

The Talking Machine and Radio Journal

RADIO
Electric Appliances

central station
RETAIL SHOPS

Glad Henderson
Editor

▲ ▲ ▲ **T**HAT there is a real difference in the musical quality of a radio is a provable, hearable, selling argument for Brunswick Radios . . . As powerful and compelling to the open-minded dealer as to the entertainment-seeking customer.



◀ **Model 33—Brunswick Radio with Panatropé**
Exquisite lowboy cabinet . . . containing both a Brunswick Superheterodyne radio receiver and an electrical record-reproducing instrument, the Panatropé. Both electrically recorded, and broadcast programs are reproduced by the superior electrical equipment of this instrument. 7-tube Superheterodyne with 12-inch Speaker . . . List price, complete with Brunswick Tubes **\$149.50**

BRUNSWICK RADIO CORPORATION—Division of Warner Brothers Pictures, Inc.—NEW YORK, CHICAGO, TORONTO
Manufacturers of Radio, Panatropé and the World-Famous Brunswick Records

BRUNSWICK RADIO

Your Life Line!



No. 22
Superheterodyne



No. 19 Superheterodyne
Receiver. Mahogany finish.



No. 20 Superheterodyne
Receiver. Walnut finish.



No. 25 Superheterodyne
Receiver. Walnut finish.

THE radio line which yields the most profit per unit sale is the "life line" for your business.

Stromberg-Carlson Receivers have a unit sale high enough to pay your direct sales cost, credit work, delivery charge, and general overhead with a **PROFIT MARGIN** in addition.

Stromberg-Carlson Receivers also have high public acceptance, (nearly everyone will admit their preference for a Stromberg-Carlson) and now, for the first time, the price range begins within reach of practically everyone's purse.

These are the reasons why many a dealer today is finding the Stromberg-Carlson line his economic salvation.

Distinctive Stromberg-Carlson Consoles from \$175 to \$375. The Multi-Record Radio, (automatic radio-phonograph combination, electrical), \$660. (Time prices, complete with tubes, East of Rockies.)

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

CONCEALED RADIO. This fall, Stromberg-Carlson dealers will have Concealed Radio, as well as regular Furniture Radio, both Remotely Controlled to offer the public. Architects and builders have been waiting for this development. Models 12, 14, 22, 27, are units of this system.



No. 26 Superheterodyne
Console with phonograph
option. Walnut finish.



No. 27 Superheterodyne
Receiver. Solid walnut.



No. 14 Multi-Record
Radio. Solid walnut.



1894

Stromberg-Carlson

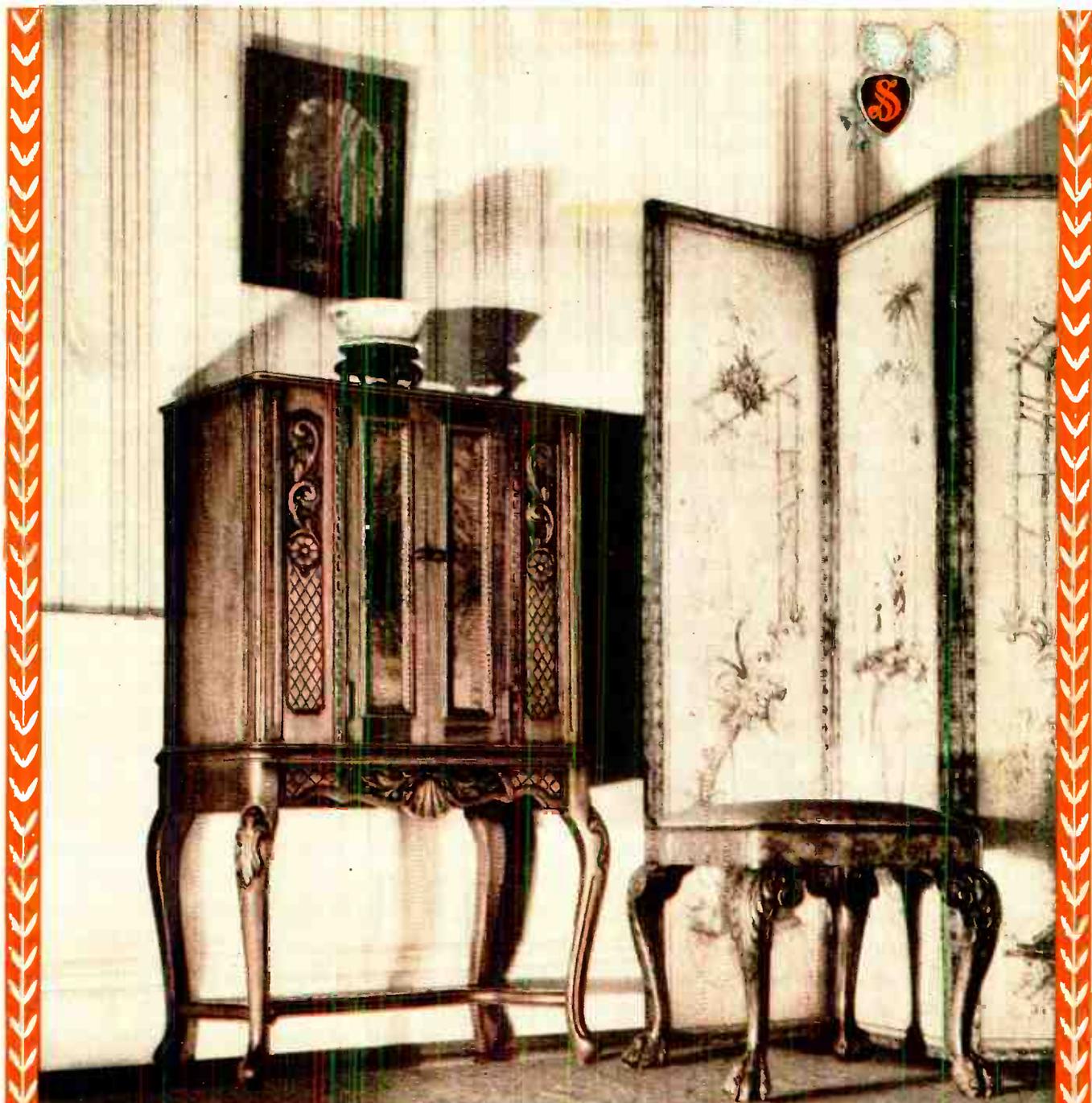
MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN THIRTY-FIVE YEARS



1931

The Talking Machine
RADIO JOURNAL

mentioned in your reply gives you a quicker answer.

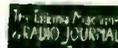


In the Super-sonne, Sparton introduces a new application of the superheterodyne that improves musical quality beyond words. Other innovations and refinements, and prices more attractive than ever before, are making the new Sparton models the most talked-about radio of the year. Demonstrations give listeners a new thrill of performance . . . a new conception of richness . . . but most of all a new standard of value that could only be possible under today's conditions. The Sparton franchise holds greater possibilities than ever before, right now when you want such a line most. Consult your distributor.

THE SPARKS-WITHINGTON COMPANY, JACKSON, MICHIGAN, U. S. A.
 SPARTON of CANADA, LIMITED, LONDON, ONTARIO (659)

Only Sparton has the Musical Beauty of
SPARTON RADIO
"Radio's Richest Voice"

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



AGAIN ~ it's comes through the features

SPRAY-SHIELD TUBES

"MODULATED" CIRCUIT

Good news for radio dealers! Contrary to expectations, selling of radio receivers this Fall will not be confined only to the mention of Multi-Mu and Pentode as features. Majestic has them, of course, but Majestic engineers have developed yet newer and more important achievements!

Spray-Shield tubes, a German practice, by which shielding metal is placed directly on the tube itself. No more metal cans . . . yet higher efficiency in the tube.

Twain Power Detection, the proper utilization of two detectors for yet truer tone, was found by Majestic engineers in a British set in the Science Museum in England,

MAJESTIC RAVENWOOD

Exceptionally selective and beautifully toned. Georgian design with recessed Gothic grill in matched walnut front panel. Imported box-wood inlays. Majestic 5-tube superheterodyne chassis providing "Modulated" circuit, tone control, Spray-Shield and Pentode tubes and full dynamic speaker. Complete with tubes. \$44.50



MAJESTIC ELLSWOOD

A lowboy of early English design with recessed center panel and matched butt walnut side panels. Handsome wood carving. Equipped with Majestic 5-tube superheterodyne chassis of monitor construction, using Spray-Shield and Pentode tubes, "Modulated" circuit, tone control and Grand Opera Speaker. Complete with tubes \$59.50



MAJESTIC FYFEWOOD

An end table model of Duncan Fyfe design. Top is beautifully grained matched butt walnut — side panels bordered in imported marquetry inlay. Majestic 5-tube superheterodyne chassis utilizing new "Modulated" circuit, Spray-Shield and Pentode tubes, tone control, static modifier and Grand Opera Speaker. Complete with tubes \$61.50



Majestic

Majestic that with *all* that are **NEW**

TWIN POWER DETECTION

known as the "Perfect Quality Receiver." and adapted to American tubes and methods. The "Modulated" Circuit, worked out in collaboration with Hazeltine Laboratories, by which the functions of two tubes in the usual superheterodyne are now performed by one... making possible a first-class 5-tube superheterodyne model.

These features are exclusively Majestic... will be heavily advertised to the American public... and Majestic dealers will make the profits this Fall. Eight great new models, five priced below \$100.00, each a Value thought impossible in previous seasons. Get in touch with the Majestic Distributor... NOW!

GRIGSBY-GRUNOW COMPANY, CHICAGO, ILLINOIS

World's Largest Manufacturers of Complete Radio Receivers



MAJESTIC ABBEYWOOD

Our finest radio-phonograph. True Charles II period in butt walnut, exquisitely inlaid. The Majestic 10-tube superheterodyne chassis; Automatic Volume Control, Spray-Shield and Multi-Mu tubes, Twin Power Detection and Twin Pentode Output; tone control and Two Grand Opera Speakers. Electric pick-up and turntable. Automatic Record changer, handling 10 records. Complete with tubes... \$290



MAJESTIC CHELTENHAM

Haspwellite design in matched butt walnut and imported boxwood inlays. Majestic 9-tube superheterodyne chassis with Twin Power Detection, Twin Pentode Output, Spray-Shield tubes, tone control and Grand Opera Speaker. Complete with tubes... \$79.50



MAJESTIC BRENTWOOD

Jacobean Lowboy with marvelously grained matched butt walnut center panel with lacewood overlays. Side panels of Serpentine curved walnut. Recessed Gothic grill. The Majestic superheterodyne chassis uses 9 tubes, including Spray-Shield, Multi-Mu and Twin Pentode Output, Twin Power Detection, tone control and Grand Opera Speaker. Complete with tubes. \$99.50



Prices slightly higher west of the Rockies.

**Superheterodyne
Multi-Mu
Spray-Shield
Pentode
"Modulated"
Twin Power Detection**

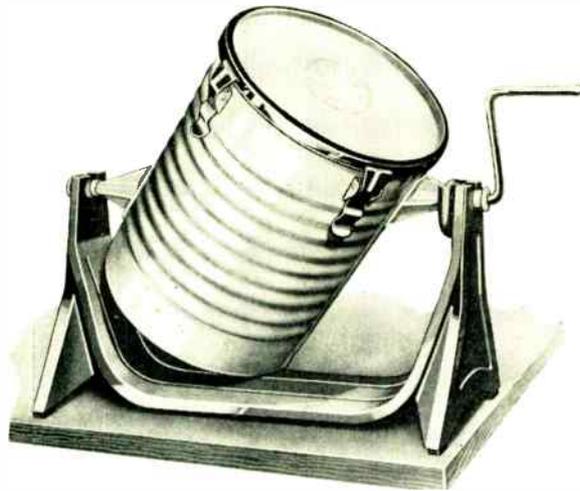
Radio

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



COLUMBIA PRESENTS

A NEW PROFIT MAKER!



THE COLUMBIA HOME DRY CLEANER

Columbia presents in this new household utility a machine which will be a big profit maker for you this year when everyone is seeking home devices that will cut down dry cleaning bills.

Here are some of the major selling points:

Saves Money—Cleans garments for a fraction of the usual cleaning charge. Will not damage fabric.

Convenient—Dry cleans in from three to five minutes. Garments cleaned in the

afternoon can be worn in the evening. No after cleaning odor.

Durable—Nothing to get out of order. Will not rust or wear out. Does not leak.

The Columbia Home Dry Cleaner is large enough to clean several dresses at a time yet is light and easily handled.

The Columbia Home Dry Cleaner Machine retails for \$7.95. Prices slightly higher in South and West.

COLUMBIA DRY CLEANING FLUID

For use with the Columbia Cleaner a special non-explosive cleaning fluid has been produced. This Columbia Fluid is safe to use, and what's more, can be used again and again. It is a profitable repeat business item, too.

Write for details of the Columbia Cleaner Line—circulars, window cards, etc. Also ask us about the special broadcasting programs featuring Columbia Home Dry Cleaner. *Columbia Phonograph Co., Inc., 55 Fifth Avenue, New York City. In Canada: Columbia Phonograph Company, Ltd., Toronto.*



C O L U M B I A


All Trade Marks Reg. U. S. Pat. Off.
M. S. M. Inc. Reg. No. 11423 y 11620 de R. de
Argentina 1910 y 16088 de 13 de Agosto 1916. Marca
Industrial Registrada Bajo Nos. 1096, 2049 y 2072

Finished in a Damaskene Wrinkle
Enamel—black, blue, green or tan



PATENTS
PENDING

The MOVIE-MAKER

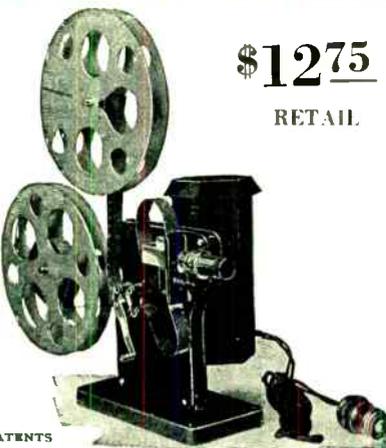
Motion Picture Camera
Using standard 16 mm. film

TO RETAIL FOR

\$ 10.

*The Fastest Selling
Camera in the Motion
Picture Field*

THE
KEY TO
CASH
SALES



\$1275
RETAIL

PATENTS
PENDING

A fitting companion for The MOVIE-MAKER Motion Picture Camera—in appearance, in mechanical excellence, in operation. It projects large, clear pictures; works with a hand crank at any speed desired; has a 100-Watt Lamp; plugs into your electric light circuit, either A. C. or D. C. and is very portable, weighing only 6½ pounds.

A "natural" for Radio Dealers. Will pay your overhead with a fast cash business. Thousands sold since our first startling announcement in June.

A high quality guaranteed motion picture camera at a price to reach every pocketbook—with a generous margin of profit for you!

The MOVIE-MAKER takes exceptionally clear, fine pictures—is amazingly simple to operate. It is mechanically perfect—an engineering triumph—the result of years of research.

Get the full details—if you want *plus profits*. Use the coupon—ACT QUICKLY. Be the first in your neighborhood to supply this natural demand—and the demand our national advertising will create. The MOVIE-MAKER will be a MONEY maker for you.

THE
VITA-
SCOPE
CORP..
Dept. R.
240 Fifth Ave.
New York, N. Y.

Send me at once full descriptive material and proposition for Distributors.
 Send me full details and dealer discounts.

Send me a sample camera and projector at full dealer's discounts — bill me through my distributor (name below).

THE VITASCOPE CORP.

MOTION PICTURE CAMERAS
200 Fifth Avenue



PROJECTORS ACCESSORIES
New York, N. Y.

Name

Address

Distributor's name

THE KEN·RAD *Acremeter*

*and the Complete
Merchandising Plan back
of it have proved to be a
whale of a Success!*



Every smart merchandiser agrees that Ken-Rad has the real solution to radio tube replacement sales. They all see how this complete plan also increases the sale of radio sets—and how it brings customers into the store for other merchandise as well.

