eye appeal."

Use the coupon below—it will bring full details of a definite sales program that means PLUS PROFITS.

## ENPEECO APPLIANCE CORPORATION

332 South Michigan Avenue, Chicago, Illinois

ENPEECO APPLIANCE CORP.  
 332 South Michigan Ave.  
 Chicago, Ill.

Send me full details of the La Petite Washing Machine Sales Plan.

Name .....

Address .....

Distributor's Name .....

TM&RJ



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

Vol. XXXI No. 2 AUGUST, 1931 50c a copy \$5.00 a year

Dog days are known as times when people are generally more given to meditation than to action. Such is the dire conjunction of the midsummer sun and the stars. But a little dogged persistence, a wise use of sales promotional work can still do a lot to open virgin territories and to increase orders from old ones.



# As we see the business

**F**OR MANY YEARS \$15 AND \$25 phonographs were made and sold to the trade, but most of the dealers ignored these models and knew the wisdom of selling models from \$75 to \$300, the \$200 model being the one theme of dealers' lives. Now this agitation for the "manufacturer" to make higher priced models is misdirected, for it is the dealer that dictates prices and NO ONE ELSE. The manufacturer makes low priced sets because he believes that the dealer will sell them—and for no other reason. If dealers do not sell low priced sets, there'll be dam few made. (sounds like a Coolidge editorial)

**S**INCE THOSE \$200 PHONOGRAPH days, when dealers made money to buy land, buildings and investments, dealers have had so much done for them by foolish manufacturers, whose urge is only for sales regardless of cost, that many of them have become soft. When a dealer is a "store-keeper" low prices or cut prices



are his only sales levers. This flood of low priced radio might indicate that today's selling style is to secure the lowest possible sales unit, but in every city are found two or three—or more—dealers who will advertise low-priced sets, building at least a third of the prospects up to what are termed "normal sales units," and at the same time making satisfied customers. (Barker Bros., noted Los Angeles store, refuse to handle midgets or sets under \$69.50, and we're willing to match their radio sales and profits against any store in any city.) So to make a wailing wall of the factory is useless—it is like throwing a crowbar to a drowning man. Manufacturers make only what they believe the dealers will buy and sell, and until more dealers learn how to sell radio, prices will be about where they are.

**P**ERHAPS THE ENTIRE INDUSTRY is behind the times on selling costs. In the dress field, self-service has enabled

merchants to turn money two or three times a week, and to cut sales costs which were 35%, down to 10%. Some specialty shops have changed marketing plans so that their former 36% is now around 24%. Perhaps radio is due to become "counter merchandise" on a cash basis with a 6 times a month capital turnover, when a city of 100,000 will have 200 radio dealers. If radio is now a "commodity" and we are all still trying to sell it as a "specialty" then everyone is asleep. No individual nor organization can fight against a trend, but our guess is that radio will remain a specialty and that the unit of sale for many dealers in 1932 will be \$125.

**3-YEAR GUARANTEE ON REFRIGERATORS vs. 60-day guarantee on radio** seems rather odd, particularly in view of the fact that the former have electrical, mechanical and chemical mechanism to maintain, with radio having but one, electrical. Just how this three year guarantee came into being no one really knows, but it is too long and we do not know of another article with a similar guarantee, unless it is a cement sidewalk. In the South, where a refrigerator is exercised diligently and where 12 miles is the average round trip of a service call, a three year devotion to a refrigerator is beyond comprehension, altho we hear no fault found by the public. Perhaps the kicking is on the poorer refrigerators with the good ones requiring no human touch for three years, but the latter is certainly a dangerous promise for someone somewhere, and too good for the public.

**"HOW ARE SETS BOUGHT?"** IS a question asked of thirty big managers of radio stores, and the consensus of opinion is that the young people "want to see a radio set" while people of forty years or older ask to "see the — set." This indicates that all classes of people read advertising; that the idea to own

a radio set is universal, but that the brand name is evidently not featured to the extent that young people remember it. The younger people, on being asked about a brand, know a few of the leading ones, but they are primarily interested in what the radio does.

**R**ECENT EDITORIALS ON PRIVATE-BRAND radio merchandise have caused a great deal of comment, pro and con, but the manufacturers of trade-marked products created the situation whereby the larger dealers stand in fear of price-cuts. Private-brand radio suffers no loss of inventory, for no other dealer has it and the merchant selling the Buzzard Set knows that he, alone, can cut prices. His installment paper remains at full worth and there is no shrinkage, repossessions or trouble caused by sudden price cuts from circumstances beyond his control. The popularity of private-brand sets in the future depends solely upon the better manufacturers, who through united action, can produce the right number of sets for the market in order to avoid distress merchandise. Private-brand tubes mean nothing in the radio business as far as maintaining the price, for the best brand or the lousiest all have the same price. When one tube maker cuts, all follow, and the marked difference between the merchandising of sets and the marketing of tubes is so radical as to represent practically two industries. We hope the trade-marked radio makers will operate so conservatively that dealers can buy without fear, as they can now from only a few manufacturers.

**"WORLD'S LARGEST RADIO MANUFACTURER"** is a slogan that flits from pillow to post, with two years being the time each maker enjoys its use. No one has yet used: "World's largest large radio manufacturer," which is a topic for mind over mattress.

“**R**ADIO DISTRIBUTION IN DENVER seems to be taking on the aspect of a country square dance, where the fiddler who calls the dance formation shouts ‘all change partners and circle around’ every few minutes. Practically every radio distributing or jobbing house in Denver has, or will have, a new line of radio for the coming season and I imagine that we will be in this same boat if we are to continue, as I am informed the manufacturer whom we represent has appointed a new distributor.”—from a personal letter to the Editor. What the hell kind of a situation can exist in a city in any business—let alone radio—like this? Doesn’t this indicate to dealers that promises from many manufacturers and wholesalers are as valuable as dewdrops on the ocean?

**A** RECENT INVESTIGATION OF the Atlanta and Georgia radio market shows that there were approximately 20,000 radio sets sold a year, during the past 3 years. 25% of this volume of business is done in Atlanta. When it is considered that the state has but 350,000 white families, and there are said to be approximately 65,000 radio sets, it shows that the market is less than 20% sold. California for example, is credited with 109% of sets, to its 1,200,000 families.

**F**OUR OF THE LARGEST DEALERS in Atlanta are Rich’s Department Store, Sterchi Furniture Store, Haverty Furniture Store, and the Georgia Power Company, the latter of which is credited with selling 20% of the radio volume in Georgia. It is said that the Haverty stores sell around 1,500 sets; Rich’s Department Store around 2,000 sets; Cable Piano Company about 1,000; and Sterchi Furniture Store about 2,000 sets. Two other radio dealers, Bame Music Company and LeRoy Webber sell about 800 sets each, it is said. Davis & Paxon, a department store, are

logical prospects to do a big radio business, but the furniture men handle the radio department on the side, and their sales are disappointing to radio distributors. This concern could triple its radio business without much effort, because they are highly respected in the community. No one big concern dominates the radio situation in Atlanta as it frequently happens in other cities.

**T**HE ATLANTA RADIO ASSOCIATION is a strong body with a great get-together spirit and close working that enables the trade to do the best it can under all the circumstances. 8% of the list price for carrying charge and installation is added to each retail sale. There are 17 distributors of radio in Atlanta, some of whom operate in as many as 5 or 6 states.

**T**HIS ISN’T MENTIONED TO PICK on Atlanta at all, but to show the handicaps and the tremendous activity necessary for radio wholesalers and dealers to do 20,000 sets a year, compared to the results of one department store in Cleveland. William Taylor & Sons Company were credited last year with sales of 20,000 sets—the same amount in number of the set sales in Georgia. Perhaps half of the Taylor sales, however, were on so-termed distress merchandising. While distress radio sets do not hit Georgia in large quantities, as one distributor said, we have enough trouble as it is without taking inventory losses.

*Glad. Henderson*

# By day a radio shop

# By night a tube shop

*By Wilfred Redmond*



IT IS 6 p.m. in the Radio Tube Specialty Shop of J. K. Badey, 3010 Federal boulevard, Denver. Mr. Badey sits at a table, before him the telephone. The business of the day is about to begin although it is the dinner hour.

All day the shop has been busy with radio demonstrations, sales, and deliveries. But at 6 o'clock every evening radios become a sideline. From then until the last set breakdown in town has been taken care of the sales machinery of the shop is geared to tubes.

The first call comes in. Mr. Badey has the set owner name the type of tube needed. He then explains that a \$1.50 service charge will be made for the call for less than a three-tube installation. Quickly he adds that this fee guarantees service to the customer for a period of 90 days—in other words, when the Radio Tube Specialty Shop installs a tube in a set the firm contracts to take care of all breakdowns for three months without labor charges. The tube call is used by Mr. Badey as an opportunity to sell his service contracts to the set owner.

"We are radio doctors," says Mr. Badey, "after the Chinese tradition. The Chinese, according to our viewpoint, do almost everything backward. Instead of calling in a medical man when they are sick to make them well they hire one to keep them well. We sell a similar service to the radio set owner. We encourage him to let us keep his set in repair rather than to call us after the damage is done.

"We go further into detail with this policy. We consistently try to sell the set owner on the idea of preventing breakdowns. All of our tubes are tested by special apparatus. We reject 10 per cent of all tubes we receive from the manufacturer because of defects due to faulty inspection or damage incurred in shipment."

The shop takes its name from the special attention given to tube merchandising. The name is secured by copyright.

The order taken for evening service the tube required is removed from stock, tested, and delivered to the customer within half an hour to any section of the city. With the order Mr. Badey gets the customer's telephone number. A service car is used to make deliveries. When the service man goes out on his first delivery he takes a stock of tubes of all the common types with him. If the second call comes in while the technician is out on his first, Mr. Badey calls the number he has written down and gives his man the next order. Frequently the service man is out all evening, or as long as his tube stock holds out. This plan enables Mr. Badey to handle deliveries with one car. Frequently, however, when the calls come close together it is necessary to send out a second car as the shop has built up a reputation for delivery within half an hour.

The shop averages from 12 to 15 calls an evening. Two tubes is the average sale per call.

"Every delivery is made by a radio technician," says Mr. Badey. "He is a salesman as well as a service man. We do not favor the method of employing boys to deliver our tubes. We compete against it. To encourage tube and service sales we pay our technician a commission of 10 per cent. It is our policy to have our service men become members of the Colorado Radio Technicians Ass'n. We find that the discussion they have with others of their calling is productive in that they keep in touch with new developments in radio salesmanship and service. Our tube sales per call are high because our service man is a salesman."

Fewer than 10 per cent of the sets equipped with new tubes need servicing within the 90 day period, Mr. Badey declares. When the tube is installed the set is checked against the possibility of its needing attention at an early date. Mr. Badey figures the tube sale markup cents takes care of all costs incidental to delivery and the 10 per cent return calls on service. Tube delivery without the \$1.50 service fee was one of his early experiments. Because of the small margin of profit he devised the service contract plan as a means of making the venture worthwhile.

*(Continued on page 39)*

## Franklin Hutchinson

The JOURNAL presents  
as prominent manufacturer of the radio industry  
for August, 1931, Franklin  
Hutchinson, President of  
Kolster Radio, Inc.

August, 1931





# of radio wholesalers sell electric appliances

*By Daniel Webster*



**E**LECTRIC appliances have proved to be such a natural product for the radio industry to sell that already over seventy per cent of radio wholesalers are distributing some class of appliance. This is the average figured from 732 radio wholesalers who answered a JOURNAL questionnaire during July. Electric clocks are the most popular single appliance and ironers come after all other major machines.

Only 2% of the radio distributors have a complete list of electric appliances. Figuring, however, that a line might be considered complete in this industry even if two major appliances are not stocked, it can be said that 21% of the wholesalers have a comprehensive range of electric appliances. There is such a tremendous variety of instruments in the electric appliance industry that many distributors would not consider selling every type.

One interesting conclusion from this compilation is that radio distributors have been forced into the electric appliance business by the radio dealer. Three months ago we published figures showing the percentage of radio dealers selling appliances, and at that time about a 5% greater proportion of dealers than distributors had added appliances. Apparently dealers were the first to decide that they needed more than radio and the distributors have followed them.

Wholesalers were asked to estimate the percentage of their radio dealers selling electric appliances. Their replies showed that an average of 55% of radio dealers have added this extra line. This means that the outlets for electric

appliances have been doubled by the influx of radio dealers. Figuring on The JOURNAL circulation of 18,000 dealers, it would mean that 9,900 of our dealer readers are today selling electric appliances.