While the Ken-Rad Acremeter is a remarkable tube merchandising instrument, it is but one small part of the complete Ken-Rad plan. Ken-Rad is not just selling a tube tester—something that has been done for years. Ken-Rad is offering what you want and need now—a complete and really successful merchandising plan.

There is only one Acremeter—and only Ken·Rad can give you the complete and fully protected merchandising plan that has proved to be such a sales sensation for so many dealers and distributors everywhere.

Write for the story of the many remarkable successes with the Ken-Rad Acremeter Plan.
THE KEN·RAD CORPORATION, Incorporated, OWENSBORO, KY., Licensed Manufacturers of

Ken·Rad *Fine Radio Tubes*



mentioned in your reply gives you a quicker answer.

Leaders

with a capital "L"

UNIVERSAL

MODEL 425 VACUUM CLEANER \$24.50

NEW, full sized, fully guaranteed. By all tests the highest calibre cleaner in the popular priced field. Beautifully finished

in navy blue and black with orange trimmings — an ideal cleaner to use as a leader for Fall Housecleaning Sales.

UNIVERSAL

MODEL 585 VACUUM CLEANER \$39.50

A CLEANER of unusual silence and ease of operation. Many spectacular demonstrating and selling points — the vibrating sweeping, cleaning brush, the ad-

justable nozzle, the ball bearing, self oiling motor. — These features combine with its medium price to make it one of the fastest selling cleaners on the market.

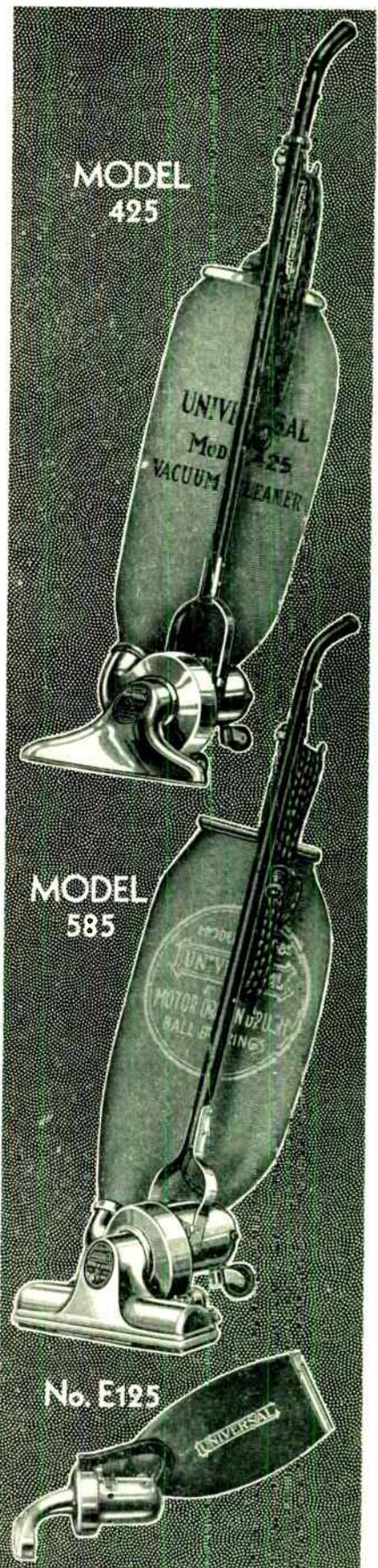
UNIVERSAL

NO. E 125 HAND VACUUM CLEANER \$13.50

A STURDY, handy little cleaner that reaches everywhere. Not only will it take the place of all attachments for larger cleaners, but it has many uses of its own. Ideal for cleaning automobile interiors or plush furniture. Easily converted into a powerful blower or deodorizer. This cleaner is finding an increasing market. Sales await the dealer who will feature it.



Blower and Deodorizer Attachments for small hand cleaner, only \$1.00 extra.



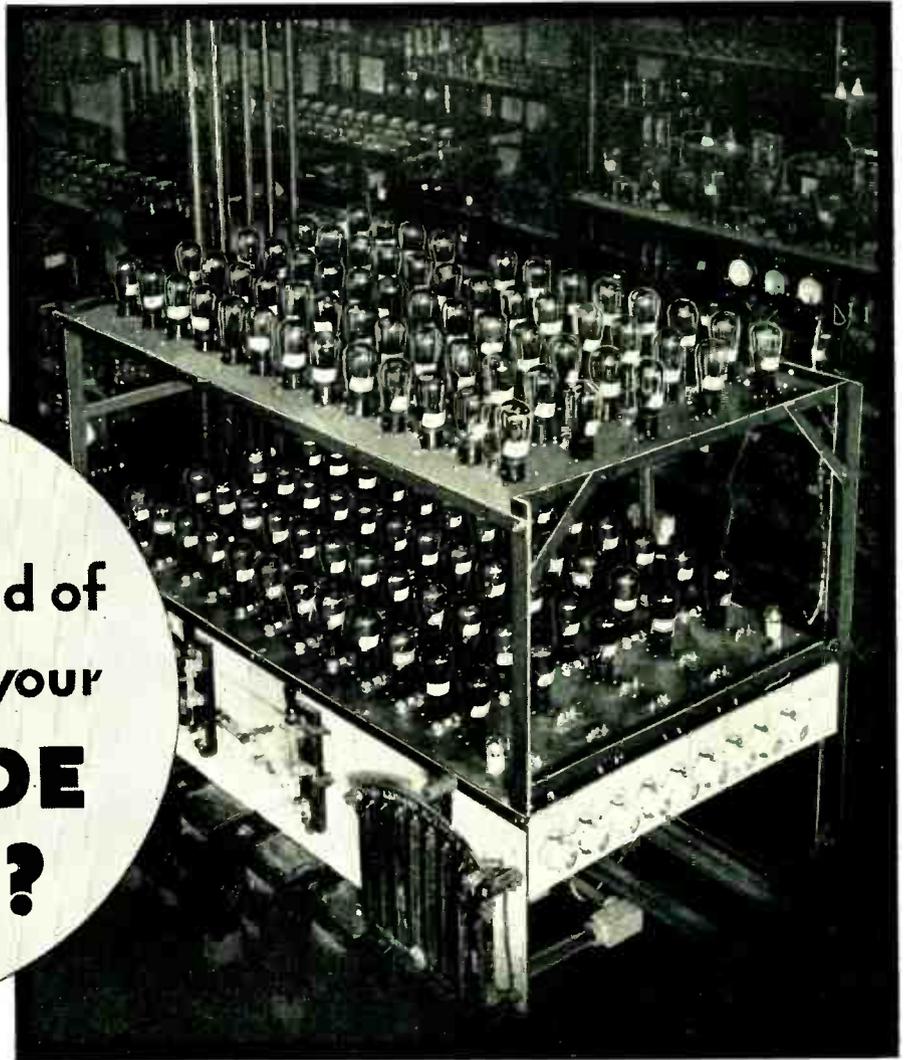
LANDERS, FRARY & CLARK

NEW BRITAIN, CONN.

Write us for complete details of special sales campaigns, advertising allowances and complete selling plans.

In this laboratory endurance test several hundred standard Arcturus Pentode Tubes are operated under conditions paralleling the most severe usage encountered in a radio receiver. Those tubes, up to the time of going to press, which have already exceeded the life expected from the best radio tubes, show that the important characteristics (including emission) of every tube are above the requirements for efficient performance. These tubes are periodically selected from actual production, and these results are representative of the consistent uniformity of Arcturus Pentodes.

W. H. Hahl
CHIEF ENGINEER



are you
getting this kind of
service from your
**PENTODE
TUBES?**

LABORATORY TESTS SHOW THAT ARCTURUS PENTODES GIVE THE SAME LONG LIFE AS TYPE 15 POWER TUBES OF THE BEST MANUFACTURE. LONGER MANUFACTURING EXPERIENCE EXPLAINS THIS EXCEPTIONAL ENDURANCE

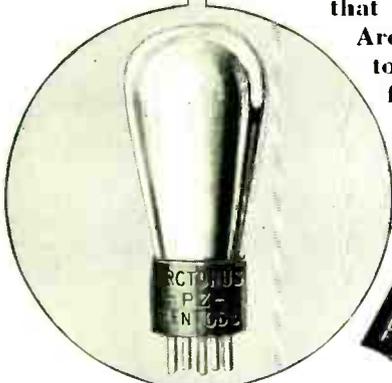
*Remember National Radio
Week, September 21-27*

The Arcturus Pentode Tube made possible many important radio improvements, and is performing efficiently in many of the country's leading radio receivers. With this better performance Arcturus Pentodes are giving the same long life that made the Blue Tube famous.

Arcturus has been making Pentodes since 1928—more than a full year's extra experience to perfect manufacturing processes for this complex tube.

That is the reason why the Arcturus Pentode Tube gives unusually long service—service that has proved most satisfactory to many of the leading manufacturers of today's Pentode Radio Receivers. That is the reason why Arcturus Pentodes are ranked as standard and used in laboratory tests by critical engineers. And that is why jobbers and dealers, to avoid expensive service calls, demand Arcturus Pentodes with their sets.

ARCTURUS RADIO TUBE COMPANY, NEWARK, NEW JERSEY



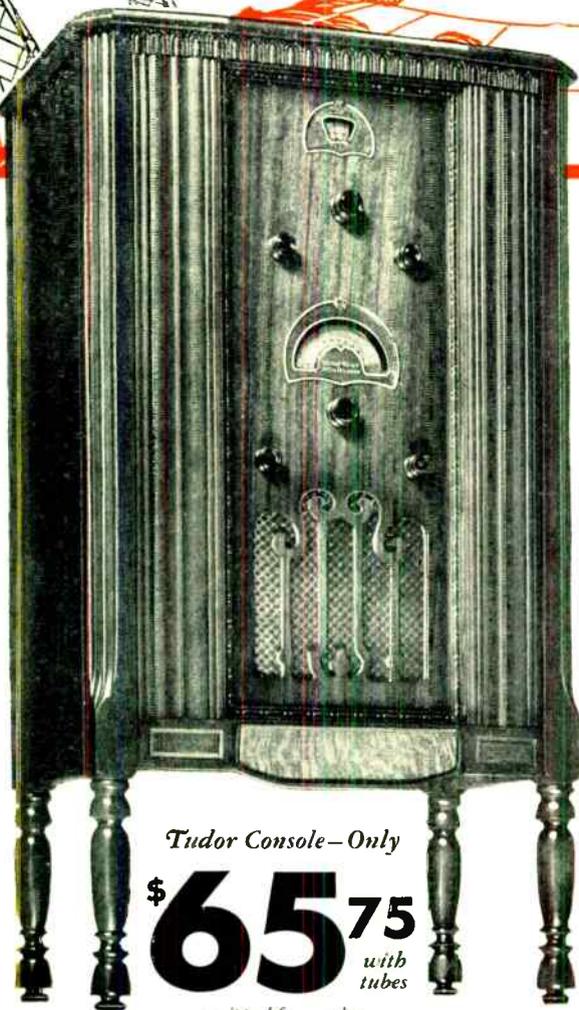
ARCTURUS

"The TUBE with the LIFE-LIKE TONE"



mentioned in your reply gives you a quicker answer

UNITED STATES OR ALL THE WORLD



Tudor Console—Only
\$65⁷⁵ with tubes

equipped for regular broadcast reception

Same model equipped for both regular broadcast and foreign or domestic short wave reception, **\$87⁷⁵** as shown, complete with tubes

Distinctive walnut cabinet, 36 1/2 inches high. Contains the new Stewart-Warner Simplified Superheterodyne Circuit, using the latest Pentode and Multi Mu tubes. Tone Control, Television Terminals, Full Vision Dial, Electro-Dynamic Reproducer. Other models from \$23.95 to \$104.75 complete with tubes. *Western prices slightly higher.*

Don't sell JUST RADIO . . . sell world-wide reception!

And that means the New Stewart-Warner Silver Jubilee Line.

Here is an amazing line that includes models giving both long-wave and short-wave reception. Sets that not only bring in domestic programs with all the traditional Stewart-Warner cleanness and life-like tones, but that tune in on all the world!

Foreign stations, ships at sea, airplanes, police calls and all others sending on short-wave lengths —are brought within range! And the change-over from regular to short-wave reception is effected by the simple *turn of a dial.*

Silver Jubilee Models are housed in cabinets of outstanding beauty in design and finish. They incorporate every essential for radio reception at its *best.* Yet, because of the tremendous production facilities behind them, they are sold at the lowest prices in radio history.

Don't sell just radio—sell *world-wide reception*, radio's latest, greatest thrill! Handle Silver Jubilee Sets. Capitalize the Stewart-Warner franchise—and all the prestige and benefits of national advertising that go with it! Your Stewart-Warner wholesaler will gladly supply details. Stewart-Warner Corporation, Chicago, Illinois.

The Stewart-Warner Short Wave Converter

brings old radio sets up to date—is packed and crammed with sales possibilities for you. Here's an individual unit which converts practically any A. C. or battery set into a short wave receiver for world-wide reception. Quickly and easily attached. No interchanging of coils and tubes. Only one dial. Housed in attractive walnut finish cabinet only 9 1/2 inches high, 11 1/4 inches wide, 8 inches deep. Can be set on top of your customer's present radio set. Only **\$23⁹⁵**

Complete with tubes



STEWART-WARNER *Silver Jubilee* **RADIO**
 A GREAT RADIO BACKED BY A GREAT NAME
 Watch for the Story of the New Stewart-Warner Home Movie Camera, at Only \$50

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

A VIRGIN SALES FIELD IS OPEN



32 VOLT Superheterodyne

The dawn of a new day in radio retailing! The opening of a new opportunity for you to rapidly increase your profits — your business — is now here.

The L. Tatro 32 Volt Superheterodyne brings to hundreds of thousands of farm light plant owners the first chance to own a modern, light socket operated receiver. Never before have they been able to obtain it.

You can quickly and easily sell your share of this great market.

New Low List Price

A complete radio receiver — light socket operated. Eliminates "A" batteries — a feature that farmers instantly appreciate. Does away with costly replacements of "B" batteries every few months. Economical operation — uses less than 50 watts. Marvelous tone — beautiful cabinets. Every modern radio circuit and tube feature.

and No Competition

The L. Tatro 32 Volt Superheterodyne stands alone — it is not in a competitive field for no other receiver offers the farm light plant owner modern up-to-date radio reception.

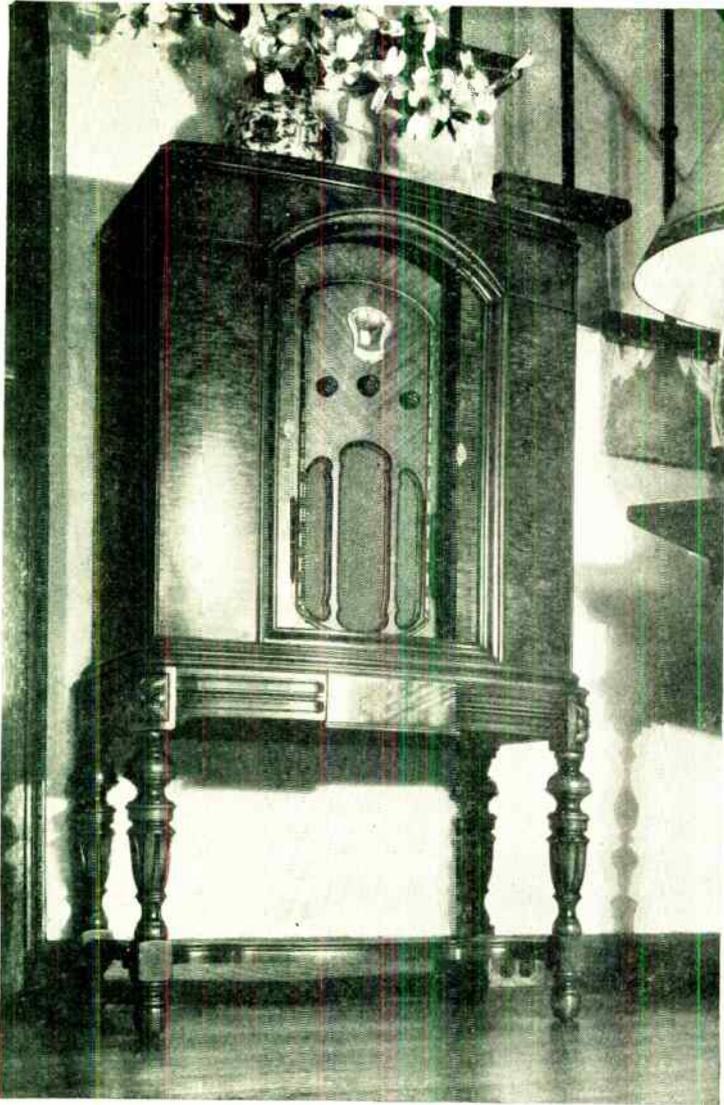


A National Advertising Campaign That Will Make Sales For You!