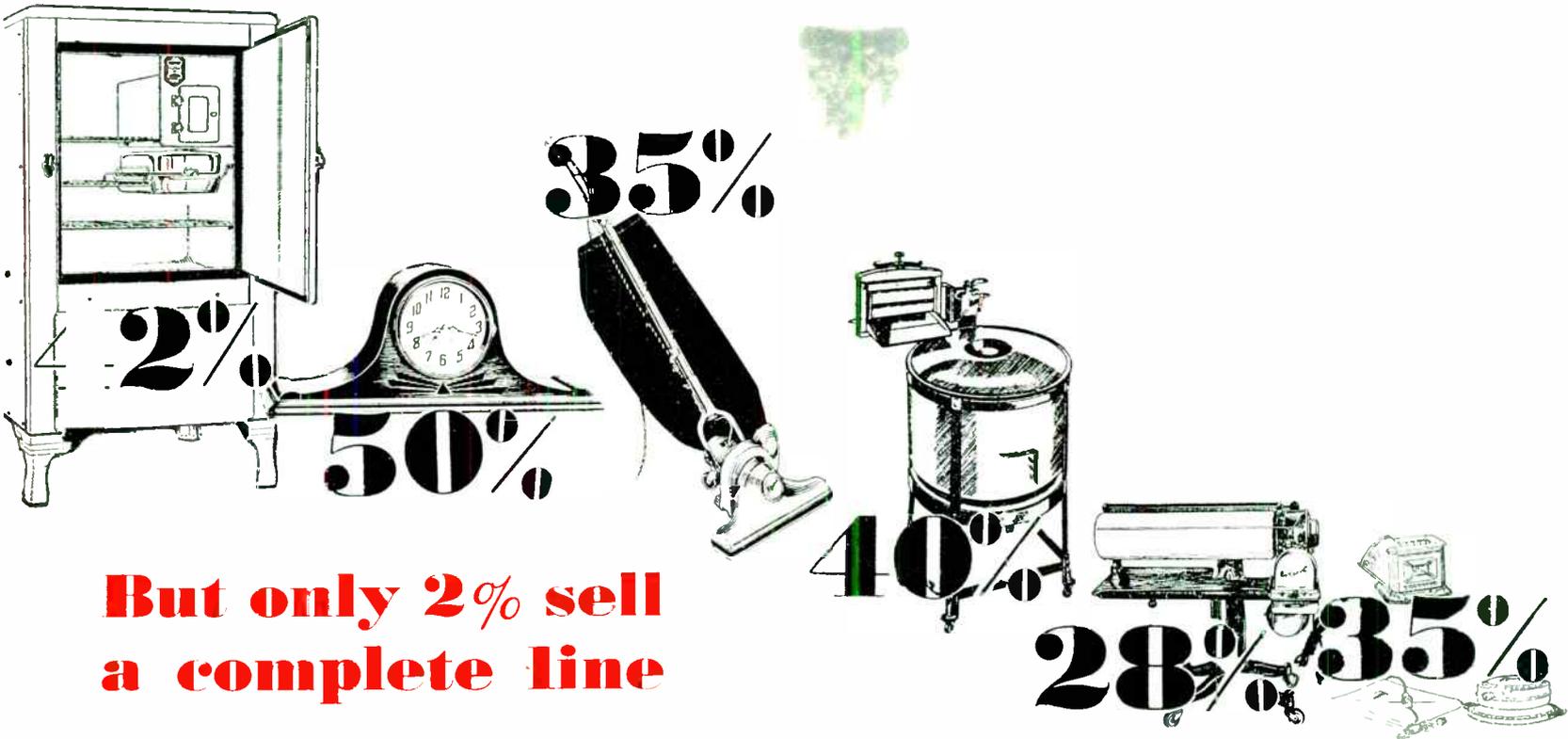
Electric clocks have long appealed to the radio industry as an ideal tie-up to the merchandising of sets, so it is perhaps not surprising that half of the distributors are today featuring this product. Refrigerators come second in the line of appliances, but first in the major instruments. 42% of radio distributors are handling electric refrigerators, proving the success of the refrigerator industry's drive to secure radio representation.

Washing machines have come strongly to the fore in the radio industry during the past few months. Today 35% of the radio wholesalers are selling washers to radio dealers. Ironers have not been presented to these wholesalers so successfully, but 28% of them distribute this accessory to the washer. Other appliances, which include "socket" items, exclusive of clocks, are handled by 35% of the radio distributors.

Examining these returns by states, we find that there is little geographic difference in the manner in which radio distributors have welcomed electric appliances. Ohio ranked first with 81% of the radio wholesalers selling appliances, although Indiana presented almost

**15 electric appliance manufacturers out of 66 with representation, sell to 81 per cent of the radio wholesalers who distribute appliances.**

exactly the same picture. Tennessee finds nearly half of its radio distributors concentrating exclusively on radio, only 57% having added appliances. The rest of the states are scattered between these two figures. New York City and State give an interesting comparison. In the city only 48% of radio distributors sell electric appliances, but in the State exclusive of the city 74% have added at least one line.



**But only 2% sell a complete line**

A comparison of electric appliance manufacturers selling to radio distributors brings out some very interesting information. For instance, 18 refrigerator manufacturers are represented by at least 1% of the jobbers reporting, but there are only three manufacturers widely represented. 8 of the manufacturers sell to 73% of the radio distributors selling refrigerators.

Of course refrigerators are merchandised by some companies without distributors. In electric clocks, sold chiefly through distributors, one manufacturer has the lion's share of radio wholesaler representation. One manufacturer is represented by 40% of the distributors reporting. 20 electric clock brands are found in at least 1% of the distributor's catalogs, but 3 companies sell 52% of this market.

Washers and cleaners are the two appliances most commonly found linked in the radio distributor's stocks. 14 cleaner manufacturers are represented by 1% or more of the radio distributors and 7 have a sizable following. Even in cleaners, however, 4 manufacturers have 67% of the radio distribution.

Nearly a dozen washer manufacturers have measurable radio distributor representation, although there is a full 57 varieties of trade names in this field. Competition has been keener for radio distributors and still 6 manufacturers are represented by 56% of the reporting wholesalers.

These figures present as never before the changes which have been made in the electric appliance and the radio industry within the last two years. The outlets for electric appliances have been nearly doubled in that time, and in many cases the two branches of the industry are working independent of each other. On one hand we have the old-line electric appliance industry and on the other hand thirteen hundred radio

These distributors figure that today 55% of radio dealers are selling electric appliances—a total of 9,900 JOURNAL dealers.

distributors and ten thousand radio dealers actively promoting the sale of electric appliances. The radio industry, we have been reliably informed by electric appliance manufacturers, is particularly effective in merchandising major appliances and will doubtless this coming year far outsell the old-time trade.

In our analysis of the manner in which radio dealers have added electric appliances, three months ago we said:

"The extent to which radio dealers have entered the electric appliance industry is proved in a recent survey among JOURNAL readers. Forty per cent sell vacuum cleaners, forty-eight per cent sell refrigerators, fifty per cent sell washing machines, fifty-two per cent sell electric clocks and forty-one percent sell other appliances. The radio dealer has found his set-up ideal for merchandising the major appliances which have been the most difficult for the electric dealer. This latter class has been content to allow the utilities and department stores take most of that trade, featuring in his own store the small goods of the electrical industry.

"Radio dealers can buy many lines of electric appliances from their regular distributors, for in the last year a great number of radio wholesalers have added appliances. Of course, radio dealers are not stocking all kinds of appliances. Their experiences in selling radio has taught them that money tied up in inventory is very dead money, so they are taking on the appliances which they know they can move. Name value in this field is just as important a matter as in radio. The mere fact that a toaster is a toaster is not going to sell it unless the manufacturer has made sure of helping to develop national demand."

The advent of the radio dealer into the electric appliance business has given a new driving power to the entire industry.

DATE	PAYMENT	SIGNATURE	BALANCE
8/17/30	15 -	<i>[Signature]</i>	130 -
9/17/30	15 -	<i>[Signature]</i>	115 -
10/17/30	15 -	<i>[Signature]</i>	100 -
11/17/30	15 -	<i>[Signature]</i>	85 -
12/17/30	15 -	<i>[Signature]</i>	70 -
1/17/31	15 -	<i>[Signature]</i>	55 -
2/17/31	15 -	<i>[Signature]</i>	40 -
3/17/31	15 -	<i>[Signature]</i>	
4/17/31	15 -	<i>[Signature]</i>	

**RECEIVED  
PAYMENT**  
MAREONI BROTHERS, INC.



# And then what will you sell?

*By A. W. Calder*



**W**HEN the customer, who last Winter bought a radio set from you, mails in his last payment on that purchase, what do you do? Here is a prospect who has proved his ability to pay for what he buys, who is in intimate contact with your store and is sold on your way of doing business. How are you going to get him back on your books?

One dealer, in Brooklyn, has worked out the plan of offering a gift when the last payment is made. He found that too many of his installment accounts mailed their payments in and were satisfied with a receipt. When the last payment is due, he now sends a letter telling them how pleased he has been with their patronage and if they will drop in the store with their final checks he has a small gift ready.

Seldom does the housewife miss the opportunity to get something for nothing. The dealer has some such small premium as a brush for her, and a leading question to discover if she might be interested in one of the electric appliances he sells. This plan has been so successful that the dealer has been able to keep almost half of his paid-up customers on his books. One particularly good stunt is to offer a choice of several inexpensive items to draw the customer into talk.

Another dealer has learned to make use of his service department. When the last payment is due, he writes the customer that he appreciates the prompt attention so much that he is going to send a man to

give a free overhaul of the radio. One of his service men, who is also a good salesman, is sent on this call and he usually comes back with a sale of some appliance. Even the man who does nothing but service work can usually find what one appliance most appeals to the customer and a salesman later follow up the lead.

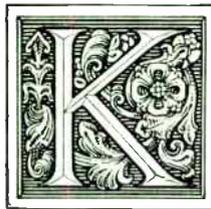
Some big companies with thousands of charge accounts on their books offer old customers the privilege of buying anything on deferred payments without making any down payment. This has to be watched very closely, however, by the radio dealer who has to make sure that every sale will stick.

The advantage of having a definite plan to put into immediate action when the last payment comes due is possibly one of the reasons why so many radio dealers have added such similar products as electric appliances. No home is completely equipped with modern appliances and the dealer can always find a lead to place at least one major machine. Short wave adapters such as those offered by Stewart-Warner offer an excellent follow-up sale.

With the majority of the "first line" homes now equipped with radio, there is not the tremendous reserves of buyers that characterized our industry in the past. Today the two chief classes for the radio dealer to follow are the people who bought a radio so long enough ago that it is now obsolete and those who bought a radio last year and are just completing the payments.

This latter class is already sold on your type of merchandising and it is one of the best assets you have if you will plan to work on it.

# Know you prospects



**NOW** your customers and you will be able to sell two or three hundred dollar radio sets instead of midgets, according to Louis Sobel, owner of three stores in Brooklyn and Rockaway. Mr. Sobel believes this doctrine so actively that he is selling a lot of high-priced instruments in a territory that many other dealers would overlook.

"Most dealers are dead scared for their price," he says. "They get panicky when they try to talk big figures and they let the customer bluff them. If they really knew what's going on in the back of the prospect's head, they'd ask even more than list price for the instrument and get away with it. They think they can figure their customers by their territory, but they often know no more about their district than what somebody has told them.

"Here I am in a neighborhood where I sell to many people who can't even read English. The tremendous amount of printed publicity in radio doesn't reach them, and I could never coax them into the store by featuring only cut prices."

Mr. Sobel knows how to reach his prospects, however. He knows his trade so intimately that he can forecast exactly what happens when he sells a radio.

"Mrs. Cohen comes home with a big, high-priced radio set and all the neighbors see it. They compare it with their cheap sets. There's a tremendous jealousy of neighbors in apartments where people visit back and forth as they do here. A woman's pride in her home is injured if Mrs. Cohen has a better radio than she. So I sell radio on exactly what it means to each of my prospects."

Dealers too often blindly follow the example of some other dealer, according to Sobel. If one man features low-priced instruments, everybody does, even if that isn't the appeal that will sell radio in their neighborhoods. Mr. Sobel advertises, too, but in his copy he tries to tell what his radio will mean to his type of prospect. Featuring "bargains" lures only the bargain hunters and then it means competing with every other bargain shop. Knowing your customers intimately means that you can present your line in the way it will appeal to each of them in his own way. List prices then mean so little that Mr. Sobel claims he can sell radio at higher than advertised prices. That is why Mr. Sobel smiles when the unadvised say he has a "poor" location.

The Sobel store on Rockaway Ave. is not exactly in the finest section of Brooklyn. Your first impression would be, "If they sell any sets at all, they sell midgets only in this locality." Yet Mr. Sobel's sales of high-priced radios do not substantiate this surface observation and his policy of pushing the quality radio receiver is worthy of emulation by dealers located in more attractive sections. Their effort should be all the greater in ratio to the increased advantages derivable from their neighborhoods.

Voicing his displeasure at midget sales. Mr. Sobel proclaims what every radio dealer has found out to his sorrow, and that is: that the profits accruing to merchandising midgets are not large enough for him to make a satisfactory showing. They form the "five and ten cents" department of his business, figuratively speaking, and he, the average dealer, is not moving them in sufficient quantities to skyrocket them into the sphere of sizable profits.

**הגדה של פסח**  
**למנוחה ושמחה**

11	מקסימום	120
12	מקסימום	100
13	מקסימום	80
14	מקסימום	60
15	מקסימום	40
16	מקסימום	30
17	מקסימום	20
18	מקסימום	15
19	מקסימום	10
20	מקסימום	5

**Stromberg-Carlson**

**Sobel**

713 Rockaway Avenue  
4520 Thirtieth Ave. 1522 Pitkin Avenue

Sobel tells his prospects what radio means in their homes

# Use television to sell radio sets

## A method of cashing in on to-day's tremendous television interest

*By the Editor*



TELEVISION is the chief topic of discussion, both to the public and the trade. New stations are opening and the general impression is that television is on the way in the shape of a lusty infant. Dealers tell us that many people are withholding purchases of radio sets because of television, and perhaps but few dealers have taken the opportunity of telling the public about television, and at the same time selling radio sets.

Accompanying this article is a recent advertisement of Barker Bros. in a city where no television is possible today, but where in order to do business on radio, this company was smart enough to buy various television sets and to advertise an exhibition of them. From the day this copy appeared in the papers visitors to the radio department of the Barker Bros. increased 6-fold, giving the salesmen a marvelous bunch of prospects, and enabling the sales force to turn in sales weekly, of some \$20,000 to \$25,000. The extra business was accomplished simply by exhibiting the television sets.

During the Chicago Radio Show, the television kit and set makers did a whale of a business, both in places where television can be seen, and where it can't be seen. The latter being used for exhibition purposes. This is however, the first evidence of vigorous advertising about television for the purpose of selling radio, and shows that the bright idea today is valuable.

The JOURNAL has published several articles showing how dealers in the East are making some excellent profits selling television kits, parts, and sets, but it is done mostly with the fans. Now that television sets are on the way, and broadcasting is starting in a greater development, it means that dealers in any part of the country can use television for selling radio.

Not being experts, nobody knows whether the scanning system, or the cathode tube system will be the

eventual television method, but this will be straightened out sooner or later, with the better method winning in a year.

Stop mulling around mentally about television. Use it as your lever for selling radio sets, for the radio set will be half of a television set, no matter what method of televising is used.

You will note that only a small portion of this copy is devoted to the actual selling of a set, and that the price and model is in line with what the public is interested in. The text at the top is of straight news value, which is rare for radio advertising. It is strictly a custom made advertisement and is far superior to most "stock" advertising that is furnished dealers. Good advertising pays well, but the stereotyped copy that is written in a general manner with inert personality, might just as well be thrown in the basket. So many dealers have stopped advertising because they think "advertising doesn't pay" that even the newspapers are worried about it. It is the stilted wording of copy prepared by men who may know advertising and who do not know the radio business that is responsible for dealers stopping.

Advertising is nothing more than news about a dealer's store regardless of what anyone may think. A dealer who takes copy about a set, prepared in a perfunctory manner, and puts his name and address at the bottom of it, is generally disappointed because the "local life" is missing. Whether you show television sets or parts, or whether or not you are in a territory that can get television broadcasting, the one fact remains that in either event the dealer can arouse a tremendous interest in his community and can sell more sets today. The situation is all in his favor but he has got to do a little work to direct the people to his store. Do this now—be the first in your city—and you will have no complaints on radio sales.

# The TRUTH About TELEVISION And Its Relation to Radio

In view of the keen interest upon the part of the public in television, Barker Bros. wish to make a few plain statements of facts regarding this new miracle of the age.

Just at the present time it can be said that television is in rather a crude stage, somewhat comparable with the radio in its crystal stage. However, we believe that it is rapidly being developed so that it will be ready and can be operated in an experimental way in the near future. What seems to confuse the public about television is the thought that it will obsolete the radio of the present day. This is far from the truth, because in the combination of radio and television you get your sound from the present radio as we have it today and the picture comes through separately and is produced or projected in the televisior.

## Barker Bros. Pioneered in Radio... Now in Television

As Barker Bros. were pioneers in radio, so we are the first to show the public the latest development in television, AND WE HAVE NOW ON EXHIBITION ON OUR FLOORS THE PRODUCTS OF THREE FACTORIES. REMEMBER that these are not for sale and can not be used now, as we have no television broadcasting station in Los Angeles. However, the television apparatus we show is being

used in conjunction with the three television broadcasting stations now on the air in New York and one in Chicago. There is some difference of opinion whether the television of the future will be produced by what is known as the "Scanning System" or the "Cathode Tube System." But in any event we believe that your radio and the radio you buy will be a component and necessary part of television when it arrives.

*See the Television Exhibit... Mezzanine Floor*

## A Challenge Value!

# 10-TUBE

## Imperial Radio Superheterodyne

The most advanced thing in radio engineering! And we claim it is the most sensational buy on the market today. 10-tube superheterodyne; 2 pentode tubes; 4 Multi-Mu tubes; massive chassis, fully shielded; Magnavox dynamic speaker; push-pull audio stage; new oversize transformer, ventilated steel and aluminum shielding. Chassis rides on rubber cushion.

\$ 69<sup>50</sup>

\$ 5 DOWN *Balance in convenient terms (plus small carrying charge).*



*Also at Barker Bros.' Hollywood and Long Beach Stores*

SEVENTH ST.  
FLOWER and  
FIGUEROA

# BARKER BROS.

6834  
HOLLYWOOD  
BOULEVARD

# Now we sell 99 times in 100 By getting an advance deposit on every demonstration we make

*By Joe O'Byrne*



**M**OST dealers have been selling "demonstrations" and not merchandise. We are doing a wonderful business here but there are no "demonstrations" without deposits, on any merchandise. The psychology of it is that when they pay a few dollars "deposit" they tell their friends they "BOUGHT" it and their friends tell them what a wonderful selection they have made, but when it is on actual demonstration, they say they are TRYING it, and then they are told that somebody's aunt, uncle, brother, sister, etc. has one better and they ought to see that before they buy etc. and when a man calls back to sell his merchandise, it is just "too bad."

I have made a careful study of demonstrations, and the results, and where we formerly sold 3 to 4 out of 10 we now sell 99 out of 100.

Of course, speaking in defense of the salesman, I really believe that the manufacturers are chasing the good salesman out of the radio business.

The only time a radio is sold by a salesman (on commission) is when someone "buys it." The radio manufacturers kept making their sets cheaper and worse until a man has to sell a carton of them to buy a meal: e. g. the unit of sale used to average \$175.00, or a commission of \$17.50 at least, now it averages \$65.00 or \$6.50, so it needs no elaboration to show what happened—the salesman simply will not apply himself to do \$20.00 worth of work selling a radio and make only \$4 or \$5.00. Speaking for myself as average, I sold 20 to 40 radios a month and made a good living but now I am selling that many refrigerators with the average sale of \$300.00, therefore I suppose the men are figuring the same as I.

The point I am trying to get across is that

the well-trained salesman can be depended on to put over high-priced merchandise if he is given a break. Back in the big days of the piano we had to learn how to sell, not how to take orders. Remember that the piano sold for a great deal more than a radio at its highest and that the general standards of living were not as high as they are today. Too, installment financing was not as usual and we asked down payments that would shock many radio dealers.

On the other hand, although it might be more difficult to place one instrument, the effort was rewarded by a big commission. The salesman learned how to dig up prospects and convert them into customers. He could put time and energy into each sale and he learned to develop his powers of salesmanship.

It is entirely impossible for such a salesman to work on a \$65.00 unit. If these low-priced radio sets can be sold in enough volume to give the dealer a profit, he must sell them through order-takers—inside salesmen who do nothing but accept sales. He can't afford to pay a good salesman enough and the good salesman can't afford to waste his time on such small stuff. Imagine a salesman digging up a prospect for a midget radio, securing a \$5.00 down payment for a home demonstration, taking the set to the prospect's home and spending the evening in demonstrating and selling to be rewarded with four one-dollar bills!

In defence of the salesman, it should be said that the reason why the radio industry is losing some of its best man-power is that there can be no suitable reward for such men as long as manufacturers insist on moving low-priced instruments. Whether the dealer, jobber or manufacturer can profit from such merchandise, I don't know, but there is no doubt that the well-trained salesman can't.

*Mr. O'Byrne is a first-class salesman who has something to tell fellow salesmen, dealers and manufacturers. As he expresses it himself, "After working with George Miller and R. J. Cunningham for eighteen years acquiring a working knowledge of the piano business, I started anew in the electric appliance field and cleaned up with washers and radio, and now on electric refrigerators. In spite of the 'depression', I am making more money than I ever did." His remarks in this article are in answer to one of our recent editorials discussing the salesmanship of members of the trade.*

*The Editor.*

*A complete price range enables you*  
**to CONCENTRATE ON BRUNSWICK**



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. List price, complete with Brunswick tubes. **\$79.50**

MODEL 12 — Miniature high-boy console. Recessed panel of rare crocheted walnut veneer. 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. List price, complete with Brunswick tubes . . . . . **\$89.50**

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. List price, complete with Brunswick tubes . . . **\$99.50**

MODEL 17 — Lowboy walnut console. 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. List price, complete with Brunswick tubes. . . . . **\$139.50**

MODEL 33—Lowboy combination Radio-with-Panatrope, 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. List price, complete with Brunswick tubes . . . . . **\$149.50**

MODEL 24 — Graceful six-legged highboy cabinet with arched French doors. 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. List price, complete with Brunswick tubes . . . . . **\$169.50**



MODEL 12

The new Brunswick line has been received enthusiastically at dealer shows held during the past month in leading cities . . . Increased production permits the revision of prices announced for Brunswick instruments at the Chicago R. M. A. Show . . . The dealer who concentrates on Brunswick has an unparalleled opportunity for profit: the same distinguished line of high quality instruments in a price range that appeals to every prospect.

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

**BRUNSWICK RADIO**

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



# BACK OF KOLSTER

## ... BACK OF YOU

**THE FINANCIAL AND ENGINEERING RESOURCES OF  
A GREAT COMMUNICATIONS SYSTEM . . . MACKAY  
RADIO AND TELEGRAPH COMPANY**

**T**HE financial resources back of it assure stability. The reputation of the organization that sponsors it guarantees the soundness and fairness of its merchandising policies. The new Kolster International is here, ready to start hewing its way to the sales peak that its basic quality merits.

Kolster has created the refined superheterodyne...has produced a radio that in selectivity, sensitivity, undisturbed output, fidelity of tone and in its general performance qualities is worthy in every way of the great world-wide communications system that is back of it.

In creating the new Kolster International the basic principles of the superheterodyne have been refined to a new degree. Kolster engineering and Kolster manufacturing have com-

bined to endow it with new standards of superheterodyne performance. The traditional beauty of tone that the world has always recognized in the Kolster has been accentuated. Kolster International performance is going to make the selling of the Kolster International easier.

And one thing more that is of interest to the dealer whose vision encompasses the future: the combined engineering genius of Kolster Radio Inc.

and International Communications Laboratories are dual guarantees that the new Kolster International will keep pace with and possibly anticipate new developments in the industry.

Write or wire today for more information concerning the new Kolster International... direct to 67 Broad Street, New York City.

### THE KOLSTER INTERNATIONAL POLICY

To manufacture *up* to a definite standard of performance 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 character that will help create a ready public acceptance 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.

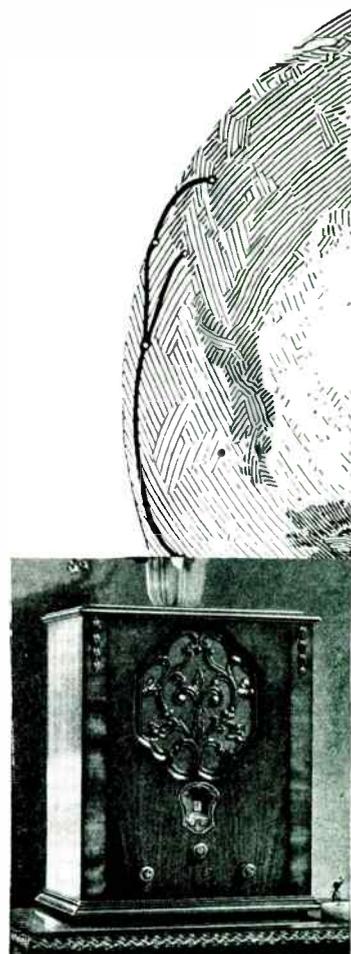
To maintain a distribution policy which will assure sales at prices that will provide a fair profit for dealer, distributor and Kolster Radio Inc.

### KOLSTER RADIO INC.

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

In Canada: Kolster Radio Ltd., Toronto, Canada

Factory: 360 Thomas Street, Newark, N. J.



**MODEL K60**

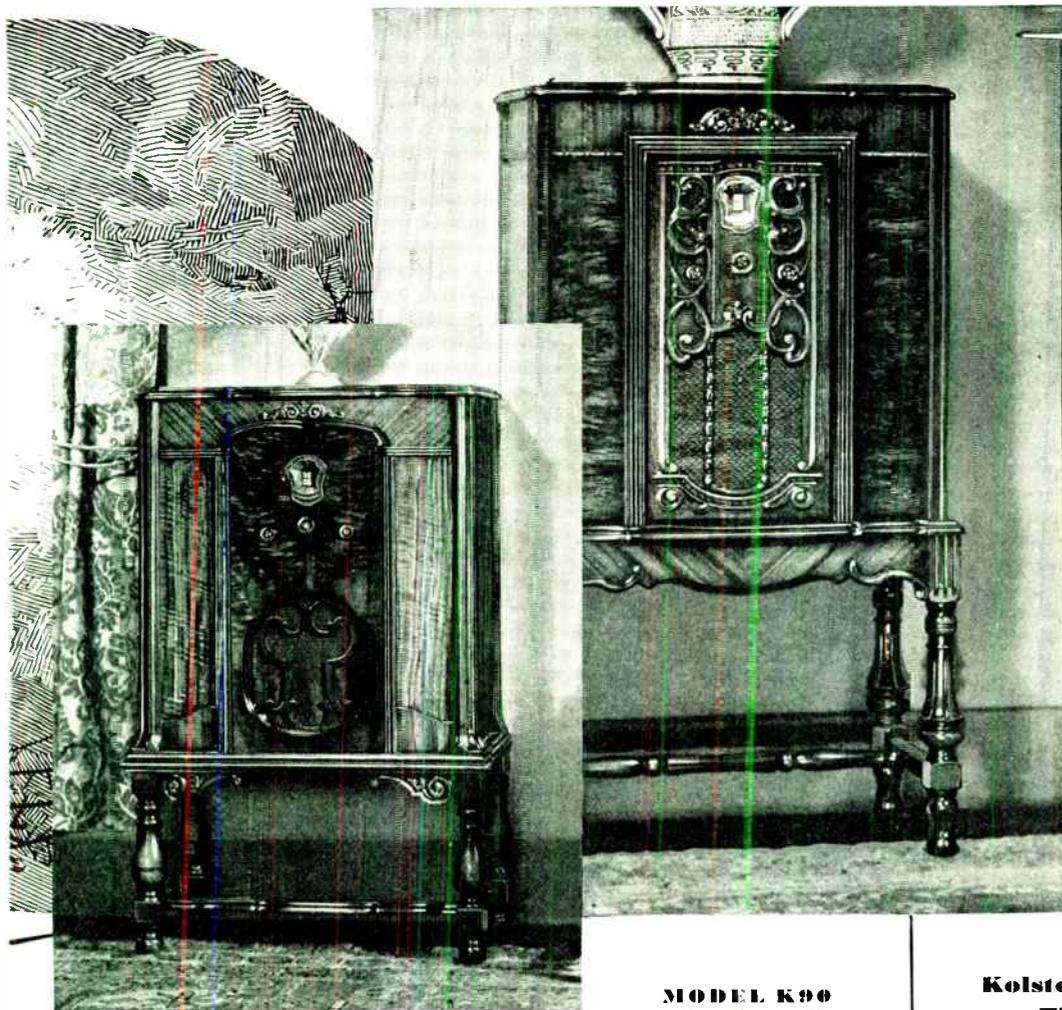
Completely shielded, seven tube, band pass superheterodyne. Cabinet design has been produced with figured walnut front panel and Oriental walnut pilasters with decorative grill.