L. Tatro consumer advertising is appearing on regular schedule in the leading national and sectional farm papers with a total circulation of more than 7,000,000. Your territory will be completely covered — prospects in your community will know the L. Tatro 32 Volt Radio — and you can sell them.

Write or wire today for full details of the L. Tatro unusual new dealers' sales plan — It opens a virgin sales field for you. Remember — The L. Tatro 32 Volt Radio is time tested and proven. More than two years in the field. Thousands of satisfied users are building sales for dealers.

L. TATRO PRODUCTS CORP., DECORAH, IOWA



MODEL K90

Completely shielded, ten tube, interstage double band pass refined superheterodyne with automatic volume control, push-pull pentode output variable mu tubes and power detection. List \$149.50 with tubes.

Other models: Model K80 (console) 9 tubes. List \$129.50 with tubes. Model K70 (console) 8 tubes. List \$99.50 with tubes. Model K60 7 tubes. List \$69.50 with tubes. All Kolster International models include the hand pass refined superheterodyne circuit, pre-selector, pentode and variable mu tubes and tone control. All console models have automatic volume control.

*There's a place
at the Top*

**FOR YOU AND
KOLSTER**

There's a market that has waited for years for the New Kolster International...waited for the *refinement* in radio that the New Kolster International represents... waited for the new beauty and clarity of tone that it offers.

Nothing has been left undone in producing the New Kolster International that would add one single degree of quality to its performance. No expense has been spared in making the New Kolster International measure up to the combined reputations of Kolster and of the great communications organization that is back of it—Mackay Radio and Telegraph Company.

There's a place at the top for you and Kolster. Write or wire today for more information direct to 67 Broad Street, New York City.

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.

SEE OUR EXHIBIT
at the
**Eighth Annual
Radio-Electrical World's Fair**

New Madison Square Garden, New York
September 21st to the 26th, incl.
BOOTH 9-11 SECTION B B

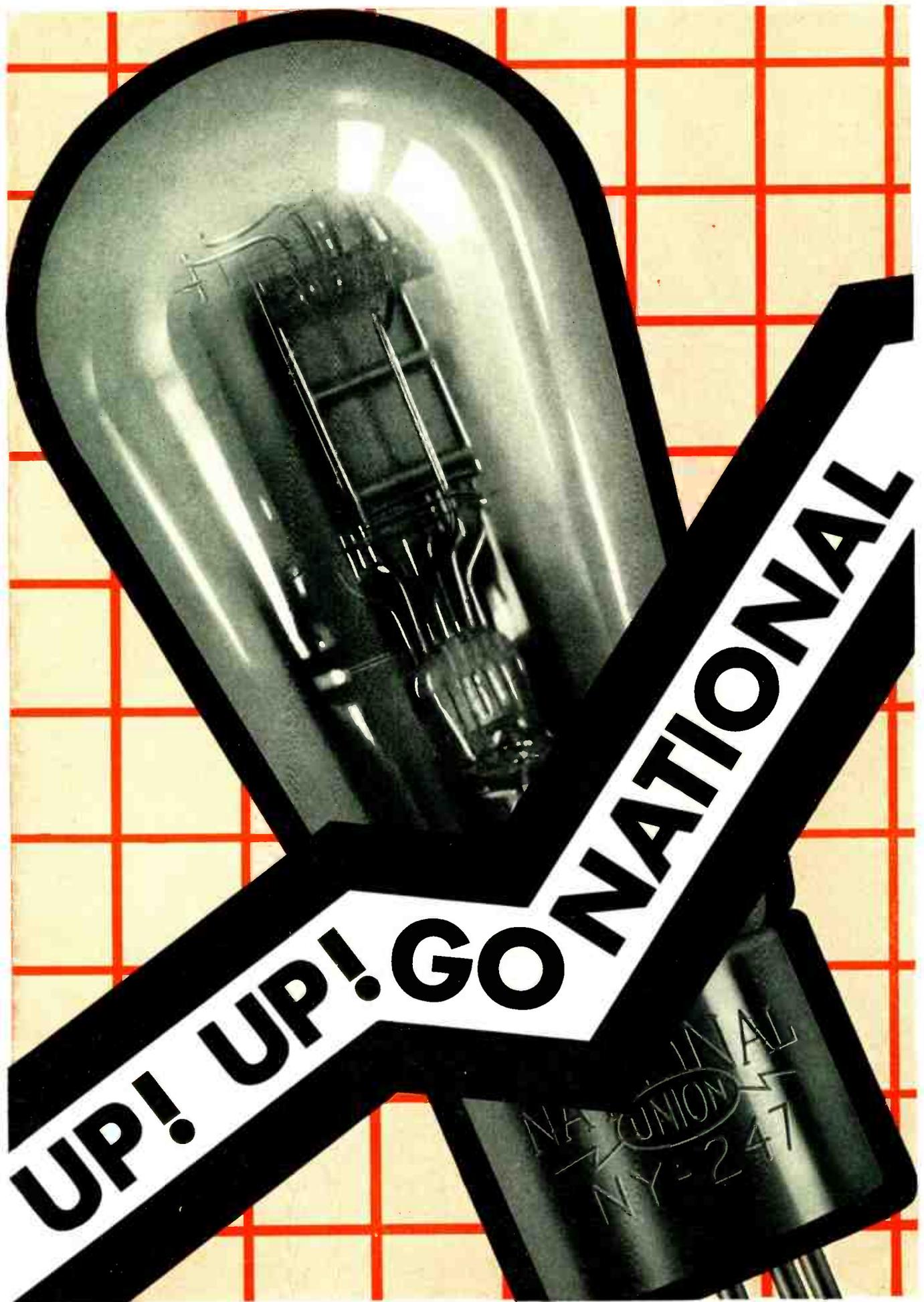
It will be the Kolster International policy to sell only through distributors and dealers of recognized standing in the industry and only on a basis that will provide a fair profit for all concerned.

The New

**KOLSTER
INTERNATIONAL**

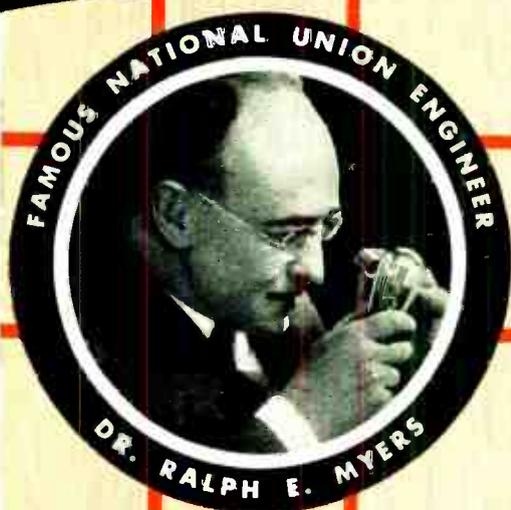
To secure the best service to your reply, be sure to mention





HAS ANY OTHER
RADIO COMPANY A
RECORD LIKE THIS?

UNION SALES!



**HARD TIMES COULDN'T HOLD
BACK NATIONAL UNION!**

The last R. M. A. figures show that 17% of all tubes sold carry the National Union trade mark! Only one manufacturer's sales are greater. And in the critical standard equipment field National Union tubes are the leader! Already they are shipped in more sets than any other brand.

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

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

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

We're proud of that record. And you'll be proud to sell the tube that gave us this business. For only a quality tube . . . precision

made . . . perfect day after day . . . could roll up such an impressive record in so short a time against tubes long entrenched in the business.

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

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

Write and let us tell you how you can capitalize on the rapid success of National Union Tubes—the Standard Tube for Standard Sets. The tube that makes money!

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

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



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

Says Johnny, the Radio Man, DUPO, ILLINOIS

to prove it—over 27,000 copies of the

Official RADIO SERVICE MANUAL

have already been sold to Dealers, Service Men and Manufacturers

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

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

ness and profit the first week you use it.

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

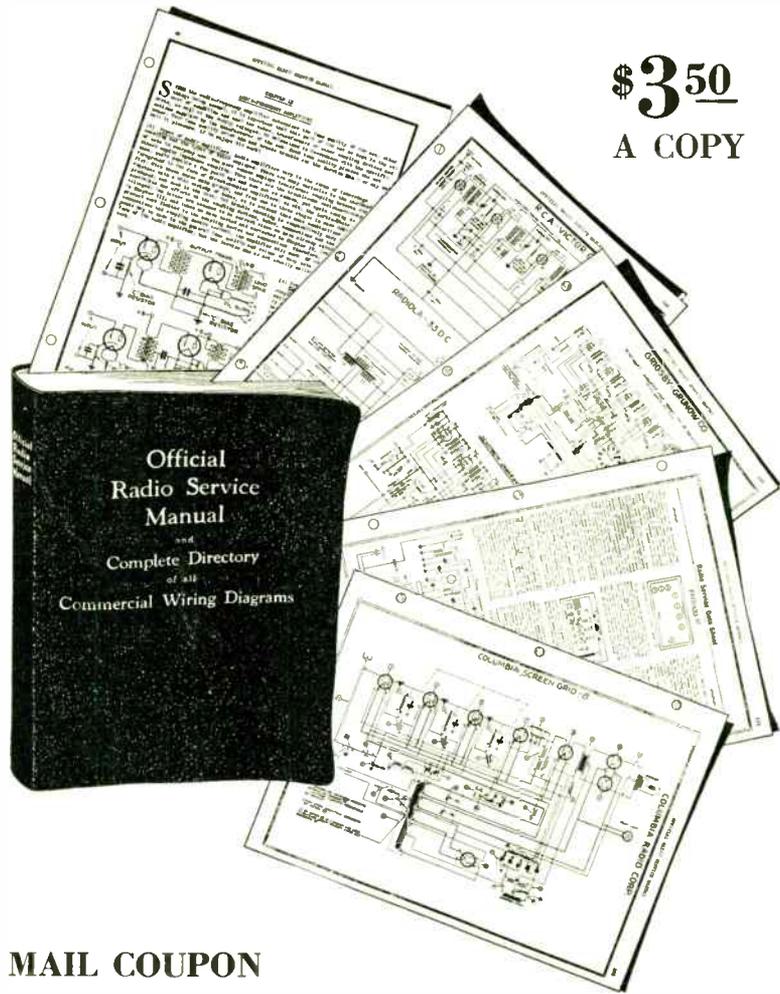
What you will find in the Manual —

Over 1,000 diagrams, illustrations and charts.

Wiring diagrams of every set manufactured since 1927, and many earlier ones.

Complete course of instruction for radio service men, manufacturers, dealers, jobbers and amateurs.

352 pages of helpful radio servicing material.



\$3.50

A COPY

Course of Instruction

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

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

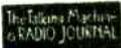
You simply cannot realize what a tremendous work this is until you have held a copy in your hands and have gone through the 352 pages.

MAIL COUPON

TODAY!

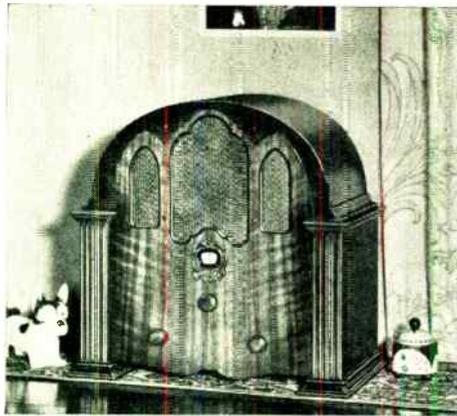
Book Department
TALKING MACHINE & RADIO JOURNAL
5941 Grand Central Terminal
New York, N. Y.
As per your special offer, I enclose herewith \$3.50, (check or money order preferred), for which you are to send me postpaid, one copy of the OFFICIAL RADIO SERVICE MANUAL.
Name
Address
City State.....

Prepared Especially for the Radio Service Man



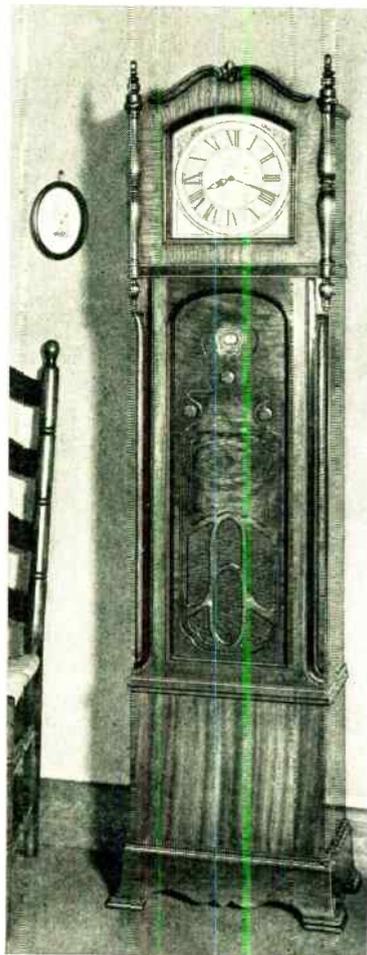
mentioned in your reply gives you a quicker answer.

CROSLEY announces **SERIES 124**
8 Tube Push-Pull Pentode Output
Exponential or Variable Mu. . .
Superheterodyne Radio Receivers



The Crosley PLAYBOY

A table model of superior design and construction. The imported Oriental wood in the front panel is in two-tone effect and high-lighted. The arch top finished in walnut is solidly anchored into the side panels. Incorporates the Crosley dynamic speaker. Price **\$49⁷⁵**
 Complete With Tubes and Tennaboard



The Crosley PLAYTIME

A Grandfather electric clock model, incorporating the 124 chassis plus the Crosley Auditorium size dynamic speaker. Contains the finest synchronous clock movement. The cabinet is finished in genuine mahogany and walnut veneer. Price **\$95⁰⁰**
 Complete With Tubes and Tennaboard



The Crosley CHEERIO

An attractive console model finished in American black walnut and imported Oriental wood. The fluted pilasters are finished in two-tone effect, with overlay of imported Oriental wood. Incorporates the latest Crosley dynamic speaker. Price **\$65⁰⁰**
 Complete With Tubes and Tennaboard



The Crosley MERRY MAKER

The top and sides of this cabinet are of American black walnut veneer. The arch over the stump walnut veneer panels is of beautifully finished Oriental veneer. Incorporates the newest Auditorium size dynamic speaker. Price **\$75⁰⁰**
 Complete With Tubes and Tennaboard



The Crosley ANNOUNCER

The top and sides of this exquisite model are of American black walnut. The doors of matched stump walnut veneer open to disclose the front panel of Oriental wood arched with an overlay of bird's-eye maple. The Auditorium size dynamic speaker is incorporated. Price **\$85⁰⁰**
 Complete With Tubes and Tennaboard

THE NEW Crosley 124 Series 8-tube Push-Pull Pentode, Exponential or Variable MU, Superheterodyne—is an entirely new line of radio receivers—newly engineered and designed—the talk of the radio industry. In addition to the Crosley Push-Pull Pentode Output Superheterodyne circuit and the new Crosley full floating moving coil dynamic speakers, these receivers incorporate many other recent developments: Exponential or variable MU tubes—continuous (stepless) static control—illuminated hairline shadow dial with vernier

drive—continuous (stepless) variable tone control—combined volume control and on-off switch—Crosley Tennaboard (patent pending)—perfect tone and powerful undistorted output—astonishingly low prices with exquisitely designed cabinets, complete with tubes. The Crosley 124 Series is the outstanding hit of this radio season. So—climb aboard the Crosley hand wagon. See your Crosley Distributor for demonstration. If you don't know the Crosley Distributor in your territory, write, wire or phone the factory.