List \$69.50 with tubes

# THE NEW KOLSTER

The first public announcement of the new Kolster International will appear in the form of two full pages in color in the September 12th issue of The Saturday Evening Post

# WHO SELL KOLSTER!



**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 \$499.50 with tubes

**MODEL K80**  
(not illustrated)  
is a completely shielded, ten tube, interstage double band pass superheterodyne with automatic volume control, push-pull pentode output with specially designed large input transformer.  
List \$149.50 with tubes

**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

## 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 undistorted 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.



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



# Radio for the farm

There are 6,300,000 farm homes in the United States, of which only 650,000 are served by the electric light and power industry. This leaves a total of 5,650,000 farm prospects for the new battery radio sets.

August opens the buying season for the farmer. In this month the first county fairs are staged and the early harvest completed. Manufacturers advertise in farm weekly and monthly papers at this time when the farmer is receiving first payment for his crops, and most sales are made for cash or on installments figured against his crop payments. Authorities, however, state that volume sales to the farmer depend entirely on dealer activity, so it is plainly up to the dealer serving a farm clientele to make his sales what he wants them. We picture here some of the leading radios designed for farm homes.





# The STRONG-BOX of the RADIO INDUSTRY

**\$ 21<sup>75</sup>**  
 Less Tubes  
 Complete with Dynamic Speaker

**T**HE First National Plan puts you above competition in your territory! 7-Tube Super-Heterodyne, Variable Mu and Pentode Chassis with a matched dynamic speaker, at a price which assures you an excellent profit.

Housed in your own cabinets, the Strong Box of Radio gives you an exclusive, non-competitive line that guarantees an unusual mark up on every sale.

**INCREASE YOUR PROFITS THIS YEAR BY THE FIRST NATIONAL SYSTEM!**

**MANUFACTURERS!      JOBBERS!      CHAIN STORES!**  
 WRITE TODAY FOR OUR SPECIAL PROPOSITION!

**FIRST NATIONAL RADIO CORPORATION**

254 West 54th Street

New York, N. Y.

**STATEMENT OF ASSETS**

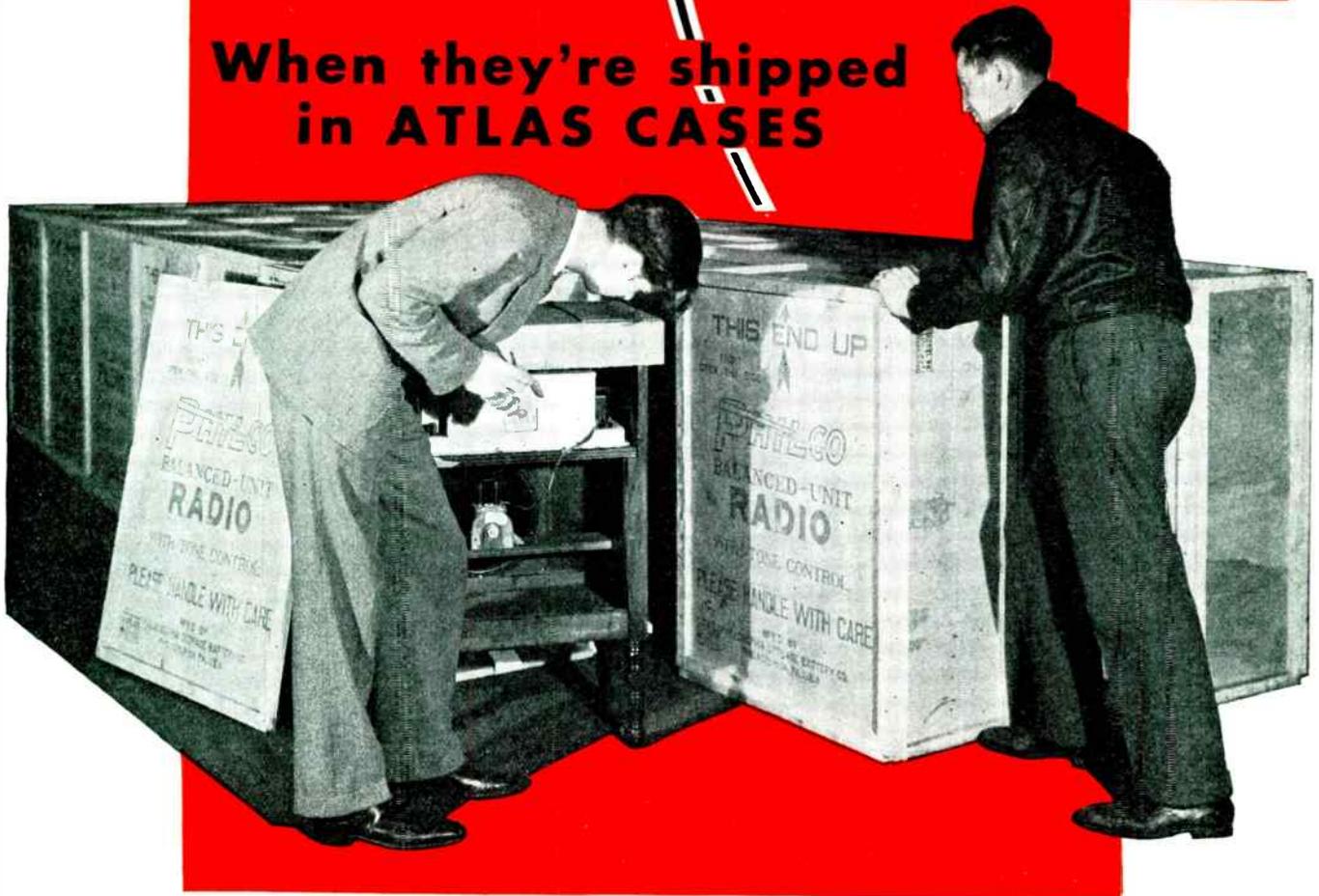
- Licensed by R.C.A., Hazeltine and Latour.*
- Chassis frame of 16 gauge automobile steel.*
- Shielding of Aluminum and Steel.*
- Seven Tubes—Super Heterodyne*  
*2 Variable Mu No. 251 or 2 35, 1 screen grid No. 224, 2 type No. 227, 1 Pentode No. 247 and 1 type No. 280 Rectifier.*
- Detection without Distortion.*
- Full Vision Dial.*
- Three Gang Synchronized condensers.*
- Precision Coils—Aluminum Tube Shields.*
- Micro-adjustable volume control—from a whisper to auditorium volume.*
- Short Circuit proof—high voltage electrolytic Power Condensers—self healing.*
- Unit Construction—instant interchangeability of all parts.*
- Rust & Tarnish proof—silver finish over all.*
- Operates on Long Antenna, short antenna or ground as an antenna.*
- No hum due to special Filter Circuit employing oversized Chokes and Condensers.*

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



# Dealers *OK* them **ALL**

When they're shipped  
in **ATLAS CASES**



Check-ups in dealer storerooms reveal no damage to sensitive units or carefully finished cabinets when radios are shipped in Atlas Plywood Cases.

Smooth, tough plywood panels resist the shocks and strains of transportation. Weathertight construction keeps out dust and mildew. Instruments are received ready for immediate reshipment or display.

This complete protection is doubly profitable because Atlas cases give you other advantages. They are light—so light that freight charges are appreciably reduced. They are easy to assemble—you save labor charges in your shipping room. And they cost no more (perhaps less) than the cases you are now using.

Ask Atlas engineers to show you how Atlas cases can improve efficiency and save money in your shipping room. Address the nearest office.



New York Office: 33 W. 42nd St.

Chicago Office: 649 McCormick Bldg.

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

# New Models

Here are the latest additions to the lines offered by manufacturers

## Brunswick



Model 25 is the newest member of the Brunswick family. It is a short and long wave receiver. The high-boy cabinet is of butt walnut and contains the 11-tube super-heterodyne circuit, equipped with screen-grid, variable-mu and pentode tubes, together with the Brunswick Uni-Selector, color tone control, turret-type condenser, power detector, automatic volume control, and DeLuxe 12-in. dynamic speaker. Dimensions: 45½ ins. x 25 ins. x 15 ins. Complete at \$225 with Brunswick tubes.

## Radio Receptor

Radio Receptor Co., Inc. presents its Powerizer Announcer, with microphone, Model C, 60 cycle, 110 volt (less tubes) at \$75, and the Powerizer "Pillow" Speaker, Model SP with speaker unit but without plug at \$7.50.

The Announcer combines in portable form a mike, amplifier, and loud speaker mounted in light leatherette covered case; the close talking hand microphone is supplied with 20 feet of cord; the amplifier uses new pentode tube; loud speaker is dynamic. Operates just by plugging into light socket, 1-UN230, 1-UY227, and 1-UN247 are tubes required.

The "Pillow" speaker is a lightweight air cushion made of colored rubber cloth. Receiver or speaker unit buttons into a pocket on the under

side. When pillow is inflated, user's head is air-supported, nothing touching him. Easily connected to any set or radio wall outlet; may be sterilized or washed; permits use of head bandages; free from sharp edges or corners. Radio plug and bulb inflator are 50c. and 75c., respectively.

## Speak-A-Disc



An automatic coin-controlled voice recording machine, invented by J. E. Byrnes, and manufactured by the Speak-A-Disc Corp., is presented especially for use in hotel lobbies, railroad depots, steamships and amusement parks. It dispenses a 6-inch Renssen disc in a mailing carton, the apparatus coming with or without booth. A playback machine allows customers to hear their records.

## Warren Telechron

The Telalarm, self-starting, illuminated electric alarm clock, priced at \$9.95, is announced by the Warren Telechron Co. Case of modern design is of Dura-Silver alloy, with a moulded black Bakelite base. "Butler-wiped" finish of the metal will not tarnish, it is said, and reflects color scheme of any room. Silver colored metal dial is illuminated by means of a small Mazda lamp shining through a diffusing glass, intensity of the light being controlled by a rheostat. It can be shut off entirely,

made dim or increased until it is bright enough to read by. Clock is 5 ins. high, 4¼ ins. wide, and 3 ins. deep. 12-hour alarm movement operates a



bell which rings for 20 minutes unless shut off. 8-foot silver gray cord permanently attached.

## Baldor



The Baldor Electric Co. has developed a synchronous condenser type motor for television that will operate the disc or drum exactly in step with the sending station. A special starting hook-up has been devised, which operates with a push button to bring the heavy disc into synchronism. Stating that most manufacturers developing sets today are beginning to standardize a 1200 r.p.m. motor, the Baldor Co. announces both a vertical and horizontal type motor built for 110 volt, 60 cycle, to operate at this speed. The motor is fitted with ball bearings, so that it may be operated in any position and with little attention to lubrication. Dynamically balanced, the motor has no intricate centrifugal switch.

## Williams Oil-O-Matic

The new Model K Oil-O-Matic of the Williams Oil-O-Matic Heating Corp. embodies the metering pump, oil strainer, oil valve, bellows design and practically the same diffuser. It is said to be able to handle 600 square feet of steam radiation or its equivalent; oil capacity is from ½ to 2 gallons per hour. It burns No. 3 fuel oil. No burner nozzle adjustment necessary or possible. The three adjustments are for oil, for the admission of air for proper combustion of the predetermined amount of oil, and for the air pressure on the atomizing nozzle, which may be set for furnace conditions and the grade of oil to be used. Weight, uncrated, is slightly over 100 lbs., 3-point suspension base casting is fastened to fan housing. Air spiral is substituted by a deflector cone spot-welded inside of the draft tube. Domestic shipping weight is 153 lbs., with pump; export shipping weight 190 lbs. Prices vary according to location, but estimated average price is \$375.00.

## Stewart-Warner



Stewart-Warner Corp. introduces the Metropolitan Midget, a walnut cabinet job 11½ ins. high and 12¼ ins. wide, complete with tubes, at \$34.95. Specially designed for use in metropolitan areas, for reception within 200-mile radius. Equipped with new S-W 7-tube chassis and specially designed dynamic speaker. Employs both variable mu and pentode tubes.

**Westinghouse**



The WL-65 and the WL-85 form the latest addition to Westinghouse Electric & Mfg. Co.'s refrigerators. Their features include broom-high legs, convenient arm-high temperature selector and defrosting switch, satin finished chrome-plated hardware, and cabinets of welded steel-shell construction. They are finished in durable humidity and grease resisting white lacquer. The safety-zone food compartments are of one-piece removable porcelain-on-steel construction. The flat ribbon wire shelves herein are supported on stamped projections from the inner walls, and the corners of the compartments are rounded, making it easier to clean them. Extra storage space for tall bottles is provided on the right side of the automatic electric froster, which is of the flooded type, porcelain enamel inside and out, equipped with anodic non-corroding aluminum ice trays and one rubber tray. Ice capacity of both is 96 cubes, or 11 lbs. Each froster tray rests on an aluminum shelf in direct contact with the walls of the froster. A glass defrosting tray is provided with each box. Refrigerating unit is of the hermetically sealed forced draft coiled type, an integral unit, sliding into each box from the front and covered by the usable buffet top, incorporating Spencer thermostat (Built-In-Watchman) automatic resetting protection, permanently oiled compressor and motor, large

finned fan-cooler condenser, fully concealed and protected refrigerant carrying lines and porcelain automatic electric froster. Each box is equipped with black odorless Micarta door and cabinet trim strips and black rubber balloon type gaskets on the doors. Both have overall height of 59 7/8 ins. 65 has one door, 85 two doors. 65 has 7 1/4, 85 9 cubic feet. 65 has 11.4, 85 14.1 shelf area. 65 is \$240.00, 85 \$340; both list F.O.B. factory.

**Steinite**



Six models comprise the new radio line of the Steinite Mfg. Co.: 700, 705, 624 B, 725, 706 and the Grandfather Clock Model. 705 is an 8-tube super-heterodyne compact, dimensioned 19 1/2 ins. high and 16 1/4 ins. wide, priced at \$59.50, and requiring 1 280, 2 227s, 1 224, 2 247s, and 2 235s or 551s, the 2 pentodes being in push-pull amplification. 706 has the same chassis of 705 and is also a compact, with the exception that there is an electric clock mounted in the speaker opening, and the price being \$10 more. Still another compact is 700, 5 tubes, T.R.F. It, too, has an electric clock in the speaker grille. It uses pentode and multi-mu tubes, is priced at \$49.50 complete with 1 224, 1 280, 1 247, and 2 551s or 235s; measurements are 18 3/4 ins. high, 15 ins. wide.