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.

THE CROSLEY RADIO CORPORATION

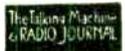
POWEL CROSLEY, Jr., President CINCINNATI Home of "the Nation's Station"—WLW

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 CROSLEY

CROSLEY RADIO

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



G-E WINS VICTORY AFTER VICTORY IN TONE-TESTS

Powerful national advertising campaign features repeated wins. Gives General Electric Radio dealers greatest sales story ever put back of a radio

"Better tone." That's the song that every radio on the market has sung for the past few years. Every radio has *claimed* better tone—but, until now, no radio has *proved* it.

General Electric has proved it beyond a shadow of a doubt. And G-E presents this proof to America in its great advertising campaign, which opened with a two-page advertisement in the August 29th Saturday Evening Post and September issues of Collier's and Liberty. If you haven't seen this advertisement, by all means look it up, for it sets a new high-water mark in radio advertising! It is the first of a series of advertisements in the biggest circulation magazines and newspapers of the country featuring the General Electric tone-tests.

The greatest music authorities in America were the tone-test audiences

The group—featured in G-E's first advertisement—is typical of the authorities that have heard the tone-tests. George Gershwin, "Roxy," Sophie Braslau, Mischa Elman—people who know musical tone as a school-boy knows his ABC's. Such authorities listened to four hidden radios, known not by name, but only by numbers—and gave G-E 23 out of 26 votes!

Other groups that have given

General Electric's brilliant radio tone win after win are such organizations as the Cincinnati Conservatory of Music, officials of the Steinway Piano Company, passengers of the giant ocean liner "Berengaria," and so on. Out of the dozens of groups that have heard these tone-tests *not one* has failed to unknowingly award the victory to General Electric!

And each of these victories will be the subject for an advertisement that will sweep the country, giving people *proof*, for the first time in the history of radio, as to which set actually has "better tone."

"Fair and square"—the first rule for tone-tests

These tone-tests are not testimonials. They are not endorsements. Not one person in the audience ever knows what sets are competing. Trade names are never mentioned, and—out of fairness to other manufacturers—never will be. Each set is a leading make, with as many, or more, tubes than the General Electric. Each radio is a current, stock model. Each listener votes for the radio he prefers by number. All sets are inspected by an outside, non-partisan service man before the test to make sure that they are in good working order.

What this means to the G-E dealer

Undoubtedly, this forceful advertising campaign is not only going to exert a tremendous influence on the mind of the consumer but will also give the G-E Radio dealer a powerful advantage in selling G-E sets. For every prospect is invited and urged to "*Believe your own ears!*" In the homes of friends, almost everyone has heard many makes of sets. What a contrast when they come to a G-E Radio dealer and hear the General Electric! For the tone-tests prove that G-E's superiority of tone can definitely be detected by the average ear. The prospective radio buyer can forget all claims, forget all sales talk, and if he follows the judgment of his ears he will be led straight to General Electric!

Dealers! Act now!

This is going to be a great year for General Electric Radio. It's a great product with a great name backed by great advertising. Every progressive dealer is urged to investigate at once. The season is starting. General Electric has some selling and merchandising plans ready now that will help you move sets towards new sales records.

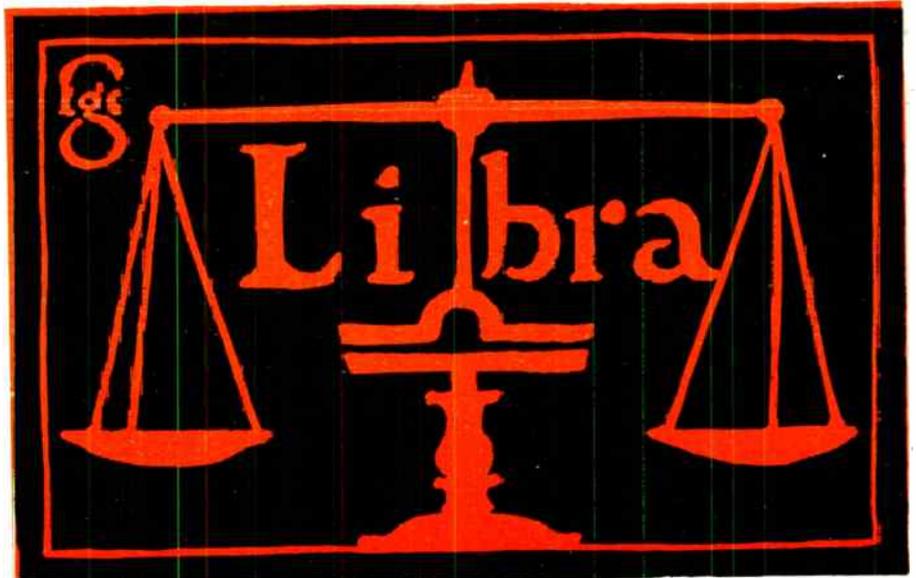
Get in touch with your G-E Radio distributor or Section R-759, Merchandise Department, General Electric Company, Bridgeport, Connecticut.



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

Vol. XXXI No. 3 SEPTEMBER, 1931 50c a copy \$5.00 a year

September, the banner month when scales jingle anew on dealers' counters and entries in permanent blue-black begin to balance any red that may have oozed in during the hot weather, is fittingly consecrated to Libra. This is typically a month of rising markets, and as such, quick in reacting to sales stimulants.



As we see the business

A GITATION AIMED AT MANUFACTURERS to make higher priced radio sets is wasted energy. Dealers actually control the entire price situation, and we are sorry to say that the industry today has more dumb dealers in it than ever before in the history of the business. These dealers are the ones that blame the manufacturers, and are the first to wilt to the lowest price sets that any manufacturer turns out. How long does anyone think that manufacturers will produce low-priced sets if dealers will view them with the same attitude that the housewife views a stray dog in a newly cleaned living-room? The phrase "higher priced" sets means nothing to a dealer who doesn't know how to sell radio.

O NE BASIC AID TO THIS WHOLE higher priced radio situation is for dealers to stop selling 4-tube sets. Four-tube sets are all right for advertising purposes, in order to lure people into the store, but a dealer who permits a customer to buy



a 4-tube set doesn't chalk up a sale to his credit. He simply gets a black mark of huge proportions. When people buy radio sets, most sales are made on installments, and if a customer can pay \$5 a month for 6 months, he can certainly pay \$5 for a few months longer. No customer enters a store tied hand and foot to a specific number of months that he can afford to pay \$5—because six months hence he plans to buy a velocipede for grandpappy.

I N THE CASE OF INSTALLMENT selling, it is a question of how much a month the customer can pay, and not how long he can pay it. If he can pay it for 6 months, he certainly can pay it for 9 or 10 months. The down payment for a set with 5 tubes or over is about the same as for a 4-tube set, and while we are not trying to find fault with anybody for making a 4-tube set, because 4-tube sets can be sold in certain localities only, the value to the customer of a set with more tubes is so

much better that dealers do the customer an injustice to adopt the easiest way and permit 4-tube sets to leave the store.

IF DEALERS WANT HIGHER PRICED units of sales, they can get them easily when the customer understands the merits of each type of radio set. No fault is found with any dealer for advertising as gigantically as possible 4-tube radio sets, but this set should be spiked to the counter with a gold spike, and practically put on exhibition. Any dealer who sells one and then complains about the low-priced unit of his business stands before the trade as an example of a man who has marvelous selling ability—we don't think.

ONE MIGHT SUSPECT THAT WE are endeavoring to compound a felony when we advocate advertising a 4-tube set and the sale of a 5 or more tube set, but the situation is such that the public responds better and quicker when the "impossible" is advertised.

FEATURE PRICE AND DOWN PAYMENT, or feature price and terms, with down payment negotiated in the store. Don't make the mistake that we see done in countless advertisements, quoting down payment and terms. You are dealing with a public that is 15 years old, mentally. Department stores are big radio operators. Their advertising is frequently criticised because of its "free-wheeling" propensities, but they always seem to do the business and to get good "units of sale." Salesmen in many department stores are artists in their line, and they know how to build a lead from a 4-tube set advertisement into a console sale and profit.

PATENT POOLING IS TODAY THE only fundamental subject in the business and the difference of opinion pro and con, by experts, indicates exposed pool-nerves. One radio paper, with a wave

of the hand, advocates pooling, which is just as wrong as it can possibly be right—calling a coin—and we see no avalanche in the offing that puts either side in the chair. The pooling of patents is only for those patents in evidence today. There can be no guarantee that tomorrow's patents will be in the pool. The pooling of automobile patents was for those in existence at the time (free wheeling, 4-wheel brake, etc., patents are not in the pool). At one time, a patent was like a radio wholesaler's 1929 order—genuine and bankable. Today, patents are options to fight for something, which if you do win, compares to a genuine order from a wholesaler in the hands of a creditors' committee.

RADIO TUBE EQUIPMENT BUSINESS, in volume percentage, has gained a great deal during the past year. Sets sent from factories with tubes bearing the name of the set approximate more than 60% of all sets made, whereas this was unheard of two years ago. One manufacturer, reputable authorities say, made over a million dollars last year buying and selling tubes under his brand name. Another manufacturer refuses to do this because of the opinion that if the sets are equipped with a certain brand of tubes, sales resistance is lowered and the sets move faster with this tube brand, although this set name blankets the prestige of any tube brand.

DEALERS TODAY ARE HANDLING from four to ten brands of tubes on original set sales, with the prestige of the set name wagging the sale. Tubes bearing the name of the set are assimilated in the set sale without argument, but when the set contains any one of a dozen tube brands, the argument on selling the set then shifts to the value of the tube name, verily a situation that would make King Solomon reach for the aspirin. It is evident that this is a situation that the dealer brings onto himself, because he knows too much about the business. The public, as a whole, knows but little about tubes, brand names or prices, and

a cut in tube prices, for example, is a cut on merchandise that the public doesn't know is cut, affecting both tube brands and set-brand tubes. The alert merchandising method of several tube factories is changing the past habits of tube buying and selling, both at the source of the sets and with the points of re-sale activity—the dealers—and we wonder what is in store for the next year. The social recognition of tubes with set names, and the devotion of tube factory officials to maintain and improve their quality selection, both for set makers and radio dealers, is putting the tube business where quality of product, value of name and general reputation are far above the factor, alone, of price.

LETTERS RECEIVED ENDORSE the JOURNAL opinion that 3 years is too long for a refrigerator guarantee. The liability of 3 years' free service is a tangible brake on estimated profits, and it rests upon wholesalers and dealers. The Milwaukee Radio Association is shouting from the house tops that it has succeeded in endorsing 60-day free service on radio sets, and the profits on refrigerators certainly do not include 18 times this amount of free service. One company in New York has 58 service trucks, covering deliveries, too, and it operates economically. Many radio dealers selling refrigerators have yet to complete their first year of selling, and the statement of this year's profits must include estimated costs of servicing those sales for 1932 and 1933. A reserve should be set up against profits for this purpose, and it should be figured at least 10% of the year's sales volume. While we know that our dealers know the importance of satisfied customers and that they are willing to do everything "to please," yet the obligation of FREE SERVICE for 3 years now gives dealers the theme song of "All bound 'round with a woolen string"—and of long yardage. We have seen no figures to prove that dealers have much of a chance to sell refrigerator parts on these service calls, but perhaps ways and means can be created so that each service call will be an excuse to

sell a clock, cleaner, washer, additional radio set, etc., but the difficulty here is that a service man generally knows but one thing and that not too well. Six months' free service on refrigerators is generous, for faulty manufacturing will show up before this period expires, and the service cost after six months is just so much discount on the original purchase price. In some states, dealers are obliged to service refrigerators or be subjected to suit by the house-owner as well as being annoyed by the board of health, and service should be "sold" as is radio service.

KEN-RAD STARTED SOMETHING when it introduced the Acrometer to dealers—a novel instrument for testing tubes and visualizing to set owners that tubes are either good, bad, or indifferent. 1929 was the best Ken-Rad year until 1931; the latter being quite far ahead of that boom 1929. In other words, Ken-Rad makes 1931 a boom year, both for its dealers and wholesalers, as well as for itself. All they did was show dealers how to sell tubes, which is simple and elementary. Ken-Rad has strong faith in both good distributors and good dealers, and the result of the Ken-Rad activity is a practical endorsement of the many times repeated statement in The JOURNAL, that a group of well-sold dealers solves most of a manufacturer's problems.

THE BEST THING TO AID TUBE sales is something that cannot be done, that is to arrange for a monthly S.O.S. call to stop broadcasting for an hour or two. After every S.O.S. call, people flock into radio stores with tubes to be tested, feeling sure that poor tubes are the reason for not getting last night's reception. And how the tube sales spurt for a few days!

Chas. Henderson

Diagnosing and curing local interference

An Exclusive Interview with

G. R. Walters

Chairman Interference Committee, Radio & Music Trades Association of S. California

MAN-MADE static has been responsible for more complaints by radio owners than any one other trouble. It has cost radio dealers tens of thousands of dollars to send service men on calls arising from such complaints. It has engendered altogether too much ill-will between the owners of radio sets and the operators of equipment broadcasting interference.

About four years ago the Radio & Music Trades Association of Southern California sent out a call for a district conference of all affected industries in the state. The response was immediate. Public utilities and municipalities sent representatives at their own expense to sit in on a three-day meeting to consider ways and means of meeting the exasperating conditions which radio interference was creating.

Naturally, the power companies had been bearing the brunt of the large majority of complaints. For some reason or other, the listening public blamed the power companies and other utilities with ninety per cent of the interference from which they suffered.

The fact is, of course, that while many loose connections exist in electrical equipment, the power companies are in business to SELL power and not to dissipate it into the atmosphere. Not that power lines were free from defects. Many of them passed unnoticed until radio uncovered them. The power companies, too, were quick to sense the value of the complaints received and to follow up hundreds of them. But it must be remembered that when power lines,



Static investigator for San Diego Consolidated Gas & Electric Co.

generators, motors, telephone lines, railroad wiggles, factory power plants and other sources of electrical disturbance were installed radio was as yet unknown. Being engineers and not prophets the builders of these utilities had no idea of the trouble they would later cause radio fans.

The conference called by the Association uncovered a situation without precedent or parallel. In Los Angeles, as in every large city, there are millions of electric lights and thousands of miles of power lines for the transmission of electric current. Trolley and telephone wires added their quota. Hundreds of fac-



Looking for trouble



Man-made static can be traced to almost any kind of electrical equipment, but all of it can be cured.



ories equipped with electric motors, office buildings with electric elevators, beauty shops with electric hair driers and cutters, medical and dental offices with X-ray and violet ray apparatus, and a hundred other noise makers were tabulated by investigators who had worked for weeks in the field previous to the meeting.

To this must be added the countless homes equipped with home utilities such as electric washing and sewing machines, vacuum sweepers, refrigerators, electric irons and curlers, many contributing their quota of noise to complicate the situation.

- 12,000 miles of 6,600 volt lines.
- 13,380 miles of 110 volt lines.
- 3,297 miles of street light wires.
- 223 miles of underground lines.

To this they added 63,947 transformers on power poles throughout the territory, making the problem seem of incredible proportions.