642B is a highboy, contains the Steinite 8-tube double pentode super-heterodyne chassis, measures 40 ins. x 24 ins. x 13 ins., and is priced at \$79.50 complete. 725 utilizes the 8-tube Steinite double pentode super-heterodyne chassis, embodies in a highboy cabinet 45-inch high boasting half-swinging doors, and is priced at \$99.50 complete with 1 280, 1 224, 2 227s, 2 247s, and 2 235s or 551s. The same chassis of 725 is found in the Grandfather Clock, containing an electric clock at the top, with the controls about three-quarters up. Matched dynamic speaker. Selling at \$99.50. It measures 60 ins. x 13 ins. x 12 ins.

**Universal**

Landers, Frary & Clark's latest addition to its Universal line is the Universal Mixer, Beater and Juicer (No. E760) complete at \$23.50. It is convertible, adjustable, and portable, with removable chromium plated beaters, separate mixer for beverages, adjustable arm for raising or lowering beaters, 3-speed motor, enclosed gears, rotary tray, giving speed in mixing, 3-quart porcelain bowl, rubber covered cord, rubber feet on base, aluminum fruit hopper and juice extractor core. For use in creaming, whipping, stirring, chopping, and mashing. Cleaning is simple where beaters are removable; beater may be lifted from stand and used in other kitchen location; any bowl, large or small, may be used; a separate mixer replaces beater for mixing beverages.

**General Electric**

The Longfellow Grandfather Clock Radio, in which the radio is completely concealed in the brown mahogany cabinet of the clock, is the creation of the General Electric Co. The speaker is behind the etched clock face, finding outlet through a grille in the upper side wall of the cabinet. A

panel door in the front opens to the tuning controls. A long baffle, by means of which the tone is given extended circulation, is used. The model lends itself to remote control. The full range principle of a 10-tube, screen-grid, super-heterodyne circuit, with tone and au-



tomatic volume controls, is employed. Minimum floor space is required for this upright receiver. The G. E. clock in the cabinet, acting independently and deriving its current from the same outlet as the radio, has been carefully shielded to prevent interference.

**First National**

The First National chassis, a 7-tube super-heterodyne, variable mu and pentode model of 16 gauge automobile steel and shielding of aluminum and steel, is available at \$21.75, less tubes, with matched dynamic speaker. Other features of the chassis are its full vision dial, three gang synchronized condensers, precision coils, aluminum tube shields, micro-adjustable volume control, short circuit proof—high voltage electrolytic power condensers—self healing, its rust and tarnish proof silver finish over all. Instant interchangeability of all parts is claimed in its unit construction. Operates on long or short antenna or ground as an antenna. Special filter circuit employing oversized chokes and condensers is said to eliminate hum. Tubes are two 251s, or two 35s, one 224, two 227s, one 247 and one 280 rectifier.

**How To Turn People Into Gold**

*By Kenneth M. Goode*



How to hold sales! How to make profits at low prices! The smallest storekeeper and the largest manufacturer alike face the problem of too many goods and too much competition.

Here is a book that gives the answer. It shows, in a new way, how to keep advertising and selling costs down, and profits per

sale up. The author points out the enemies of profits, shows how able executives are conquering them. He explains the direct principles behind all profitable selling and manufacturing. He shows how you may predict the actions of people in large numbers, and determine in advance, thereby, success or failure of a particular article. **Price \$3.00**

*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.

Please ship to .....

.....

Here's my \$3.00.

# How one store made the most of a mighty tough year . . .

The Music Box Inc.  
WELLESLEY STORE  
Eleven Central Street, Wellesley, Mass.  
WELLESLEY 1174

The Columbia Phonograph Co.  
New York City

Gentlemen—

The most interesting feature of our past season's business has been the phenomenal growth of Columbia MASTERWORKS sales. There has been a very noticeable tendency among our customers to favor Columbia MASTERWORKS recordings, and at our Cambridge Store their sales have actually tripled during the past year.

Feeling that the above matter should prove of genuine encouragement during a time of very obvious general depression, when we have found the stony bottom of the pockets of even our wealthiest record purchasers, we are sending it along, together with a pledge for continued cooperation during 1931 and 1932.

Very Cordially,  
The MUSIC BOX, Inc.  
(signed) Nelson Bell

# Columbia Records

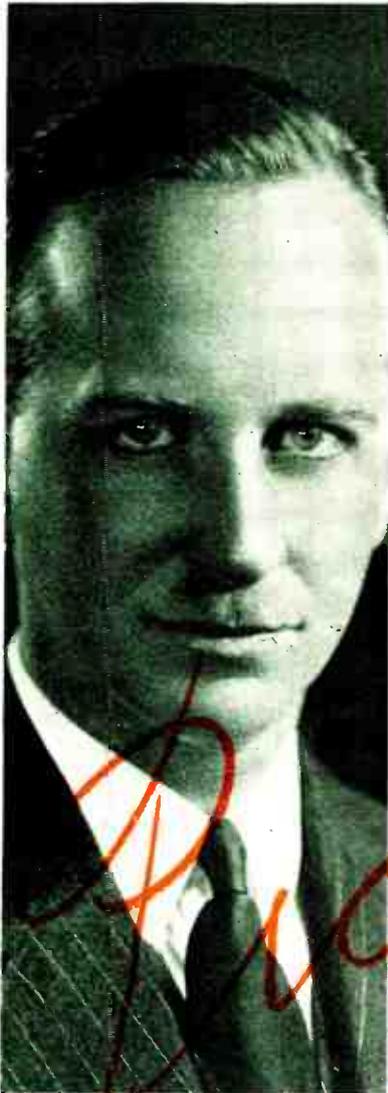


Columbia Phonograph Co., Inc., New York  
In Canada: Columbia Phonograph Co., Ltd., Toronto

All Trade Marks Reg. U.S. Pat. Off.  
In R. M. Soc. Registra. Nos. 18473 y 18626 de 0 de  
Agosto 1920 y 120088 de 15 de Agosto 1921. Marca  
Industrial Registrada Bayo New 1096, 20485 y 20772

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





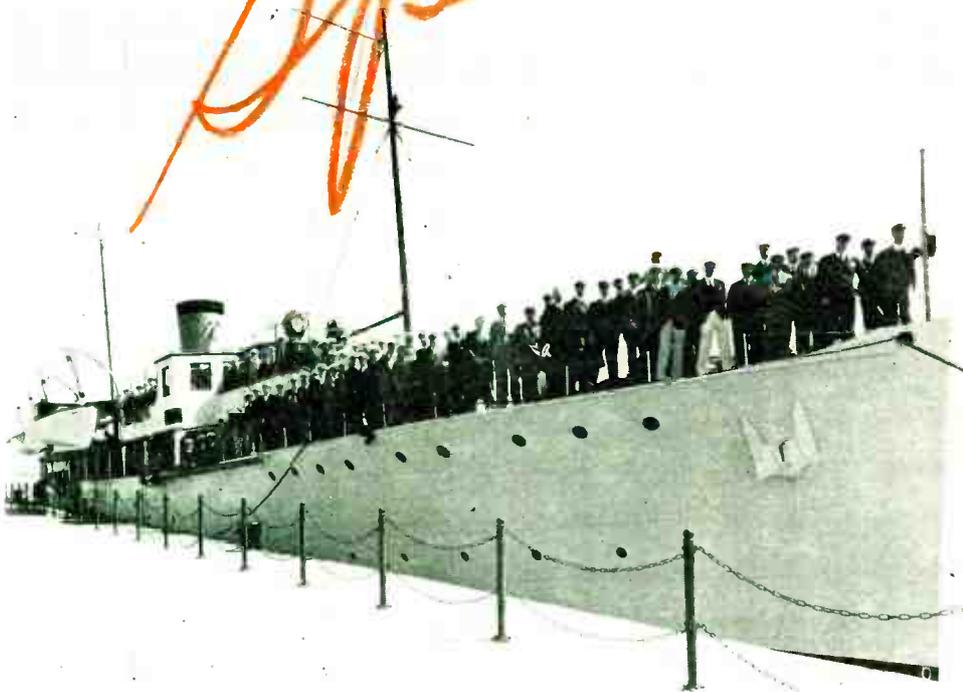
W. G. Peirce who has been appointed assistant to Don M. Compton, vice-president and general manager of the Grigsby-Granow Co., was a Majestic distributor for five years.



Joe O'Byrne, of Penman J. Wood, spent the fourth of July with his daughter and a guide in the mountains, hunting a prospect for a refrigerator.

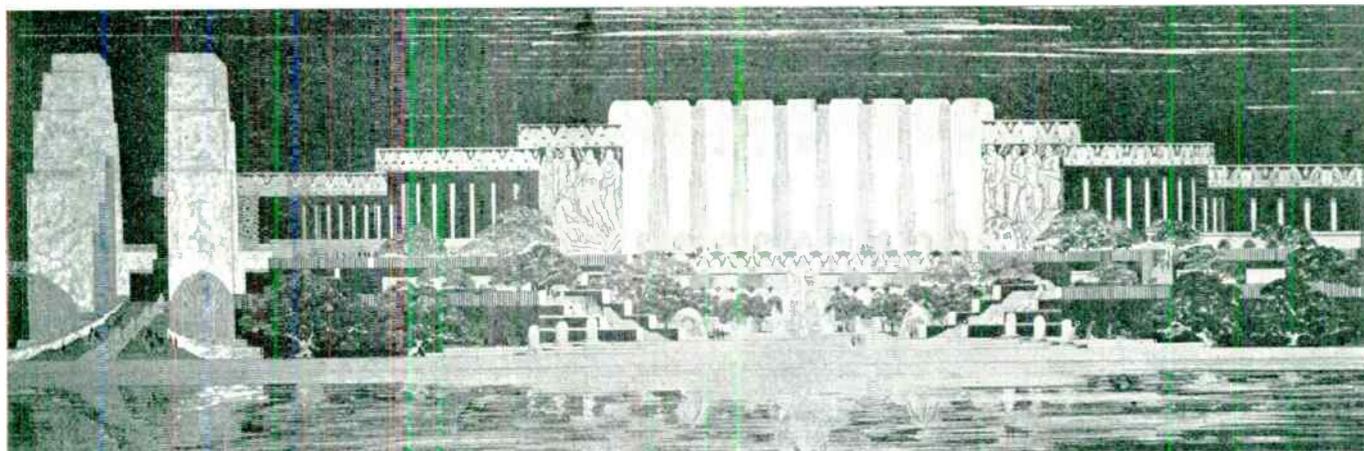


Mlle. Lily Pons, petite French coloratura soprano, plays one of her own records on a RCA Victor end-table reproducer.



During the Radio Show, Commander E. F. McDonald, Jr., entertained the Zenith distributors on the yacht "Mizpah", coming back with long whiskers for everybody.

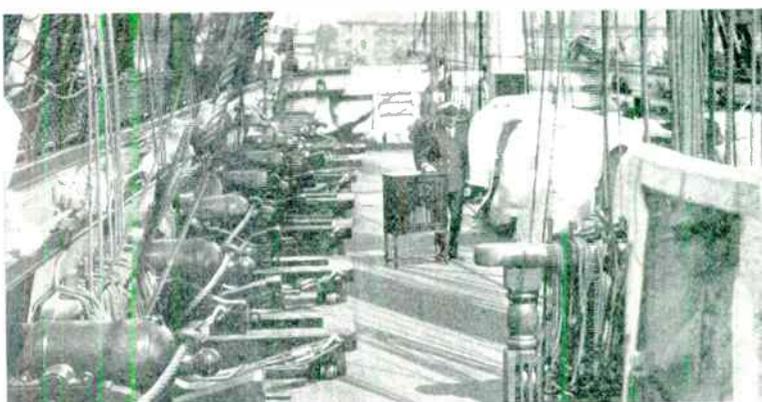
*World Radio History*



Where the electric industry, including radio, will be housed during the 1933 World's Fair in Chicago. The Electrical Group will command a building 1,200 feet by 300 feet.



New portable short-wave transmitter and receiver used by NBC for field broadcasting.



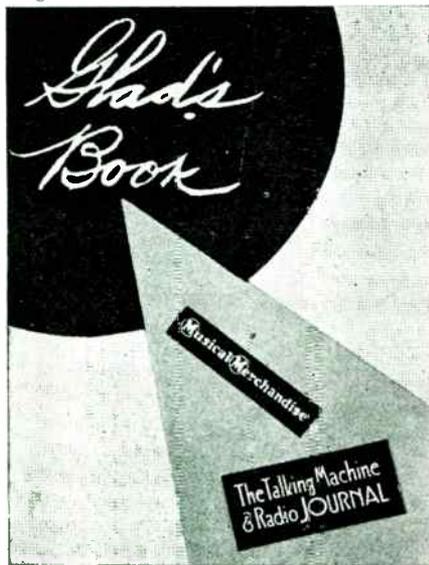
Lieut. A. D. Clark, U. S. N., on the deck of the U. S. Frigate "Constitution" with a G-E battery console.

Only in Denver and only with Tom Savage can Majestic dealers be given the opportunity of catching 41 3/4 pounds of trout and then eating them for breakfast.



The U. S. Radio & Television Corp. plant in Marion, Ind., is busily engaged in getting ready a sufficient production of U. S. Apex and Gloritone sets for the big Fall season.

## EXTRACTS FROM



Some people are as care-free in signing a note as a petition.

The police never fail to recover the automobiles that are insured.

Woolworth's and the hat check girls are about the only people left who insist on cash.

Nothing ever pleases a married man as much as telling him he doesn't look like a married man.

Nobody's quite so independent in his dealings with his boss as the fellow whose wife has a good job.

We can't understand how the authors of romantic fiction are able to keep the truth about life out of their books.

Whenever you tell someone to remind you of something, you're sure to remember yourself.

It's discouraging to do your best and then find out it isn't good enough.

A profit of \$50 from a "side-line" always

seems larger than a \$500 profit made in the course of one's regular business.

In one respect, Americans are unlike people of other countries. No American likes to do anything by hand that can be done as well by a machine. An American sees no dignity in labor that involves unnecessary drudgery.

A few labor unions have attempted to resist the introduction of labor-saving machines, but such efforts are usually unsuccessful because men quickly lose self-respect when they see a machine doing their work more efficiently.

At my summer place I ordered a hired man to spade a long strip of ground. With a horse and plow it was a 20-minute job; by hand it was a day's work. I had no horse and plow and he had nothing else to do that day. Only through insistence could I get him to complete the task. He felt it was beneath him to spade ground that could be turned over in one-twentieth of the time with a plow. In one sense he was right, and it is because he felt that way, and because the rest of us feel that way, that we have been able in this country to mechanize our factories and offices so thoroughly.

In most other parts of the world, jobs are so scarce that the introduction of labor-saving machinery is resisted. Consequently, wages continue low and the cost of production is high.

The explanation of the American attitude toward machinery probably is, first, that we have never had a real surplus of labor in this country; and second, that steam power and machinery were introduced at just the time when our government was founded and the task of conquering this continent was begun. There was a lot to do, and comparatively few people to do it. The habit of using and depending on machinery was firmly implanted.

Of those who go into business for themselves, many fail because they do not observe the simple basic rules of success.

One of the men who worked four years at a chair in the barber shop I patronize, rented a neighborhood storeroom and went into business.

He had been out for himself twice before but had never made a go of it. In his last job he had a good boss, a man who has accumulated a comfortable independence by careful management of a small shop.

Working for this successful proprietor, the young barber paid off all his debts and acquired a substantial equity in a home.

Shortly after he had opened his one-chair shop he spent the morning downtown.

"Who's looking after your shop?" he was asked.

"Oh, I stuck a sign on the door 'Back at 1 p.m.'"

Well, it looks as though he were going to lose out again. The old boss says that uncertain hours will kill any barber shop. Apparently the young man is one of those who cannot discipline themselves, but have to pay someone else to do it for them.

One October evening in 1853, David Henry Thoreau, the Concord philosopher, was sailing his boat, and he observed one-eyed John Goodwin, the fisherman, loading into a hand-cart and conveying home the piles of driftwood he had collected.

Note in the following paragraphs the profound philosophy Thoreau draws from this incident:

"It was a beautiful evening and a clear amber sunset lit up all the eastern shores; and that man's employment, so simple and direct—though he is regarded by most as a vicious character—whose whole motive was so easy to fathom—thus to obtain his winter's wood—charmed me unspeakably. So much do we love actions that are simple. They are all poetic. We, too, would fain be so employed. So unlike the pursuits of most men, so artificial or complicated. Consider how the broker collects his winter's wood, what sport he makes of it, what is his boat and hand-cart? Postponing instant life, he makes haste to Boston in the cars, and there deals in stocks, not quite relishing his employment—and so earns the money with which he buys his fuel. And when, by chance, I meet him about this indirect and complicated business, I am not struck with the beauty of his employment. It does not harmonize with the sunset. How much more the former consults his genius, some genius at any rate! Now I should love to get my fuel so—I have got some so—but though I may be glad to have it, I do not love to get it in any other way less simple and direct. For if I buy one necessary of life, I cheat myself to some extent, I deprive myself of the pleasure, the inexpressible joy, which is the unfulfilling reward of satisfying any want of our nature simply and truly."

Copyright, 1928

## At night he concentrates on tubes

(Continued from page 18)

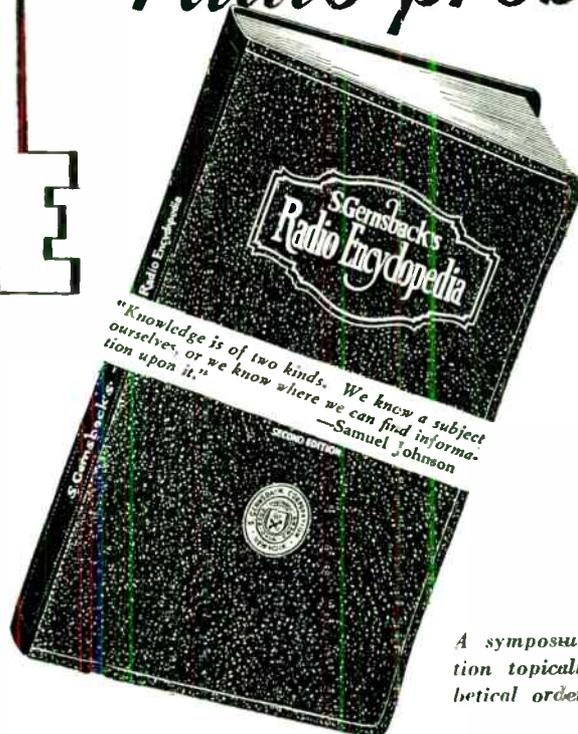
The shop carries in stock every tube type of the RCA and EverReady lines. Turnover is every 30 days. By encouraging emergency tube buying by telephone a city-wide business has been developed from a neighborhood location. Starting with a few tube sizes and types such as a neighborhood shop usually stocks the stock range has been increased until it covers the demand completely.

"We have found two tube lines sufficient," says Mr. Badey. "As beginners we experimented with the demand by stocking half a dozen tube lines sometimes. We found, however, that for best results two nationally advertised lines filled our needs."

But one advertising medium is used—the telephone directory. A tube failure is an emergency case and the set owner turns to the telephone for first aid. A conspicuous display ad is there to catch his eye. Prompt delivery anywhere in the city completes the advertising program. Without this follow-up the directory ad, says Mr. Badey would be "just another piece of advertising."

The prominence given tube merchandising in the shop is made evident to the customer by the fact that a specially built tube tester occupies a conspicuous location in the display room. The tester was built by Mr. Badey and reveals the various defects in tube performance by means of a system of lights.

# The key to every radio problem



352 Pages—Size 9 ins. x 12 ins.—Weight 3 lbs.—Bound in Flexible Red Morocco-Kerato.

A symposium of Radio Information topically arranged in alphabetical order.

## WHAT IT IS

A NEW 1931 EDITION OF THE FAMOUS FIRST RADIO ENCYCLOPEDIA by S. Gernsback, the first book of its kind ever published in America.

This new Second Edition—just off the press—is fully revised, enlarged, and improved. It is the absolutely up-to-the-minute new model of the pioneer First Radio Encyclopedia, which became the stand-by of radio men in every part of the world. Over 39,000 copies of the first book were sold.

Whereas the original edition (1927) consisted of only 160 pages, the new 1931 Second Edition is a volume of 352 pages. It is a large book 9 inches wide by 12 inches high, and weighs three pounds. There are 2,201 radio definitions, A B C indexed like any dictionary, making every bit of radio information you want "findable"; 1,253 detailed technical illustrations; 34 tables and charts; 24 pages of

Appendix, etc. The binding is flexible red morocco-kerato, with title gold-stamped on cover and backbone. The text is printed on durable, fine ledger paper, and the loose-leaf construction permits of new material being added, such as notes, addenda data, etc.

## WHAT THE NEW SECOND EDITION RADIO ENCYCLOPEDIA GIVES YOU

It gives you an explanation of every word used in radio. These explanations—or, rather, definitions—are not brief outline information like those of an ordinary dictionary, but they give in fullest detail, and at considerable length, the meaning and application of every word, phrase, general and special term used in the science of radio. They are written in plain, everyday English, easily understood by anyone.

Practically every definition in the book is illustrated by drawings, photographs, diagrams, or charts. All you need to do is to look up the word, formula, or phrase about which you are in doubt, under its proper heading. ALL THE SUBJECT MATTER IS ARRANGED IN ALPHABETICAL ORDER.

Numerous tables, charts, and maps are distributed throughout the text. A large section of the Appendix contains information of commercial value, such as lists of all radio receivers, their manufacturers, trade names, tubes used, styles, etc. There are charts of tube-socket lay-outs of all makes of sets; broadcast stations listed by wave-lengths, call letters, towns and states, etc.

In the text you will find biographical notes, with pictures, of all the men who by their inventions, discoveries, and research, made radio

what it is today. Large sections of the text are devoted to such important subjects as television, trouble-shooting, servicing, short-wave reception and transmission.

Full descriptions are given of all vacuum tubes, the theory of their construction, characteristics, testing, and manufacturing.

The latest inventions, such as the Radio Knife, and locating treasures and ores by radio, are as fully described by word and picture as are the old-time Marconi coherers and detectors.

It took a large staff of editorial assistants and draftsmen over six months to assemble, classify, and illustrate all the material printed in this new Second Edition Radio Encyclopedia.

## WHY YOU SHOULD OWN THIS INVALUABLE VOLUME

This greatly enlarged Second Edition Radio Encyclopedia is an absolute necessity to everyone interested in radio.

It is of equal service to—

The Radio Engineer, who wishes to refresh his memory on formulas and circuits;

The Radio Manufacturer, jobber or dealer, who is interested in the commercial side of radio, as well as the technical;

The Radio Service Man and the Radio Constructor, who wish to have on hand a guide to the principles and designs of radio equipment.

The Radio Student and the Layman, who will find the whole theory and practice of radio explained here in the simplest terms, beginning with first principles, and leading up to the most advanced theory.

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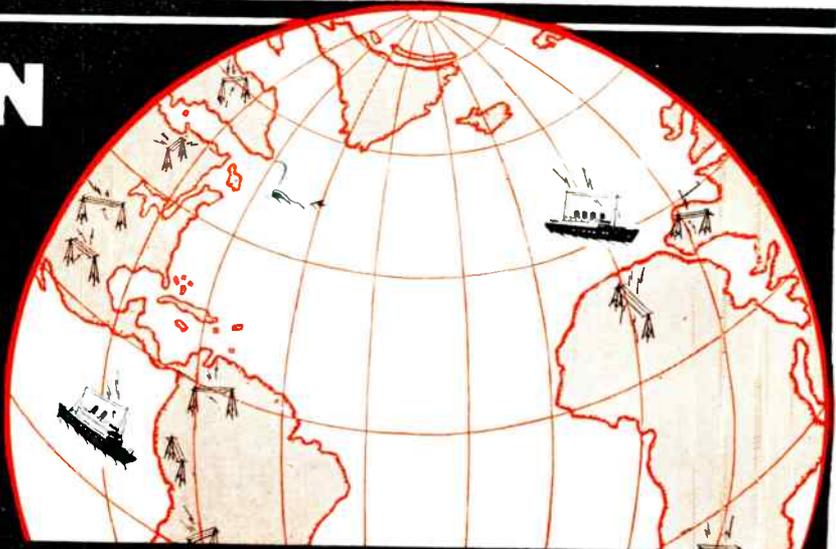
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A REFERENCE VOLUME OF CO-ORDINATED RADIO KNOWLEDGE

**CASH-IN ON  
RADIOS  
LATEST  
GREATEST  
THRILL**



*De Luxe Console*

**\$23<sup>95</sup> to \$104<sup>75</sup>**

Is the price range of the 11 Super-value Matched Walnut Stewart-Warner models, including everything from the unique Short 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 Short Wave Converter.

# *World Wide Reception*

**AT THE TURN OF A DIAL**

**H**ERE is a line of radio that receives both long wave and short wave broadcasts—that not only bring in domestic programs but make available stations in all parts of the world, ships at sea, airplanes, local police calls, and amateur stations—

And the transition from short wave to long or long wave to short is made by the *simple turn of a dial.*

That's the story of the new Stewart-Warner Silver Jubilee Line now offered to commemorate Stewart-Warner's 25th Anniversary; and, at the low prices quoted comprising the most *sensational values in the history of radio.*

Besides the *Short Wave Converter*—built in or furnished separate—these wonderful new receivers incorporate today's last word in radio engineering. Everything your customers can want in radio for years to come. And at the lowest price on record.

*Cash-in* on the thrill of world-wide reception while it is *new*—on the super values which Stewart-Warner's vast production facilities have made possible—on the national advertising put behind them. And cash-in on the wonderful franchises that *go with them.* Your Stewart-Warner Wholesaler will gladly supply the details. Stewart-Warner Corporation, Chicago, Ill.

**STEWART-WARNER**  
*Silver Jubilee* **RADIO**

# The Last Word

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

## Atlantic City for NELA

*Atlantic City has been chosen as the convention city for the exhibit and 55th Convention of the National Electric Light Association, June 6 to 10, 1932, in the Auditorium and Convention Hall.*

## New Hygrade-Sylvania Officers

The officers of the Hygrade Sylvania Corporation, successor to Hygrade Lamp Company of Salem, Massachusetts, Sylvania Products Company and Nilco Lamp Works, Inc., of Emporium, Pennsylvania, manufacturers of incandescent lamps and radio tubes, have been elected as follows: Chairman of Board, Edward J. Poor; President, B. G. Erskine; Treasurer, Frank A. Poor; Vice Presidents, Walter E. Poor and Guy S. Felt; Clerk and Secretary, John S. Learoyd, Jr.; Assistant Secretary, M. F. Balcom.

The directors are: E. J. Poor, B. G. Erskine, F. A. Poor, G. S. Felt, W. E. Poor, J. P. Hale and W. E. Erskine.

## 9 New Distributors for Steinite

Oscar Getz, vice president and general sales manager of the Steinite Manufacturing Company, Fort Wayne, Indiana, announced the appointment of the following jobbers to handle Steinite radio:

- National Hardware & Stove Co., Paris, Texas.
- Buhrman-Pharr Hardware Co., Texarkana, Ark.
- Quincy Automotive Supply Co., Quincy, Ill.
- The Gehl Company, St. Louis, Missouri.
- Neal & Hyde, Inc., Syracuse, N. Y.
- Perry & Sherman, Utica, New York.
- Gibbens & Gordon, New Orleans, La.
- The Daniels-Cornell Co., Manchester, N. H.
- Cressey-Dockham & Co., Inc., Salem, Mass.