The interference committee of the Radio Trades Association of Southern California accepted the challenge of this enormous task and set to work. As a result of their efforts, in co-operation with hundreds of linemen of the public utilities, 36,000 miles of power line have been checked in the past four years. Over 12,000 individual complaints have been covered by investigators.

To appreciate what this means in time and effort consumed, let me cite a typical case. Mrs. Brown calls up from an outlying suburb and complains that she is trying to tune in on the symphony hour but is getting nothing but a roar like a hundred Niagara falls. She is much annoyed, naturally. She wants the trouble located and stopped at once.

The investigator jumps into his test car, equipped with a sensitive battery-operated set, with an antenna on top of the car, usually of the loop variety so adjusted that it picks up the faintest sound.

He reaches the neighborhood where the complaint originated and begins to cruise around in an ever narrowing circle until he arrives at the approximate spot where the interference comes in loudest. He then makes an intensive search in the neighborhood to locate the noise maker, which may be anything from a sparking motor to a power-house dynamo.

The smallest piece of interference we traced in our four years of activity was found to be due to a baby's milk warmer in a maternity hospital. This little apparatus, less than six inches in length, was kicking up a rumpus that destroyed reception for five blocks in every direction.

Sometimes interference will be caused by totally unsuspected conditions. In one neighborhood we spent several hours on a particularly annoying noise until we found that it was caused by overhanging branches of trees touching power wires causing them to dis-

(Continued on page 34)



A Tobe Deutschman Model 230 interference locator in a car of the Public Service Co. of New Hampshire

A loose connection in any of these devices might cause a spark or arc that would interfere with clear radio reception over a considerable area.

The utilities promised their full co-operation, so far as their own equipment was concerned. This in itself provided a major problem, a problem which can be adequately comprehended only when the figures involved are translated into miles of voltage wire. One of these utilities, and not the largest by any means, provided the following figures covering their own lines. They control:

- 698 miles of 16,000 volt lines.
- 4,412 miles of 11,000 volt lines.

REFRIGERATORS



Louis Shapiro

*Delaware Radio
Shop sold*

\$20,000

**worth
in 12 Weeks**

By Ray Ganly



SALE of 100 electric refrigerators, representing over \$20,000 worth of business, is the achievement of Louis Shapiro, proprietor of the Delaware Radio Shop, 95 Jackson Ave., Jersey City.

Just to show how Mr. Shapiro is selling refrigerators, it should be pointed out that from July 1st to July 21st he has negotiated 52 sales in his neighborhood. On May 1st, when the initial six boxes rested on his floor, he sold one box. Since then he has gone a long way and is now averaging six sales of refrigerators weekly.

Mr. Shapiro has concentrated his selling efforts on every possible source of sale. For instance, at a gas filling station in his neighborhood, he worked on one of the helpers, an acquaintance of his, for two weeks, finally installing a refrigerator in his home. His friend became an advertisement for his merchandise, and Mr. Shapiro eventually sold four more refrigerators to others at the station, including one to the boss. He also sold them a water cooler. "I try to sell everyone I know. The main thing is the reputation of my store.

"When I started out on May 1st to sell refrigerators," declared Mr. Shapiro, "I realized that the name of the merchandise was not very well known in my neighborhood. I realized, too, that my name would have to be better known if I wanted to do the big selling job I had in mind. Though we've been on this location for the last six years, still I figured there were lots of people who didn't know the name 'Delaware Radio Shop' as well, for instance, as the Fox Fulton Theatre, down the street. So I determined to remedy the situation and obtain some valuable publicity both for the Mayflower refrigerator and myself, as well.

"So the first thing I did was to call on my friend Al Unger, manager of the Fulton Theatre, and together we worked out an idea of offering a \$229 Mayflower box to the holder of a lucky number, the contest to take place after one month of ballyhoo. Beginning early in June, there was displayed in the lobby of the Fulton Theatre the prize refrigerator.

For the four weeks of June the patrons of the Fulton Theatre had a chance to inspect the refrigerator as they went in and out. Each of them received a card as he purchased his ticket, the card reading:

"FREE—a Mayflower Electric Refrigerator—through courtesy of Delaware Radio Shop, to holder of Lucky Number on Friday Evening, June 26th, 1931, at Fox Fulton Theatre. 2nd prize—\$25.00 allowance, and 3rd prize—\$15.00 allowance, both towards purchase of a Mayflower Electric Refrigerator. Winner or representative must be present at drawing."

On the other half of the ticket the person paying the admission fee to the Fulton wrote his name, address, the name of his city, whether or not he had an electric refrigerator, and, if so, what make it was. This half of the ticket Mr. Shapiro preserved as leads for prospective customers.

"We obtained 16,000 names through these tickets," said Mr. Shapiro. "Only 1,000 of them had electric refrigerators, and so we sent letters to the remaining 15,000. As all the houses in this section are wired, we knew we had some lucrative territory on which to work."

A 300-foot trailer describing the "lucky number contest" was run by the Fulton Theatre four times a day during each day of June.

Nº 2337

Print or Write Plainly
 Name JEAN GRAYS
 Address 19 VAN DYKE ST. N. J.
 City JERSEY CITY
 Have you Electric Refrigeration No
 What make

FREE Nº 2337

a Mayflower Electric Refrigerator

THRU COURTESY OF

DELAWARE RADIO SHOP

95 JACKSON AVENUE, JERSEY CITY, N. J.

TO HOLDER OF LUCKY NUMBER

on FRIDAY EVENING, JUNE 26th, 1931

AT FOX FULTON THEATRE

2nd Prize - \$25.00 Allowance } Towards purchase of
 3rd Prize - \$15.00 Allowance } a Mayflower
 Electric Refrigerator

Winner or Representative must be present at Drawing



Through
 The Courtesy
 of the
 Delaware Radio Shop
 95 Jackson Ave.

This
 Mayflower Electric Refrigerator
 Will Be Given Free
 To the Holder of
 The Lucky Number
 Friday Evening
 June 26th



All expenses, cost of the trailer, signs, etc., were taken care of by the Delaware Radio Shop and Naedele-Janney, Inc.

When this merchant first took on his new line he thoroughly went over his list of radio customers. Out of the 2,000 accounts, there were 900 live ones. He began at once following up these leads, people whom he personally knows and upon whom he has made regular calls to inspect their radios, find out whether they are entirely pleased with them, etc. "I know all these old customers of mine, and therefore I can gain admission into their homes," Mr. Shapiro stated. "Now, a stranger couldn't get past their door, and for that reason I have no canvassing crew.

"As I have been having continuous personal contact with them, I can drop in on my customers, not necessarily with the idea of selling them, but just to check their set. It was easy this way to engage them in conversation and slip in the question whether they had an electric refrigerator. When they told me they had an old refrigerator in the house, I always waited for them to ask me whether I sold refrigerators. I never came out flat-footed with the information that the Delaware Radio Shop is now handling electric refrigerators, and I never tried any high-pressure stuff on them.

"If they didn't ask me, then I approached them very gently and inquired if they didn't want to see one. After I got them interested in refrigeration, I started out to prove to them that their ice bill is much higher than the price of a refrigerator. It costs the average

family from \$1 to \$1.50 for ice, I would tell them. The best argument that can be offered the lady of the house is that if she wants ice she has to be in when the iceman calls; her convenience hinges on an influence outside her home. Another argument is that the iceman tracks dirt into her kitchen. Another, that many houses lack drains, and that with the old ice boxes it is necessary frequently to have pans underneath to catch the dripping water.

"I devote my afternoons and part of my evenings to selling refrigerators. I may as well be doing that as sitting quietly inside of my store"—there are always two men at his place of business who are qualified to sell refrigeration from the floor. But very little refrigeration sales are made from the floor, according to Mr. Shapiro. It entails outside work.

Of the names he acquired from the Fulton Theatre "lucky number draw," Mr. Shapiro is naturally going to those who are old customers of his. "Therefore I know them, their characters, their abilities to pay. Even if one of my customers is harder up now than he was before, still I know I can trust him, because he was proven true when I last had dealings with him.

"On the other hand, with those prospects whom I've never met before, I have to be more cautious. I could have sold twice the number of refrigerators I've sold to date if I had wanted to sell everybody. Generally the surroundings of the prospect, the atmosphere in his home, tell me whether or not the sale is worth pushing."

Is he a sap to sell records?

Certainly, for he gets a lot of cash business that the "wise guys" miss

By Phil Silverman

EDITOR'S NOTE: The JOURNAL considers that this selection of records for demonstrating combinations and for group-sales to combination buyers, selected by Phil Silverman, record manager, Bruno-New York, Inc., New York, is a most amazing, intelligent and musical selection of records and is based upon the low retail price of \$33.75.

This selection gives a group of records that will be just as much in style in 1936 as today, and presents a well rounded musical program of exceptional merit. It is truly a custom-made musical program, one that aids the dealer to sell combinations, and adds to the enjoyment of combination owners.



RECORD selling has become a lost art, because dealers have been seeking "easy" profits on other products. Record salesmen and saleswomen were transferred to other phases of a dealer's business, and people who would have continued buying a few records found the fight to get them so difficult that they gave up.

There has been a decided new spirit manifested with dealers during the past few months, and it is due to the problem of increasing cash receipts. Just the slightest additional attention paid to record selling, especially to combination owners, is proving highly profitable. Furthermore, dealers who are using uncommon sense in trying to sell combinations have practically forgotten just what records to use for the best methods of demonstration. Realizing the importance of proper demonstration for quicker and casier selling of combinations I created for my house, Bruno-New York, Inc., who are probably the largest record distributors in the country, the accompanying selected program, which consists of the following records:

10 records at	\$.75
5 records at	1.25
3 records at	1.50
6 records at	2.00
1 record at	3.50

This totals \$33.75 for the entire group of 25 records. The dealer pays \$20.65, making a clear profit of \$13.10, which is as much as he gets on about \$100 of radio business. The sale is for cash, and once made there is no service charge, or any other charges after the delivery. And frequently the customer takes the records home.

A furniture dealer who sells a \$400 china closet doesn't suggest that the customer go to Woolworth's for his china. He sells him a \$200 set of china. Today a dealer sells a \$400 combination, and perhaps one or two cheap records. This is a "wise guy" dealer, but the "sap" who knows how to sell and gets cash does his customer a real service by selling this group of 25 records, which I consider the most beautiful music of all types ever presented in one group.

Figures show that about 70,000,000 records were made last year, and these must have been sold by "saps," because the "wise guys" KNOW that there isn't any record business. The "wise guys" don't even know that funeral parlors use combinations and a selected group of records; that much Masonic music is on records; that music for the Elks, Knights of Columbus, Odd Fellows, and other groups of lodges is on records played via combinations. They don't know that combinations and records are used by Salvation Army Posts; that a number of records are devoted to Catholic music; that dance halls use records and combinations; that churches buy records; that there is a great demand for such types of music as Chinese, German, Italian, French, and all types of foreign music for different races, creeds, and peoples, to say nothing of the classic album groups of records.

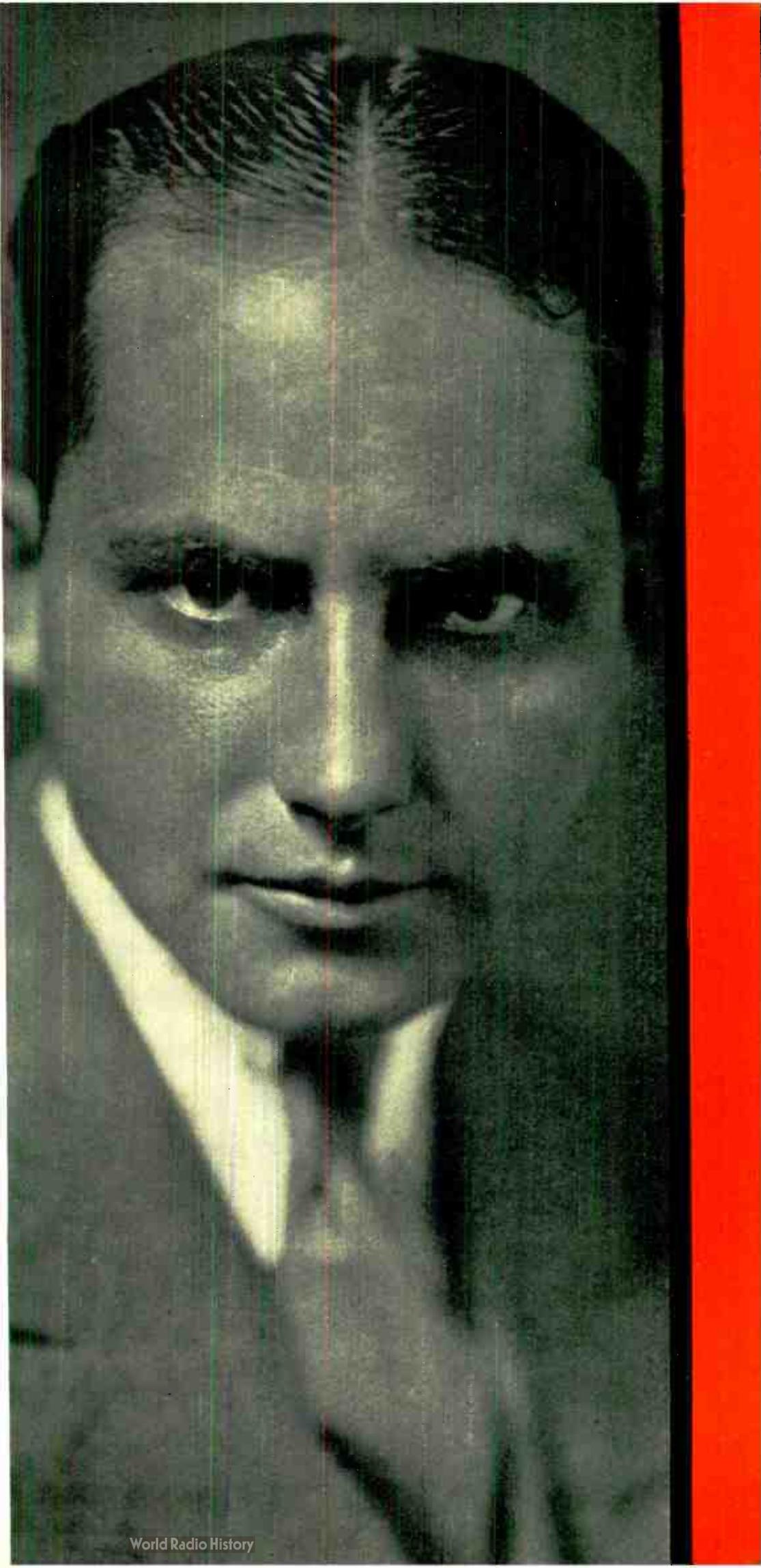
A SELECTED PROGRAM OF RECORDS SUITABLE FOR DEMONSTRATION OF COMBINATIONS

20011	Cavalleria Rusticana—Intermezzo	Victor Salon Orch.	
	Tales of Hoffman—Barcarolle	Victor Salon Orch.	\$.75
20037	Two Guitars (Russian Gypsy Song)	Victor Salon Orch.	
	Black Eyes (Russian Gypsy Song)	Victor Salon Orch.	.75
35798	The Skaters and Estudiantina (Waltzes)	International Con. Orch.	1.25
1172	Silver Threads Among the Gold	John McCormack	
	When You and I Were Young	Maggie John McCormack	1.50
22107	Indian Love Call & Serenade (Organ Solos)	Jesse Crawford	.75
6994	Traviata—Prelude to Acts 1 & 3	Toscanini-Philharmonic Orch.	2.00
21110	Hawaiian Nights & Aloma (Waltzes)	Hilo Hawaiian Orch.	.75
1478	Serenade & L'Amour Toujours	L'Amour	
		Richard Crooks	1.50
1343	Ah! Sweet Mystery & Song of Songs	Richard Crooks	1.50
6608	Liebesfreud & Liebeslied (Violin Solos)	Fritz Kreisler	2.00
V-17	Tango Belle Rose & Love Me Always	Victoria Orch.	.75
20283	Sweet Genevieve	Peerless Quartet	
	Where The River Shannon Flows	Franklin Baur	.75
19960	Song of the Volga Boatmen & Shining Moon	Kirilloff's Balalaika Orch.	.75
10012	Lucia—Sextette	Galli-Curci, Homer, Gigli, De Luca, Etc.	
	Rigoletto—Quartet	Galli-Curci, Homer, Gigli, De Luca	3.50
6587	Pagliacci—Prologue (Parts 1 & 2)	Lawrence Tibbett	2.00
6751	Tocata and Fuge (Bach) (In D Minor)	Stokowski-Phila. Orch.	2.00
35855	Thais—Meditation (Massenet) & Berceuse (From Jocelyn) (Grand Organ Solos)	Chas. R. Cronham	1.25
6652	Hungarian Rhapsody No. 2 (Parts 1 & 2)	Stokowski-Phila. Orch.	2.00
6580	Rigoletto—(Caro Nome) & Barber of Seville	Marion Talley	2.00
20132	Stars and Stripes Forever & The Fairest of the Fair	Sousa's Band	.75
19873	Whispering Hope & Abide With Me	Olive Kline-Elsie Baker	.75
V30007	The Merry Widow (Potpourri) (Parts 1 & 2)	Weber's Orch.	1.25
35823	Rhapsody in Blue (Parts 1 & 2)	Whiteman's Concert Orch.	1.25
22622	Blue Again & Lady Play Your Mandolin	The Revelers	.75
35739	Syncopation & Tripoli (Symphonic Marches)	Creatore's Band	1.25
Total Retail Cost of these 25 Records			\$33.75

S. W. Muldowney

The JOURNAL presents
as prominent merchant of
the radio industry for
September, 1931, S. W.
Muldowney, Chairman of
the Board, National Union
Radio Corp.