## Don Wallace Kolster California Manager

Don C. Wallace has been appointed district manager of Kolster Radio Company, New York, and he will cover California in the interests of this fast growing radio organization. Mr. Wallace's mail address is 4214 Country Club Drive, Long Beach, California.

## Demonstration at the Show

*Park Central Hotel, Official Headquarters, Offers Free Use of Room with City Line AC*

Park Central Hotel, 55th St. and Seventh Ave., has been designated official headquarters for the Radio World's Fair in New York, September 21-26. It is very convenient to the show in the Madison Square Garden.

A free demonstration room equipped with city line AC is being provided by the hotel management for companies who wish it. This will make possible a quick shift from the exhibition floor to the demonstration floor. AC current will also be supplied in suites and rooms at no extra charge.

Suites are equipped with electric refrigeration units for the manufacture of ice cubes. General Manager Ed Frawley of the hotel tells us that he has the largest single rooms in New York and that he is going to give the radio boys a break.

## Changes in Westinghouse Personnel

Westinghouse Electric & Manufacturing Company announces the following changes in personnel of the merchandising department: C. A. Meier, formerly merchandising manager of the Southwestern district, is transferred to the Pacific Coast as regional sales manager with headquarters in San Francisco.

George Bailey, formerly Pacific Coast merchandising manager, is transferred to Manhattan in the capacity of assistant to sales manager.

N. E. Harvey is appointed merchandising manager of the Southwestern district with headquarters in St. Louis.

R. L. DuVal, formerly large appliance sales manager, Mansfield, is appointed merchandising manager of the Middle Atlantic district with headquarters at Philadelphia.

Reese Mills, formerly assistant Director of merchandise, is appointed range and water heater sales manager and in addition will supervise the sale of farm lighting and water systems with headquarters at Mansfield.

H. G. Kobick, formerly assistant director of merchandise, is appointed washing machine sales manager with headquarters at Mansfield.

## Keith in South for Majestic

W. E. Keith has been appointed territory supervisor, with headquarters in Atlanta, for the Grigsby-Grunow Company, Chicago. Mr. Keith will cover Florida, North Carolina, Georgia and Tennessee.

## L. A. Show to October

*The Los Angeles Radio and Electric Show, which had been scheduled for August 2nd to August 8th inclusive at the Ambassador Hotel, was postponed to the latter part of October or early November of this year. A definite date will be announced later.*

## Vic Miller Now HFL General Manager

High Frequency Laboratories, Chicago, announces the appointment of a new general manager, Victor J. ("Vic") Miller. He brings to the present organization many years of merchandising experience in the music field. For eleven years he was a buyer of phonographs and pianos in the music department of Montgomery Ward & Co. Prior to this, Mr. Miller was associated in executive capacity with the P. A. Stark Piano Co., also of Chicago.

High Frequency Laboratories is now producing a 4-tube receiver, known as the model 400 Little Giant. In addition Mr. Miller is putting into production private brand 8 and 9-tube superheterodyne chassis.

## Replogle Chief Engineer of De Forest

DeForest Radio Company of Passaic, N. J., announces the appointment of D. E. Replogle as chief engineer.

For the past two years Mr. Replogle, familiarly known as "Rep" throughout the radio industry, has been assistant to the president of the Jenkins Television Corporation, and in full charge of the engineering and production activities of that organization. Prior to that period he was identified with the Raytheon Manufacturing Corporation, heading its licensee engineering service and much of the research work.

## Eberhardt Music Manager of Maison Blanche

John H. Eberhardt has been appointed manager, Music Salon, Maison Blanche, New Orleans, where he will have charge of radio, music, and refrigerator sales. Mr. Eberhardt is well-known in New Orleans as an able and energetic radio man, and his friends wish him every success in his new work.

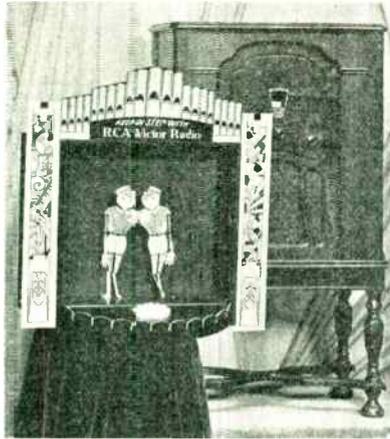
## "Dancette" for Dealers

*RCA-Victor Offers Its Dealers  
Fascinating Exclusive Display*

The RCA-Victor "Dancette", shown at the trade show, is now being offered to RCA-Victor dealers for window display purposes. The Dancette is one of the most unusual novelties offered the trade and it is patented by RCA-Victor.

Two dancing figures dressed in the company's uniforms are set on a stage finished in modernistic effects, illuminated with a real footlight. A special loud speaker, using a 280 tube connects the figures to a radio or electric phonograph and the figures dance in actual time to the music. Any recorded or radio music with a regularly accentuated rhythm sets the figures to dancing in perfect time. New figures will be designed to keep the display constantly fresh, a pair of "hula" dancers being planned for the second set. The display over all is 19¾ inches high, 9¾ wide and 10 inches deep, and weighs 16½ pounds. Dealer's price is \$12.50.

The display lends the tremendous fascination of a scientific toy to the dealer's window and it ties-up perfectly with the



*The Dancette*

merchandise he sells. It can be placed in a small space, but it will command the display.

## Eastern Enpeeco Sales Head

*Herbert E. Young Appoints Eastern  
Distributors for La Petite Washers*

Distribution of La Petite washer in the East, first advertised to the radio trade in *The JOURNAL*, is now under the management of none other than Herbert E. Young, one of the national figures of the industry and a man particularly skilled in Eastern merchandising problems. The announcement of Mr. Young's appointment

La Petite washer is thoroughly portable and is designed and manufactured by a firmly-established organization. Enpeeco Appliance Corp. is a subsidiary of the National Pneumatic Co. of Rahway, N. J. The washer is of the vacuum cup type with twin plungers, and a unique factor of construction is that the entire power plant is sealed into the head and does not require oiling or any service. This is a detail which will impress radio dealers.

La Petite weighs less than 14 pounds and stands only 13½ inches high. It takes a sizeable family wash and yet can be hidden on a pantry shelf, making it ideal for the apartment. It retails for \$29.50, said to be the lowest price for a self-contained washer on the market today. Distribution will be through radio channels.



*Herbert E. Young*

was made by W. H. Geisser, general sales manager of the Enpeeco Appliance Corp., makers of La Petite.

Mr. Young needs no introduction to the radio trade, which especially welcomes him back to the East. He is making his headquarters at 420 Lexington Ave., New York, and can be reached on the telephone by calling Mohawk 4-2177. He has closed several distributorships in this territory, announcements of which will be made shortly.

## Sunshine Mantle Co. Now Bosch Wholesaler

The Sunshine Mantle Co., of Chanute, Kansas, has been appointed Bosch radio distributors for what is called the Mid-Continent Field, including the entire state of Kansas and the Western portion of Missouri, according to an announcement by Frank V. Goodman, general sales manager of the United American Bosch Corp., Springfield, Mass.

The Sunshine Mantle Co., distributing organization was founded in 1900 and distributes natural gas supplies and appliances, electrical appliances, electrical refrigeration, and American Bosch radios.

William M. Gray is vice-president and manager. Other officers are Seth J. Bailey, founder and president; A. F. Leverenz, secretary and sales manager; and A. N. Allen, treasurer.

"We are indeed very well impressed and satisfied with the American Bosch 1931 radio line," declared Mr. Gray recently, "and are confident it will be readily accepted by a live bunch of retail dealers throughout our entire territory."

## Retailing and Jobbing Firms Started by Roth

The Gate City Radio Co., a retail shop located at 3810 Main St., and the Roth Distributing Co., Kansas City, are two new companies formed recently by George L. Roth, manager of the Kansas City Wurlitzer organization for two years.

In his retail shop, Mr. Roth is merchandising Sparton, Brunswick, Atwater Kent, automobile and short wave radio receivers, while he distributes short wave devices, police call adaptors and midjets from his distributing firm.

Mr. Roth has also taken on the Baldwin line of pianos.

In charge of service for the two companies and their laboratory is R. T. Fuller, who has worked in the radio service field for a number of years.

## Stevens Sales Director

Edward Stevens, vice-president of the New Haven Clock Company, was appointed director of sales for the organization at a recent meeting of the board of directors.

## Columbia Adds Appliances

*To Wholesale Radio and Electric  
Appliances through all Branches*

Distribution of radio, electric refrigerators and electric appliances by the Columbia Phonograph Co., Inc., through its branches in all parts of the country has been announced by W. C. Fuhri, vice-president in charge of sales. This follows the modern trend among radio dealers to diversify their lines.

"Realizing that we, if we are to meet the needs of our dealers," said Mr. Fuhri, "must supply them with a more varied product, the decision has been made to add other lines so as to more thoroughly cover the field. At the present time we are ready to announce that we have taken on the Fada radio line for distribution through eight of our Branches—those at Boston, Atlanta, Jacksonville, New Orleans, Dallas, Los Angeles, San Francisco and

Seattle. We will take on other standard makes of radio for distribution through other branches as fast as arrangements are made.

"We have also completed arrangements for the distribution of the Norge refrigerator through our Atlanta branch. Refrigerators will be handled by our other branches later but details not yet settled prevent our making a more definite announcement at this time.

"In addition to these added lines we are bringing out a popular priced Home Dry Cleaner, to be known as the Columbia. For use with the cleaner we are offering a non-explosive fluid. This, too, will be distributed as a Columbia product."

## New Atwater Kent Line

Three Hundred Distributors and  
Factory Executives Greet Models

Over three hundred Atwater Kent distributors, factory executives and representatives enthusiastically greeted the 1931-32 line at the Eighth Annual Atwater Kent Distributors Convention, held July 29-30, at the Ambassador Hotel, Atlantic City, N. J.

Model 99 highboy super-heterodyne employs three 235 screen variable-mu tubes, one 224, three 227's, two 247's (pentode), and one 280 rectifier. One of the unusual features of this set is the use of two pentode tubes in push pull, giving twice the output of two 245's. Another new feature of the Model 89 is automatic volume control. In addition, Model 89 has



A. Atwater Kent

four point tone control, and static reducer, four condensers, quick vision dial with Atwater Kent uniform scale and compensating device. Highboy cabinet with sliding doors; hand rubbed walnut over special duo-tone fabric.

Model 85 lowboy super-heterodyne employs two 224 screen grid tubes, two 235 screen variable-mu tubes, one 227 oscillator tube, one 247 pentode, and one 280 rectifier tube. Model 85 also feature automatic volume control. The cabinet is walnut, with matched butt walnut front panels and ornamental grille over special duo-tone fabric.

Model 82 screen variable-mu tubes, resulting in increased sensitivity, as well as the pentode. This model is also equipped with three position tone control; combination on-and-off switch, and volume control. The cabinet of the Model 82 is of Gothic design with ornamental arch of zebra wood. Gothic curved twist pilasters, surmounted by carved capitals, panel matched butt walnut ornamental fretwork grille over



The new Atwater Kent models

duo-tone fabric. Height 19 ins., width 15 7/8 ins. depth 10 ins. Model 82 will be available for Direct Current without automatic volume control.

Model 80 is another compact with characteristics same as Model 82, with the exception that it does not have automatic volume control. Cabinet similar to Model 82 except a rounded arch of distinctive ornamental zebra wood.

Model 89 and 85 will also be available to the trade without volume control and will be known as Model 87 and 83.

In addition, to these models, there also were exhibited two new battery sets, one Compact 82-Q and one lowboy 85-Q.

Among the officials of the Atwater Kent Mfg. Co. attending the convention were:

### Salesmen Needed

Things are good in the band music industry, according to W. W. Wagner, who tells us that the Buescher Band Instrument Co., Elkhart, Indiana, is receiving many letters from dealers looking for competent band and orchestra men who combine executive and sales ability.

A. Atwater Kent, president; W. J. Avery, export manager; F. E. Basler, Sales manager; W. E. Batchellor, comptroller; D. M. Bauer, advertising manager; Leon Charbonnier, service manager; Eli Dyson, credit manager; J. H. Hickey, divisional manager; J. W. Hitchcock, assistant sales manager; J. G. Jaud, divisional manager; John McCoy, manager statistical dept.; E. W. MacMasters, traffic manager; E. E. Rhoads, divisional manager; H. T. Stockholm, divisional manager; P. A. Ware, sales promotion manager; Charles O. Weisser, divisional manager.

Public announcement of the new Atwater Kent line and the prices will be made on August 12th with a national broadcast hook-up and local tie-in publicity.

### 31 Victor-National Supply Branches

The wholesale division of the National Theatre Supply Company has acquired exclusively rights to the wholesale distribution of Victor Cine-Cameras, Cine-Projectors and Animatophones for the entire United States and the work of organizing non-theatrical departments in the 31 branches of the National Theatre Supply Company to handle the sale and servicing of the Victor 16 m/m line has been practically completed, according to word received from A. M. Beatty, wholesale division, National Theatre Supply Company.

Mr. Beatty's entire time for the past three months has been given to the task of establishing these departments and securing the services of a personnel thoroughly qualified to satisfactorily handle all phases of the specialized work connected with 16 m/m sales and service. Personal supervision of all the details connected with this tremendous venture has made it necessary for Mr. Beatty to cover thousands of miles of territory and to visit every State in the Union.

E. L. Schroeder, Sales Manager of the Victor Animatograph Corporation, Davenport, Iowa, is making a series of visits to each of the 31 branches for the purpose of schooling the personnel and coordinating the work between the branch non-theatrical departments and the Victor Factory and Sales Organization.

### Crosley Sets Meet Fine Reception, Says Reilly

The Crosley Distributing Corporation, distributing Crosley products exclusively in the Chicago territory, reports a very satisfactory reaction to their sales efforts on the new Crosley line. Dealers contacted since the R. M. A. Convention have been successfully signed up as Crosley dealers and a very satisfactory number of Crosley dealer franchises are being reported, declares J. J. Reilly, branch manager.