September, 1931



I sit in on 1932

They lost in 1931 but they MUST make profits in 1932

By The Editor



ACCOMPANYING this is an accurate presentation of the situation confronting a department store. Other stores are in a similar position, which is calling for either an investment of more money, or cutting down of radio effort and practically operating solely with the idea of making a profit from the business that is done in an easy manner.

The figures for 1929 show a volume of \$427,000, and we might comment here and say that the buyer's salary on a volume of this kind is all right. It takes a mighty good man to buy radio and not get stuck much. Mark down of inventory and shortage, which are approximately the same thing, and the service element, which includes installation of antennæ, seems mighty large, even for a business twice this size.

It will be noticed that the annual volume has been going down steadily, and the 1931 figures are approximated and put in to cover the end of this year, based upon percentages and estimated for the last 6 months of this year.

It will be noticed from a profit of \$14,180 in 1929, the department lost \$310 in 1930, and is bound to lose \$14,800 for this year's operation. All kinds and makes of radio are sold, and the gross profit in '29 was 39 percent, and was 38 percent in each of the two succeeding years.

Now the general manager of this store is confronted with a situation that is baffling many other department

store men, to say nothing of dealers. Something revolutionary must be done, and judging from what the writer hears, this is what is going to happen. First, the store will eliminate all private brand merchandise, and will confine its activities only to handling trade-mark radio of several makes, to cover the price range. As it will not require an expert to buy these standard brands, a new manager will have to come in who will be a salesman manager, something like a working house-keeper. On this basis, without any effort except a little advertising, a company expects to do \$75,000 on radio in 1932—about 30 percent of this year's volume. They feel sure that this will be done, but it wouldn't surprise them if they touched or exceeded \$100,000, without additional costs.

The size of the department will be chopped to about a third of its present size. Handling trade-mark radio and buying one or two sets at a time from the jobber, they figure that their losses from price cuts and mark-downs will be very small — no doubt less than the amount allowed for.

Naturally, the delivery cost will be much less, and handling only trade-mark goods of reputable character the service is bound to be less. They expect the selling expense to be half of last year, although the volume is only 30 percent, because salesmen will be paid a little more.

As there will be but little investment of stock, the interest is knocked off to \$300, against \$1,800 for the previous year. Handling this type of merchandise will give them an approximate 44 percent gross profit, and on a business of \$75,000 minimum estimate, will make a net profit in 1932 of \$8,200, against a 1931 loss of \$14,800, with a business three times the size.

This is in line with the practice continually featured by The JOURNAL, that volume is not necessarily profitable, but this is the first time that The JOURNAL has had an opportunity to present so far in advance the plans of a reputable store as to its policies for 1932. This summary is worthy of close study, and the very fact that brand radio will be sold, and catering to the clientele of the store rather than trying to operate a Calgary Rodeo Sales Stampede will enable this house to exceed its annual volume, be-

(Continued on page 34)

	1929	1930	1931	1932
Volume	\$427,000	\$340,000	\$240,000	\$75,000
Buyer's Salary and Indirect				
Buying Costs	\$ 16,300	\$ 16,800	\$ 16,800	\$ 4,500
Rent	14,000	14,000	14,000	5,000
Mark-down	29,800	17,400	9,600	1,500
Shortage	11,600	9,060	4,800	1,500
Advertising	17,080	17,120	16,800	2,250
Delivery	4,270	4,530	4,000	1,000
Service	29,000	27,000	24,000	5,000
Administration	12,800	10,200	7,200	2,250
Selling Expenses	14,500	11,000	7,000	3,000
Interest, Stock Investment	3,000	2,400	1,800	300
Cost Doing Business	\$152,350	\$129,510	\$106,000	\$26,300
Gross Profit	39 Percent	38 Percent	38 Percent	44 Percent
Net Profit	\$14,180	Loss \$310	Loss \$14,800	Profit \$8,200
			Sales	\$75,000
			1932 Gross	\$34,500
			1932 Exp.	26,300
			1932 Profit	\$8,200

*There's a difference
in the musical quality
of a radio*

← →
THE far-seeing laboratory design of Brunswick...the utilization of every modern radio development...the absolute precision of Brunswick engineering assure true musical performance... Brunswick has created instruments which give a new standard to musical entertainment in the home...A complete line...list prices \$39.50 to \$225, complete with Brunswick tubes.
← →



Brunswick Radio

MODEL No. 17

9-tube Superheterodyne with latest Screen Grid, Variable-Mu, Pentode Tubes and all modern radio developments... Brunswick Uni-Selector, Color Tone Control, Turret Type Tuning Condenser, Automatic Volume Control, Power Detector, and De Luxe 12-inch Dynamic Speaker... Lowboy Cabinet of unusually distinctive appearance... List price, complete with Brunswick Tubes \$139.50

BRUNSWICK RADIO CORPORATION — Division of Warner Bros. Pictures, Inc. — NEW YORK, CHICAGO, TORONTO

BRUNSWICK RADIO

Visit our exhibit at the Radio Electrical World's Fair, Madison Square Garden, New York, Section 1, 5-7; Sept. 21-26, 1931

HERE ARE THE REASONS...

WHY

**75 PUBLIC UTILITY COMPANIES
AVAILED THEMSELVES OF...
FRIGIDAIRE'S
INDIVIDUALIZED
SALES SERVICE
DURING FIRST HALF OF 1931**

- 1.** *Frigidaire Sales Plans are so flexible that they can be made to suit the individual requirements of each utility company.*
- 2.** *Frigidaire Sales Plans save the time of utility executives and reduce detail work to a minimum.*
- 3.** *Frigidaire plans have the merchandising angle always uppermost—insuring a successful campaign.*
- 4.** *They are planned to interest salesmen and employees and secure their whole-hearted cooperation.*
- 5.** *They are planned to yield a profit to the utility.*
- 6.** *They are complete in every detail.*

Furthermore, and vitally important—Frigidaire, (itself, from every viewpoint, appeals to the utility as a product worthy of special sales effort.

A trained force of Frigidaire Sales Promotion men are constantly in touch with utility executives, assisting in the preparation and carrying out of their sales plans. A letter

will bring one of these men to you with full information. There will be no obligation. Frigidaire Corporation, Subsidiary of General Motors Corporation, Dayton, Ohio.

FRIGIDAIRE
NEW LOW PRICES NOW IN EFFECT

central station RETAIL SHOPS

Harold E. Speare
Editor

Should public utilities continue merchandising?

By *Harold E. Speare*

Electric Appliance Editor, Talking Machine & RADIO JOURNAL

EDITOR'S NOTE: *The authoritative position which central station RETAIL SHOPS has attained in the public utility merchandising industry is indicated by the Association of Municipal Electrical Utilities' (Hydro Electric Power Commission of Ontario) invitation to Mr. Speare to address its recent convention in Ottawa, Canada. A number of requests have been made at our office for copies of Mr. Speare's address and we are reprinting it so that merchandise managers throughout North America may keep it handy.*

TODAY merchandise managers of public utilities in America are responsible for a \$60,000,000 retail business, due to their experience, vision, proven merchandising ability and technical electrical knowledge.

Public utility merchandising is consonant with public interests. If conducted on sound merchandising policies it will also be consonant with all other electric appliance retail outlets.

The large volume of appliances enables utilities to increase "send-out," thereby aiding in a reduction of rates.

Every utility is striving to give its customers the lowest possible rate. A number of companies have reduced their rates in the States in the past two months, and in checking this we find that their appliance business is good and this is one of the principal reasons why they could do it. The public wants lower rates occasionally and in order to do this the utility must sell more electricity, meaning more appliances must be put on their lines. Hence their willingness to spend large sums in promotional and sales work. Utilities must increase their appliance volume or rates will either stand still or go higher. The public, I believe, realizes this and their large purchases from utilities really constitute a vote in the utilities' favor.

One merchandising feature that is not clearly understood by those outside of

the industry is that utilities try to sell load builders which even out the valleys. When accomplished, this effects economies that are of real value to the utility. Department stores, dealers, etc., do not have to give this feature a thought and we know that it is of extreme importance as one of the reasons why rates can be reduced.

To study, introduce and promote new good quality appliances:

It is doubtful if the public or dealers realize the expense power companies go

(Continued on page 39)



Beginning with September, central station RETAIL SHOPS is consolidated with The Talking Machine & RADIO JOURNAL, and the combined efforts of both organizations will be devoted to promoting the plan of cooperation between public utility merchandise managers, local radio, and electric appliance dealers.

During the past year, a marked change has occurred in some localities where utilities and dealers work almost hand-in-hand, even to the central stations financing the paper of dealers. In other sections, an antagonistic spirit exists between these two groups, running from a mild degree to the Roman-thumbs-down desire, on both sides.

So the combined circulation of both papers will be utilized to promote cordial relations between utilities and dealers, which is something that every manufacturer of radio and electric appliances is most anxious to see achieved.

HAROLD E. SPEARE,
Electric Appliance Editor,
THE TALKING MACHINE
& RADIO JOURNAL



The NATIONAL
TRADE JOURNAL
Devoted to
the Retail
Merchandise
Business of
Power & Light
PUBLIC
UTILITIES . . .

Public Utility Merchandising

(Continued from page 29)

to in maintaining laboratories for the testing and approving of appliances. These laboratories have the finest gauges and testing instruments, and men in charge who are engineers. Only quality appliances get by because they are put to rigid tests and must be well designed, modern, stand abuse, and have sales possibilities. Dealers are safe in following the utilities' judgment in the choice of appliances, and this knowledge and assurance have not cost them a cent nor any sad experiences.

Utilities, in selecting appliances, also keep in mind the efficient and economical features of a unit when testing it. If two appliances are equal but one is a little wasteful of electricity most laboratory chiefs will turn it down in favor of the economical appliance. The utility does not want a customer's bill to suddenly jump out of proportion, and thereby safeguards this possibility by accurately testing every appliance before offering it for sale.

To keep the public interested in appliances, so that they will use them, recommend them to friends, thereby creating a greater demand:

Almost every utility has at least one fine building, usually headquarters, which is pointed out as one of the city's impressive buildings. Their branch stores are clean, neat, well arranged and manned by a good class of sales-person. This lends dignity to the appliance industry and with their attractive window displays the passer-by is impressed and stops and looks at the newest appliances in the windows. The high class manner in which central station shops sell their merchandise and the prompt way in which they take care of all complaints all tend to keep up the customer's interest in her appliances, and her enthusiasm to her friends actually creates more sales, all other appliance outlets thereby gaining.

Appliance service and its general helpfulness to industry:

I doubt if there is a central station in the country that would not gladly give free service to a customer who told it that the company from whom she bought her electric appliance could not make it run properly. One of the most helpful aids that have been given to the industry is the liberal attitude of the utilities regarding service. This policy makes the customer feel safer when buying. We have all heard salesmen for dealers say that many sales have been closed when the customer was skeptical and the salesman said, "The utility also sells this same machine and if we go out of business, it will always be here and take care of you." The very presence of the utility gives a purchaser a feeling of security.

Utilities help stabilize conditions in their territories by putting on campaigns in the times of poor business and discouragement.

A few months ago the Brooklyn Edison Co. staged a radio campaign when conditions in this field were at a low ebb. The campaign was a big success, 3,500 sets being sold without resorting to bargain appeal, premiums, extra long terms, or other unusual inducements.

After the drive was over, I visited a

few radio dealers to learn their reactions. It ran true to form. Live dealers got their salesmen together, dug up old prospects and tied up with the campaign. Many of them had the best six-weeks' business that they had enjoyed for months. A few other dealers, who had sat out of the campaign, complained that the utility was taking business away from them.

This campaign, a pure gamble, noticeably helped stabilize radio sales in Brooklyn, and the utility showed its nerve and good judgment in conducting it at the time.

Helping to maintain electric leagues and the value of domestic departments:

In many cities there is an electrical league backed financially to a certain extent by the utility. These leagues give free of charge every possible help to the housewife. She can attend cooking classes, take ironing machine lessons, learn how to get more out of her appliances and how to be more economical in the use of electricity, and receive instructions on kitchen and dining room arrangement and decoration, see demonstrations on treating grease spots on clothes and other pieces of material, whether or not she has a washer.

The utilities perform a wonderful service to the customers on their lines by the continuance of these leagues.

Co-operating with the contractor-dealer on wiring:

Many a contractor-dealer owes his prosperity to his utility. Many merchandise managers learned that the contractors were cutting prices among themselves to get jobs and have shown them how wrong they were to follow such a policy. Many utilities turn over sales to them on heating units, range installations and similar jobs on major appliances. Some utilities will finance dealers when they have a high priced job on an oil-burner or other costly installation. In some cities, the contractor-dealer gets more than half of his business from his lighting company.

Aid, given dealers in large cities by campaigns which stimulate demand and break down resistance:

The value of campaigns is not to be questioned. The utility and manufacturer spend a great deal of money on advertising and other forms of promotional work. No utility can sell everybody. If the utility does not include dealers, the latter benefit, nevertheless. Neighborhood stores get the patronage of many husbands and wives after dinner because one of them has read the ad, and is interested but can't go to the city. Most utility stores close at 5 p.m. and dealers have the evening hours to themselves. In big cities, with their large transient trade, dealers pick up many sales which originate from the utilities' newspaper ads. In territories where they co-operate with the dealer, figures show that the dealers' figures increase very satisfactorily. However, you must have the utility to put a campaign over.

Feeling of security by customer knowing utility is back of electric appliances:

Every purchaser of anything mechani-

cal likes to feel that there is some company of responsibility in the neighborhood who will back up the appliance in case of trouble. Unquestionably, the utilities have earned this distinction. During years of bringing themselves to the customer's attention, monthly through their bills, they have built up in the public's mind "electricity—appliances."

The power company is just as staple and firmly entrenched as the telephone, electric street cars or trains in the thoughts of the public, and this feeling of security is not only helpful to the industry but is of definite value to a community because, after all, it is a fact.

A few years ago the big Brooklyn Edison Co. discontinued all outside selling—only the girls on the floor remained. After a year the appliance volume slipped and the large electric shops and department stores asked the company to come back on its old basis. They missed the vigorous promotional work of their "big brother," so they said. And they did.