# THE JOURNAL RADIO

## ...cyclopedia...

### AMERICAN 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.

### 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.
- 84Q—\$94.50 complete, SH. 4-32, 2-30, 1-33.

### AUDIOLA

- 416—\$37.50 complete, TRF. 1-35, 1-24, 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.

### BRUNSWICK

- 11—\$79.50 complete, SH. 3-24, 2-51, 1-47, 1-80.
- 12—\$89.50 complete, SH. 3-24, 2-51, 1-47, 1-80.
- 16—\$99.50 complete, SH. 3-24, 2-51, 1-47, 1-80.
- 33—\$149.50 complete, SH. 3-24, 2-51, 1-47, 1-80.
- 17—\$139.50 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.

### 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

- 48—\$49.95, SH. 3-35, 2-47, 1-27, 1-24, 1-80.
- 48A—\$54.50, SH. 3-35, 2-47, 1-27, 1-24, 1-80.
- 47L—\$69.95, SH. 3-35, 2-47, 1-27, 1-24, 1-80.
- 47M—\$84.95, SH. 3-35, 2-47, 1-27, 1-24, 1-80.
- 47H—\$99.50, SH. 3-35, 2-47, 1-27, 1-24, 1-80.
- 36C—\$89.50, TRF. 3-24, 2-45, 1-80.

### CROSLEY

- 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—\$109.50 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, 2-24, 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

- 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—\$72.50 complete (with clock, \$81.50), SH. 2-35, 1-24, 2-27, 2-45, 1-80.
- Junior Console—\$89.50 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.

Other models available in September.

### 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.
- Commode—\$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.
- \$117.00, SH. 1-24, 3-27, 2-47, 2-35.

### GULBRANSEN

- 130—\$69.50 complete, SH. 2-35, 1-47, 2-24, 1-27, 1-80.
- 135—\$79.50 complete, SH. 2-35, 1-47, 2-24, 1-27, 1-80.
- 235—\$113.50 complete, SH. 4-35, 2-47, 3-27, 1-80.
- 330—\$48.00 complete, TRF. 4-24, 1-45, 1-80.

### 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, 1-24, 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, SH. 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.

# Radio sets, circuits and tubes

(Continued from page 44)

- 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—\$12.50 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—\$119.50 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.
- MAJESTIC**  
21—\$69.50 complete, SH. 3-51, 2-27, 2-45, 1-80.  
22—\$97.50 complete, SH. 3-51, 2-27, 2-45, 1-80.  
23—\$119.50 complete, SH. 3-51, 2-27, 2-45, 1-80.  
61—\$137.50 complete, SH. 3-51, 1-24, 1-27, 2-45, 1-80.  
62—\$149.50 complete, SH. 3-51, 1-24, 1-27, 2-45, 1-80.  
163—\$197.50 (combination complete, SH. 3-51, 1-24, 1-27, 2-45, 1-80.  
121—\$99.50 (Air Cell) with tubes, less batteries, SH. 4-32, 1-30, 1-33.  
110—\$87.50 Motor Radio complete, TRF. 3-36, 2-37, 2-38.
- 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, 2-35, 2-24, 1-47, 1-80.
- PILOT**  
Midget—\$69.50 complete, SH. 3-51, 2-27, 1-47, 1-80.  
Console—\$86.50 complete, SH. 3-51, 2-27, 1-47, 1-80.  
Console—\$95.00 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.  
Supernote—\$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.  
RAEC8—\$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.
- 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, \$59.50; Combination, \$69.50 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.
- SILVER-MARSHALL**  
F3 Midget—\$59.50 complete, SH. 2-51, 1-24, 2-27, 1-47, 1-80.  
F5 Console—\$69.50 complete, SH. 2-51, 1-24, 2-27, 1-47, 1-80.  
D1 Console—\$89.50 complete, SH. 3-51, 1-24, 2-27, 2-47, 1-80.  
G6 Console—\$109.50 complete, SH. 3-51, 1-24, 3-27, 2-47, 1-80.  
K13 Battery console—\$110.00 complete with tubes and air cell, less B and C batteries, SH. 4-32, 2-30, 2-31.  
SW1 Short wave converter—\$59.50 complete, SH. 1-24, 1-27, 1-80.  
726SW All wave chassis and speaker—\$139.50, SH. 3-51, 1-24, 3-27, 2-47, 1-80.
- 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.
- STEINITE**  
700—\$49.50 complete, TRF. 1-24, 1-47, 2-51, 1-80.  
705—\$59.50 complete, SH. 2-35, 2-47, 1-24, 2-27, 1-80.  
706—\$69.50 complete, SH. 2-35, 2-47, 1-24, 2-27, 1-80.  
642B—\$79.50 complete, SH. 2-35, 2-47, 1-24, 2-27, 1-80.  
725—\$99.50 complete, SH. 2-35, 2-47, 1-24, 2-27, 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.  
Short wave converter—\$23.95 complete, 1-24, 1-27.  
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. 2-24, 1-27, 1-47, 1-51, 1-80.
- Portable with converter—\$90.75 complete, 2-24, 1-27, 1-47, 1-51, 1-80 (1-24, 1-27).  
Combination Radio, Phonograph, Short-Wave—\$148.50 complete, SH. 2-24, 1-27, 1-47, 1-51, 1-80 (1-24, 1-27).
- 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.  
10—\$69.50 complete, SH. 3-35, 2-27, 1-47, 1-80.  
15—\$99.50 complete, SH. 3-35, 3-27, 1-47, 1-80.  
740—\$125.00 complete, 7-85, 2-86, 2-81.  
25—\$136.00 complete, 4-35, 3-27, 2-45, 1-80.  
26—\$165.00 complete, 4-35, 3-27, 2-45, 1-80.  
30—\$235.00 complete, 4-35, 3-27, 2-45, 1-80.  
35—\$585.00 complete, 4-35, 5-27, 2-50, 2-81.  
40—\$99.50 complete, 4-36, 1-37, 1-38.  
51—\$79.50 complete, TRF. 4-32, 1-31, 1-30.  
52—\$99.50 complete, TRF. 4-32, 1-31, 1-30.
- 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**  
16B—\$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**  
Zenette BH—\$69.50 complete, SH.  
91—\$155 complete, SH.  
92—\$195 complete, SH.  
103—\$290 complete, SH.  
Zenette AH—\$79.50 complete, SH.  
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Zenette CH—\$99.80 complete, SH.  
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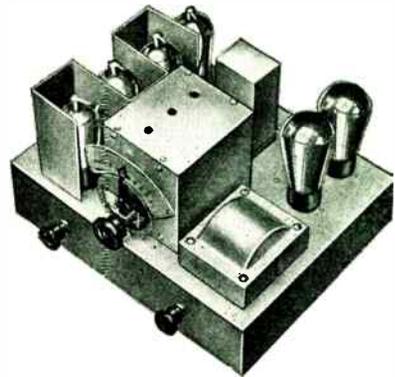
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DEALER

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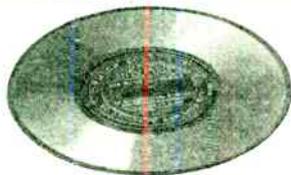
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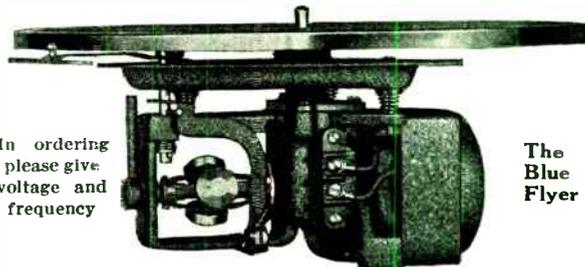
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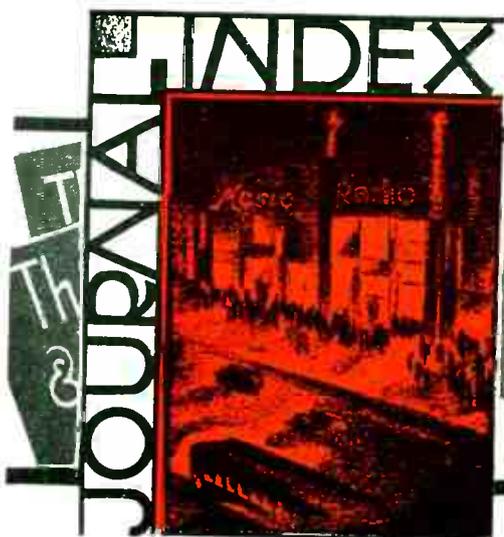
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## Television

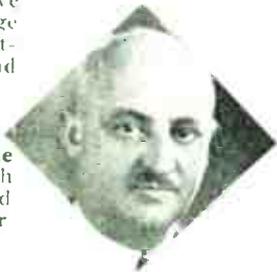
**R**ADIO has been suffering from an excess of advertising on the air. No one questions it. Newspapers and magazines are commenting on it continually but nothing seems to stop it. There are two sides to this story. It costs money to operate radio stations and chains and if the advertiser is going to pay for these charges, he must get a fair return for his money.

\*If an article must be described on a radio program it takes a lot of time. To those who are interested, this is not too bad, but since only a small number are probably interested in each announcement, to the waiting others, anxious to get on with the entertainment side of the program, the announcement becomes most annoying.

\*A solution is in sight. It will come only as quickly as the entire radio industry gets behind it and helps it in its development. That solution is TELEVISION.

\*With television programs we can show an article and in a few seconds glance the audience will get more than in five minutes of the customary description. Not only this but with the possibilities of art in pictorial presentation, we can make advertisements on the air so attractive that mere looking at them will not be anywhere near as annoying as listening to long descriptions.

\*Once television is here and combined with present sound broadcasting the whole art of radio advertising will change for the better. It will be more interesting, much more effective since the old adage of "a picture is better than a thousand words" still holds true, much less annoying, consuming far less of the program time with far more results and give much greater variety.



**W. Stuart Caton**  
Sales Manager  
Shortwave & Television Corp.

AUGUST BUSINESS EDITORIAL

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# THIS \$750.00 TUBE TESTING EQUIPMENT

# FREE

*to Preferential TUNG-SOL Dealers*



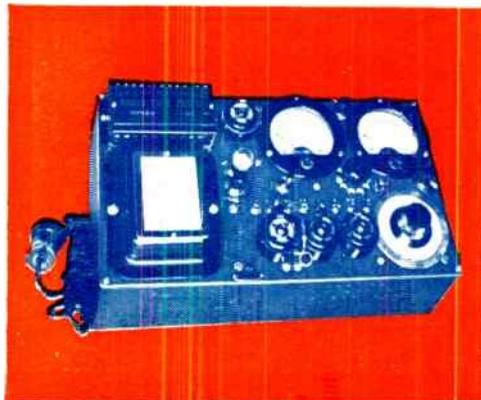
**HICKOK SPECIAL A. C. 4301 (List Value \$750.00) and WHAT IT DOES**

1—Reads dynamic mutual conductance directly on meter. 2—Reads plate current directly on meter. 3—Reads grid current or gas directly on meter. 4—Checks for cathode-filament leakage. 5—Indicates shorts between all elements of tubes on series of colored lamps. 6—Supplies up to 250 volts DC for plate circuit, thus making possible a dependable and accurate test. 7—Checks all type tubes. 8—Meters cannot be burned out or injured. 9—Operates from 60 cycle 110 volt AC line—requires no batteries of any kind. 10—Compensates for all line fluctuations.

**HICKOK SPECIAL A. C. 47**

(List Value \$125.00)

1—Applies DC to plate and grid. 2—Indicates directly on meters, dynamic mutual conductance and plate current. 3—Operates from 60 cycle 110 volt AC line. 4—All indications independent of line fluctuations. 5—Tests all the latest type tubes.



HERE is an unprecedented dealer offer. A Hickok Special Tube Tester delivered without cost, and at once, to those accepting the new Tung-Sol Preferential Plan.

Placed on your counter and announced in your window this equipment will bring radio owners flocking to your shop to have their tubes tested. Its impressive appearance will gain their immediate confidence—make more sales—more profits—both in tubes and sets. Then too, it furnishes dealers with a quick and accurate means of testing tubes of all types.

A smaller Hickok Special Tube Tester, listing at \$125.00, is also available through the Preferential Plan. This tester is especially valuable in that it may be used either in the store or easily carried about by the service man.

For full information on how to own one or both of these testers, get in immediate touch with our nearest branch.

## TUNG-SOL RADIO TUBES

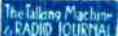
*One of the Famous TUNG-SOL Products*

Made by TUNG-SOL RADIO TUBES, Inc., Newark, N. J.

*Licensed under patents of the Radio Corporation of America*

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



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

# Still "The Newest Thing in Radio"

The recent trade show emphasized more strongly than anything else Majestic's leadership in models and values. The opinions expressed by hundreds of dealers, and other unbiased sources in the radio field, convince us that in the Majestic models with the famous Multi-Mu Tube we are offering the greatest values to be found.

With this merchandise on the floor right now, Majestic Dealers are in a strong position. Price alone will sell nothing, nor will it bring profit. A reasonable price plus the highest quality possible, and freedom from service worries, makes sales and satisfied customers . . . and profits, too, at a time when profits are needed.

Majestic 20-series and 60-series receivers are products that the public wants and will buy—right now. Call the Majestic Distributor and handle the most profitable line in Radio.

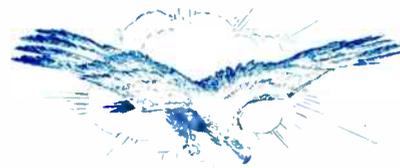


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GRIGSBY-GRUNOW COMPANY, CHICAGO, ILLINOIS

# Majestic

## RADIO



**MIGHTY MONARCH  
OF THE AIR**

●  
**EVEN  
NEWER**

Model 121

Battery Powered

Superheterodyne console model powered from new Air Cell "A" battery and "B" batteries. 6 tubes including pentode. List price with tubes, less batteries, \$99.50.\*

●  
**NEWER  
YET**

Model 110

Motor Majestic

Seven tube pentode tube set with dynamic speaker. Mounts below floor boards and tunes from steering column. List, complete with tubes, batteries and installation, \$87.50.\*

●  
\*Slightly higher in the West and Canada.