Utility volume helps manufacturers produce on a large scale, thereby reducing retail prices:

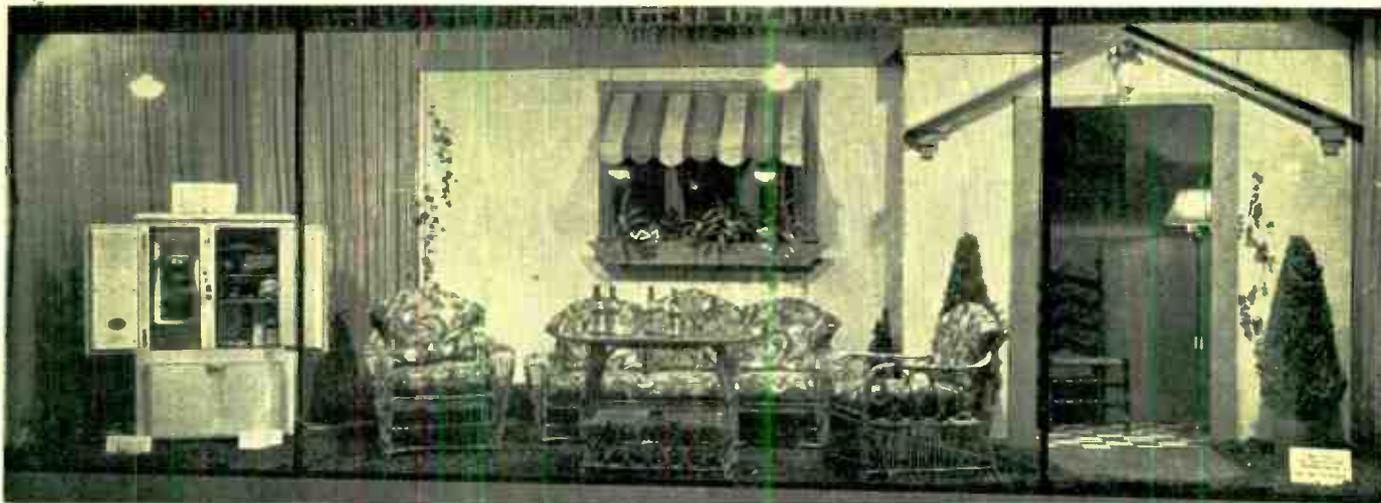
The utilities' volume does help our manufacturers in a big way. The additional number of units sold by the utilities has an important place in a factory's output. On October 9th, the New York Edison put on an employees' campaign which lasted until December 31st. In 68 days they sold 6,298 refrigerators. It is true the utility gave its employees a discount, but what dealer wouldn't give his own employees a complimentary saving? The employees, through their enthusiasm, sold 732 outside and turned in 8,000 prospects. Think what this means to the industry and the manufacturers, and also realize the number of people who will enjoy the advantages of an electric refrigerator. It's educational.

Withdrawal by the utilities would not mean greatly increased sales by dealers as hundreds of manufacturers would open their own branches in key cities and do their job direct:

Many dealers, department, furniture and hardware store executives do not realize that should utilities discontinue their retail activities and thereby stop their newspaper advertising, stop sending mailing pieces out with their bills, take their men off the streets, do away with their canvassing, they would receive the shock of their lives at the startling dropping off of the interest in appliances. I don't mean that all our factories would have to close, but it would put a big dent in this year's volume.

Who would take the place of the utility and feature and push sales on all these appliances? The utility helps hundreds of manufacturers and no department store, nor any other kind of a store can do this tremendous job efficiently.

It would mean that the factories would be forced to set up their own wholesale and retail headquarters in key cities and do a big part of their job direct. A large number of reputable manufacturers who don't do much with utilities are selling just this way today and it should be a warning signal to all retail outlets that if the appliance business throughout this continent is conducted on straight, profitable, and co-operative plans, it can be made consonant with retail outlets and the public.



A summer cottage display with comfortable chairs and iced drinks. The cottage is made of wall board panels, textured and painted, decorated to represent a cottage. Note the realistic food in the refrigerator.

Public Service of New Jersey offers dealers aid to improve their window displays

From an Exclusive Interview with

S. H. Alexander

Manager Display Department, Public Service Electric & Gas Co.

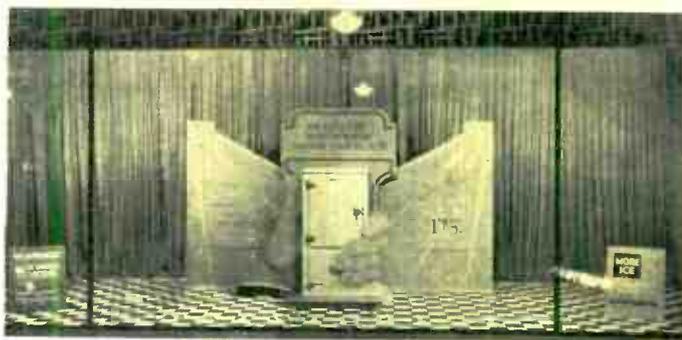


UBLIC Service Electric and Gas Co., of Newark, N. J., gives dealers in its territory an unusual cooperation to help them sell major appliances, extending assistance to merchandising even the products which it does not sell itself.

S. H. Alexander, in charge of the display department of Public Service, recently designed a number of refrigerator window displays, which are offered to dealers in New Jersey as suggestions. Public Service sells Kelvinator refrigerators, and we asked Mr. Alexander if his window ideas were available to dealers selling other lines. "Yes," he replied, "we will go out of our way to help refrigerator dealers improve their window displays, regardless of the make of product they sell. We want to aid refrigerator dealers to make attractive displays, and our department will be glad to discuss display problems with anyone interested in such matters."

"Each of the displays shown here required careful study for its composition. Instead of trying to cover all the points embodying electric refrigeration in one display, as is the usual practice, we have taken some unusual or outstanding point of interest and built into each display that particular point in a strong, compelling manner, so that the spectator can at least grasp and hold the feature in his mind for a longer period."

"These displays were built in units, so that they may



Pictorial presentation of the idea that every home should own a refrigerator, particularly suited to low-priced models. Simple, yet very effective.



An Arctic atmosphere window. The sunburst behind the frozen mountain range is the centre piece of the set-up. Bears are walking, holding price cards and carrying ice cubes.

be used in whole or in part for display windows ranging in size from 10 to 24 feet in width. The department constructs two electric and two gas displays of this character each week, and keeps them circulating for one-week periods in each of our 25 district offices throughout the State of New Jersey. The cost of constructing and servicing this display work is budgeted for each year, and we find that it averages \$30.00 per display, including accessories such as artificial foods, ice cubes, polar bears, etc., which are stock property in each of our 25 display rooms."



**THE WORLD'S HIGHEST
QUALITY RADIO . .**

**A QUALITY LINE AT
COMPETITIVE PRICES**

Zenette

**no sale need escape
the Zenith Dealer**



MODEL 91 ILLUSTRATED ABOVE

ZENITH prices complete
with tubes range from
\$155.00 to \$2,500.00

YOU can't miss with the Zenith Franchise. For here is Quality and outstanding Value in EVERY price class. You can't miss meeting the wants of every prospect who enters your store. You can't miss making real profit every time you make a sale. Zenith . . . leader in the high-price field. Zenette . . . leader in the low-price field. BOTH Zenith-designed, Zenith-built . . . BOTH known, proved Quality. Get in touch with your Zenith Distributor TODAY . . . and sign up.



MODEL RH ILLUSTRATED ABOVE

ZENETTE prices complete
with tubes range from
\$49.95 to \$125.00

See the complete line at the Radio Shows.

NEW YORK: Section J 1 and 3, Arena Floor, Radio World's Fair, September 21st to 26th.

CHICAGO: Space M 1, Radio Show, Coliseum, October 19th to 25th.

ZENITH RADIO CORPORATION, CHICAGO, ILL.
WORLD'S LARGEST MAKERS OF HIGH GRADE RADIO SINCE 1914



mentioned in your reply gives you a quicker answer.

CHICAGO RADIO DISTRIBUTORS

ALTER CO., HARRY, 340 N. Dearborn St. Whitehall 8300.
Pres. Harry Alter; Vice-Pres. & Sales Mgr., Arthur S. Alter; Sec'y, Leo Alter; Treas., Irving Alter; Credit Mgr., Lee Litt.
TERRITORY: (Exclusive).
RADIO SETS: Majestic. TUBES: Majestic.
REFRIGERATORS: Majestic.

CHAMBERS & HALLIGAN, 549 W. Washington Blvd. Franklin 9095-6.
Partnership: L. A. Chambers and W. J. Halligan.
TERRITORY: Greater Chicago (Exclusive).
RADIO SETS: National short wave receivers. TUBES: Speed. ACCESSORIES: Best (BBL) speakers, Potter condensers. TELEVISION: National equipment.

COLUMBIA PHONOGRAPH CO., 111 N. Canal St. Randolph 9526.
TERRITORY: N. Illinois, Wisconsin, N. Indiana, W. Michigan, Iowa.
District Mgr., Albert J. Heath; Asst. Mgr., Harry P. Victor; Credit Mgr., B. J. Schwinn.
RADIO SETS: Columbia. TUBES: Cunningham. PORTABLES: Columbia. RECORDS: Columbia.

CROSLLEY DISTRIBUTING CORP., 160 E. Illinois St. Whitehall 6946-7-8.
Pres., Lewis Crosley; Vice-Pres., F. G. Macomber; Sec'y, L. K. Kellogg; Branch Mgr., J. J. Reilly; Treas., John J. Hope, Jr.; Credit Mgr., G. J. Irving.
TERRITORY: Illinois counties, Lake, Cook, Will & Du Page, & Kankakee; Lake Cy in Indiana.
RADIO SETS: Crosley. TUBES: Cunningham, Arcturus & National Union. IRONERS: Crosley Moto-Iron. REFRIGERATORS: Crosley Ice-Ball. Line of radio ACCESSORIES.

CUSHING, L. G., 9 S. Clinton St. Franklin 8319.
Pres., L. G. Cushing; Sec'y, G. K. Leach.
TERRITORY: Illinois, N. Indiana & S. Wisconsin.
RADIO SETS: Hammarlund Mfg. Co. & Short wave & Television Corp. TUBES: Champion.
ACCESSORIES: Clarostat, Presto pick-up & Universal microphone. TELEVISION EQUIPMENT: Short Wave & Television Corp.

CUSHWAY DISTRIBUTING CORP., 161 W. Erie St. Whitehall 6685.
Pres. & Sales Mgr., C. P. Cushway.
TERRITORY: Cook Cy. (Exclusive).
TUBES: Arcturus. ACCESSORIES: Burgess batteries & Belden equipment.

DUNGAN-STERNFIELD RADIO SALES, INC., 1507 E. Michigan Ave. Calumet 1776.
Pres. & Sales Mgr., Charles B. Sternfeld; Sec'y, Lawrence J. Sternfeld.
TERRITORY: N. Illinois, S. Michigan & N. Indiana.
RADIO SETS: Stenite. TUBES: Vox & Troy. ACCESSORIES: A. M. Flechtheim condensers, Kato Engineering Co. converters and A & B eliminators, Silverleaf Microphone Co. microphones and supplies. APPLIANCES: Kato Engineering Co. farm light plants.

ECHOPHONE DISTRIBUTORS, INC., 555 W. Randolph St. Dearborn 2875-6.
Pres., Arthur Watts; Sec'y & Treas., Robert E. Gary; Vice-Pres., Robert G. Watts; General Mgr., A. R. Campbell.
TERRITORY: (Echophone) Cook, DuPage, Will, Kane, Hammond, Indiana Harbor, Gary (Exclusive) (Motorola) Cook, DuPage, Lake, McHenry, Will.
RADIO SETS: Echophone & Motorola.

ENGLASTON CO., R. L. (Colonial Radio Corp.), 205 Wacker Dr. Central 7955.
Pres., Sales Mgr. & Treas., R. L. Englaston.
TERRITORY: Illinois, Wisconsin, Iowa, Indiana & lower half of Michigan.
RADIO SETS: Colonial. TUBES: Diatron.

HARRISON WHOLESALE CO., 851 W. Washington Blvd. Haymarket 1342.
Pres. & Treas., Albert Arenberg; Vice-Pres. & Sec'y, Louis Siskind; Sales & Prom. Mgr., Ben Cohen.
TERRITORY: Not restricted.
RADIO SETS: Sentinel. TUBES: Cunningham. BATTERIES: Burgess. ACCESSORIES: Complete line. CLEANERS: Hamilton-Beach. FANS: Delco. APPLIANCES: Hotpoint. LAMPS: G. E. Mazda.

HUDSON-ROSS, INC., 111 N. Canal St. Franklin 1702.
Pres., Robert Himmel; Vice-Pres. & Credit Mgr., C. S. Himmel; Sec'y & Treas., M. Carvey; Sales Mgr., D. A. Packard.
TERRITORY: (Exclusive) Illinois counties: Cook, Lake, Du Page, De Kalb, Will, McHenry, Ogle, Winnebago, Carroll, Jo Daviess, Stephenson, Boone, Kane; Indiana counties: Lake & Porter.
RADIO SETS: General Motors. TUBES: Cunningham.

HYLAND ELECTRICAL SUPPLY CO., 700 W. Jackson Blvd. Hay 9100.
Pres., M. C. Taradash; Vice-Presidents, S. Rosenthal & C. H. Weicensang; Sec'y, S. Rosenthal; Sales Mgr., C. H. Weicensang; Credit Mgr., W. D. Hughes.
TERRITORY: Metropolitan Chicago.
RADIO SETS: Westinghouse. TUBES: Cunningham. CLEANERS: Hamilton-Beach. CLOCKS: New Haven-Westinghouse & Sessions. IRONS: Westinghouse-Hotpoint.

MANHATTAN ELECTRICAL SUPPLY CO., 108 W. Illinois St. Superior 1221.
Pres., P. G. Mumford; Sec'y, J. L. Sullivan; Vice-Pres., A. L. Loebenberg; Treas., V. C. Stephens; Credit Mgr., D. G. Yaunt; Mgr. Chicago office, A. J. McGivern.
TERRITORY: Peoria North in Illinois, Lake and Porter Counties in Indiana.
RADIO SETS: Fada. TUBES: Radiotrons. CLOCKS: Hammond. APPLIANCES: Universal & American Beauty.

METROPOLITAN ELECTRICAL SUPPLY CO., 321 S. Desplaines St. Monroe 2181.
Pres., E. W. Getke; Sec'y & Treas., Sol. S. Mandel; Sales Mgr., H. J. Privat; Credit Mgr., Geo. E. Pett.
TERRITORY: N. Illinois and Northwestern Indiana.
RADIO SETS: General Electric. TUBES: Cunningham. ELECTRIC APPLIANCES: Hotpoint iron and all other General Electric appliances.

NICHOLAS, INC., E. A., 111 N. Canal St. Randolph 4626.
Pres., C. B. Mason, Jr.; Sec'y, Elmer Forsell.
TERRITORY: (Exclusive) Illinois counties: Cook, Du Page, Jo Daviess, Kendall, McHenry, Whiteside, Carroll, Boone, Grundy, Kane, Lake, Ogle, Will, La Salle, De Kalb, Iroquois, Kankakee, Lee, Stephenson, Winnebago, Indiana counties: Elkhart, Lake, St. Joseph, Jasper, Newton, Pulaski, La Porte, Porter, Stark.
RADIO SETS: RCA Victor. TUBES: Radiotrons. PORTABLES: Victor. RECORDS: Victor. SHORTWAVE SETS: RCA Victor.

PAULSON & CO., HENRY, 37 Wabash Ave. Central 8053-4.
Owner, Henry Paulson; Sales Mgr., Roy White.
RADIO SETS: Pemuchron, Chromovox. TUBES: DeForest. WASHERS: Bee Vac. CLEANERS: Bee Vac. CLOCKS: Lincoln & Hammond, DeLuxe & Electrochron.

REVERE ELECTRIC CO., 757 W. Jackson Blvd. Haymarket 4704.
Pres., Van N. Marker; Sec'y, F. R. Eisemann; Credit Mgr., D. McMakin.
TERRITORY: N. Illinois, S. Wisconsin & N. Indiana.
RADIO SETS: Revere. REFRIGERATORS: Wayne. TUBES: Cunningham. HOME MOVIES: Victor. APPLIANCES: Standard lines of independent manufacturers.

SAMPSON ELECTRIC CO., 3201 S. Michigan Ave. Douglas 6600.
Pres., Sales Mgr. & Treas., Peter Sampson. Sec'y & Credit Mgr., Morris Levy; Sales Promot. Mgr., Geo. F. Wertzler.
TERRITORY: State of Illinois from Wisconsin state line on north to and including Peoria on the south and 15 counties in Northwestern Indiana.
RADIO SETS: Atwater Kent. TUBES: Cunningham & Arcturus. REFRIGERATORS: Williams Ice-O-Matic. WASHERS: Cinderella Portable. DISH WASHERS: Cinderella. REFRIGERATORS: "Super-Cold" refrigerated display cases.

SEGAL ELECTRICAL SUPPLY CO., 130 N. Clinton St. Central 4164.
Pres., Irving H. Segal; Sec'y & Sales Mgr., Nat. Segal.
RADIO SETS: Jackson-Bell. TUBES: Cunningham & Arcturus. ACCESSORIES: Burgess batteries, radio aerial wire, etc.

STEINER ELECTRIC CO., 210 S. Desplaines St. Radio SETS: Revere. CLOCKS: Hammond. CLEANERS: Hamilton-Beach, Eureka & Royal.

TAY, INC., C. S., 3787 Michigan Blvd. Yards 1180-1.
Pres., C. S. Tay; Sales Mgr., C. M. Holloway; Credit Mgr., E. O. Hedberg.
TERRITORY: N. Illinois, N.W. Indiana, Eastern border counties of Iowa.
RADIO SETS: Bosch. TUBES: De Forest, Cunningham & Raytheon.

TUNG-SOL LAMP WORKS, INC. (Chicago Division) 2317 Calumet Ave. Calumet 7185.
Pres., H. W. Harper; Vice-Pres. & Sales Mgr., P. R. Dawson; Sec'y & Treas., A. T. Browner; Credit Mgr., F. G. Mulcer.
TERRITORY: (Exclusive) Illinois, Indiana, Eastern Iowa, Southern Wisconsin & Western Kentucky.
TUBES: Tung-Sol. OTHER LINES: Tung-Sol auto bulbs, auto fuses, auto cables, auto cable sets & auto battery cables.

WAKEM & WHIPPLE, INC., 225 E. Illinois St. Whitehall 4740.
Pres. & Sales Mgr., Roy A. Whipple; Sec'y & Credit Mgr., H. N. Smith; Treas., Paul Dietz; Sales Promot. Mgr., Harry Schoenwald.
TERRITORY: Northern Illinois & Northeastern Indiana.
RADIO SETS: Lyric. TUBES: Ken-Rad & Cunningham. ACCESSORIES: Wire and aerial equipment. CLOCKS: Victor. FANS: Victor and Luminaire. REFRIGERATORS: Mohawk.

WEENBERG & CO., 870 Blue Island Ave. Haymarket 8900.
Pres., Sales Mgr., William Weenberg; Sec'y, Bernard Weenberg; Vice-Pres., Sales Mgr., Treas. & Credit Mgr., Anna Weenberg.
TERRITORY: N. Illinois & Lake County in Indiana.
RADIO SETS: Stewart-Warner. APPLIANCES: Sunbeam. BATTERIES: Burgess. ACCESSORIES: Aerial equipment & Weber sockets.

WESTINGHOUSE ELECTRIC SUPPLY CO., INC., 113-125 N. May St. Haymarket 2540.
Division Mgr., J. E. Sweeney; Sales Mgr., F. J. Schmidt; Mgr. Radio Dept., M. E. Seegmiller.
TERRITORY: N. Illinois, N. Indiana & S.W. Michigan.
RADIO SETS: Westinghouse. REFRIGERATORS: Westinghouse. TUBES: Radiotrons.

WISWELL RADIO CO., 526 S. Wabash Ave. Harrison 404-5.
Pres., Treas. & Sales Mgr., L. C. Wiswell; Sec'y, V. Welsh; Credit Mgr., S. A. Claus; Sales Prom. Mgr., M. Hammel.
TERRITORY: N. Illinois & N.W. Indiana.
RADIO SETS: Sparton (Exclusive). REFRIGERATORS: Leonard & Kelvinator. TUBES: Sparton. ACCESSORIES: Burgess.

YOUNG, LORISH & RICHARDSON, INC., 710 W. Jackson Blvd. Haymarket 8240.
Pres. & Sales Promot. Mgr., H. E. Richardson; Sec'y & Treas., C. W. De Wolfe; Vice-Pres., J. W. Hughes; Credit Mgr., G. O. Grohman; Mgr. P. F. Wilber.
RADIO SETS: Sparton (Exclusive). TUBES: Sparton. WASHERS: Voss. REFRIGERATORS: King Kold.

ZENITH RADIO DISTRIBUTING CORP., 1381 W. 35th St. Pres., E. F. McDonald, Jr.; Vice-Pres., Paul B. Klugh; Sec'y & Treas., Hugh Robertson; Asst. Sec'y, R. D. Burnet; Mgr., Fred E. Johnston.
TERRITORY: Indiana County: Lake, Illinois Counties: Boone, Carroll, Cook, DeKalb, DuPage, Joe Daviess, Kane, Lake, McHenry, Ogle, Stephenson, Will, Winnebago (Exclusive.) Illinois Counties: Whiteside, Lee & Kankakee.
RADIO SETS: Zenith & Zenette. TUBES: Zenith.

*We Announce
Our Appointment as
Exclusive Distributors of*

LYRIC RADIO

and



in Chicago and Surrounding Territory

The Lyric Line

Consists of only five major models. A six tube superheterodyne with seven tuned circuits in a mantle model listing at \$49.50 complete and also in a full size console at \$69.50 complete.

A seven tube superheterodyne in a mantle model listing at \$69.50 complete.

An eight tube superheterodyne in a beautiful full size console listing at \$99.50 complete.

All models employ the use of the new Pentode and Mu tubes.

A price for every purse.

\$49⁵⁰ to \$149⁵⁰

The Mohawk Line

Consists of six outstanding models which have price appeal, appearance and unusual performance records.

The sizes vary from a four foot box at \$149.50 to the large DeLuxe all porcelain box at \$395.00.

All Mohawk Refrigerators are equipped with the famous Duozone unit—the only thing new in electrical refrigeration. Foods in a Mohawk box are preserved longer as the moisture is not withdrawn. One of the Duozone units is for the freezing of ice and desserts; the other unit for the cooling of the interior of the box.

In a Mohawk you now have quality at a price.

\$149⁵⁰ to \$395⁰⁰

Write, Wire or Phone for full Dealer information on these two outstanding lines

Wakem & Whipple, Inc.

Exclusive Wholesale Distributors

225 East Illinois St.

Phone Whitehall 6740

Chicago, Ill.

HOWARD RADIO

OF ALL the excellent work that HOWARD has done in the past, in the field of Radio, none is comparable with the new Howard Superheterodyne receiver.

This super receiving instrument not only has been given the benefit of the most advanced developments in radio, by employing the new Pentode and Variable MU tubes—but it so scientifically embraces the characteristics of these epochal developments that it possesses the elements of finality in radio performance.

For more than 10 years HOWARD has produced one outstanding receiver after another. It ever has been in the fore-front of Radio engineering. Even in its earliest beginnings, HOWARD battery receivers were admittedly the best in the then new radio world.

Now HOWARD again produces, in its new Superheterodyne, a radio that lifts the science to new and still greater heights—a radio receiver for the home which is so far in advance of present practice that it would seem to forecast the ultimate in radio reception.

The Howard dealer proposition is as good as its receivers.

Howard Radio Distributing Co.

154 E. Erie St.

Chicago, Ill.

Phone Superior 7814-5-6-7

CROSLLEY

OFFERS

8

TUBE SUPERHETERODYNES

PENTODE OUTPUT

VARIABLE MU

STEPLESS TONE CONTROL

DYNAMIC SPEAKERS

In A Line Of

CABINETS OF SURPASSING BEAUTY

If You Haven't A Crosley Franchise

You Are Missing The

Year's Hottest Line

DISTRIBUTED IN THE CHICAGO MARKET

BY THE

CROSLLEY

DISTRIBUTING CORPORATION

Whitehall 6946-47-48

160 E. ILLINOIS ST.

CHICAGO, ILL.

You're There With A Crosley

New Jersey

Radisco Dealers Inspect New RCA Victor Product

The Radio Distributing Corp., RCA Victor wholesaling organization, held a private pre-view showing for its selected franchise dealers at the McCarter Galleries, Robert Treat Hotel, in Newark, last month. About 400 dealers, from all parts of Radisco's Northern New Jersey and Northeastern Pennsylvania attended, and everyone, according to Max and Paul Krich, Radisco executives, "was most enthusiastic about the sales possibilities of the line, the beauty of the cabinets, and the satisfying of whatever needs there may be—low-priced, standard, or deluxe instruments, radio alone, radio-phonograph combinations, or instruments equipped with every conceivable faculty for home entertainment, such as new home recording on 10-inch disc, using a studio mike and the new and sensational long-playing records; a 10-inch disc playing 10-12 minutes on each side, and a 12-inch disc playing 15-16 minutes on each side."

Wilson Distributing "La Petite" Washer

E. M. Wilson & Son is acting as wholesale distributor of La Petite Washing Machine for Northern New Jersey, reports Fred D. Wilson, general manager. "This new electrical household appliance has already attracted considerable interest through trade journal advertisements," Mr. Wilson states, "and although we have as yet been unable to show samples, we already have many dealers ready to go ahead with the marketing of the device."

"La Petite Washer at \$29.50 is the lowest priced mechanical or electrical washing machine on the market," continues Mr. Wilson, "and aside from its price appeal, it has unusual eye value and performance, the most remarkable washing job that is possible to imagine in a washer which is so small. A principle entirely new to washing machines is used to bring about the water action. No motor, no transmission, nothing to oil, are some of the features of this new appliance."

Naedele - Janney's "Open House" Attracts Dealers

Holding forth with an "open house" display of the complete Stewart-Warner radio line, the new Stewart-Warner "Hollywood" movie camera and the Trupar "Mayflower" refrigerator on August 27th, 28th, and 29th was Naedele-Janney, Inc. Scott L. Baedele, J. D. Janney, D. M. "Duke" Derringer, and other officials of the distributing company acted as hosts to the large number of visiting dealers attracted by the display. The sales force was quite busy taking orders from dealers, who reacted most favorably to the display.

Refreshments were served continuously and the N. J. headquarters at 134 Sussex Ave. was quite a meeting place for radio merchants during the run of the show.

Majestic Dealers Wildly Enthusiastic Over Line

One of the most enthusiastic dealer gatherings ever assembled by Majestic got under way in the grand ballroom of the Washington Restaurant, in Newark, on August 26th.

Herb and Bernie, of the North Ward Radio Company, Majestic wholesalers for New Jersey, called the meeting for 10 o'clock, and as a result of 1,600 invitations had a turn-out which lasted all day and through the wee small hours of Thursday morning.

The new Majestic line for 1932 was acclaimed by the dealers as constituting not only the most attractive line that Majestic has ever produced but one which will, on account of the unusually low list prices, strike a popular appeal with the public this fall.

The exclusive Majestic features, the Spray-Shield Tube, the Modulated Circuit, Twin Power Detection, and the Grand Opera Speaker were prominently exemplified on large bulletin boards surrounding the wall of the ballroom. The Majestic refrigerators and the Majestic Automobile Radio were on exhibition as supplemental units to the main radio displays. A buffet luncheon was served continuously during the day and evening in order to facilitate dealer visits so that they would lose as little time from their own business as possible.

The Majestic advertising campaign, the largest that the company has planned since 1928, was outlined in visual form, with many specimens of the actual ads to appear in *The Saturday Evening Post* and other national publications.

While the meeting was of a combined business and social nature, the visiting dealers, urgent to receive their samples, placed orders with the North Ward representatives, and, in the words of Herb Fink, "These orders exceeded all expectations, although it was anticipated that this merchandise would be enthusiastically received."

North Ward hopes that all of the new merchandise will be in the hands of its retailers by September 1st.

Wholesale Radio Presents New Bosch Super-Het

The Wholesale Radio Equipment Co., wholesaling Bosch radios and Cunningham tubes to the New Jersey trade, enthusiastically presents the new Bosch super-heterodyne receiver, listing at \$76.50 complete.

"The latest Bosch addition places that line in a very favorable position from a competitive standpoint," states Harry Salzman, executive of Wholesale Radio Equipment. "At the same time, the Bosch newspaper campaign is in the making and will break about the middle of September. This newspaper campaign is to be the most pretentious that they have ever engaged in in the Jersey market, and no doubt will result in a decided stimulus in Bosch business."

Walter Ferry Reports Very Favorable Business

One of the few distributors who weren't holding "open house" demonstrations and displays last month was Walter Ferry, head of Radio & Electrical Distributors, Inc., which, although it is the newest, is one of the most aggressive of the trade's jobbing organizations in Northern New Jersey.

"Business is good," Mr. Ferry informs the JOURNAL. "The Regal Washer, manufactured by the Grinnell Washing Machine Co., is standing up very well, and the quality and reliable performance of this machine are winning new friends daily. In addition, the Dominion line of appliances is annexing new business for us among the dealers."

One of his appliances that are going over with a bang is the Sunbeam Mix-Master, declares the Radio & Electrical Distributors head. "This item is meeting with a great response everywhere. The line of Belden radio accessories is also maintaining a good sales average," he reports.

"We feel most optimistic about business for the new season," asserts Mr. Ferry. "It isn't hard for us to say, 'Business is good.'"

Motor Majestic Service-Sales Stations Lined Up

Service stations are being appointed for handling Motor Majestic installations and sales in each county in New Jersey territory by North Ward. In addition to the 14 stations already established in Essex, Union, and Mercer counties, new appointments were made as follows: Greenbaum's Radio Shop, Paterson; Hansen Sales, Inc., Montclair; Scotts Radio, Asbury Park; Hurd Electric & Radio, Elizabeth; George E. Hoffman, Rahway.

Quoting Court Shaw, trade promotion manager of North Ward, in charge of Motor Majestic: "Last week we had a rush of business which swamped our three local shops and resulted in installations in a fleet of cars ranging from sixteen-cylinder Cadillacs to Ford coupes. They say that there are twenty-four million pleasure cars in the United States, and I venture the guess, from the way that they have been coming to us here, half of these are in New Jersey." Other connections will be made among automobile agencies and Majestic radio dealers for the balance of the territory.

H. Salzman Vacation Bound

Harry Salzman, of The Wholesale Radio Equipment Co., and one of the most popular figures in the New Jersey trade, is vacation bound now, and will be gone until after Labor Day. "I am spending my vacation with Samuel Salzman, of our New York office, up at Lake Placid," Harry informs the JOURNAL. "I have every confidence that the fish up in that neck of the woods know nothing about any depression, and if they do, I will simply have to resort to golf."



The MOVIE-MAKER

Motion Picture Camera

\$10⁰⁰

The Fastest Selling Camera
in the Motion Picture Field

Here at last is a high quality guaranteed motion picture camera at a price to reach every pocketbook. It takes clear satisfactory pictures yet is extremely simple in operation and construction—uses any standard 50 foot reel of 16mm. film.

It is supplied in black, green, blue or tan enamel finish. Has a universal focus lens, clear finder footage indicator and carrying strap. The MOVIE-MAKER motion picture camera is just what your customers have been looking for.

Phone or come to our nearest office and see a demonstration of this very remarkable product. The proposition is unusually attractive.

\$1275



PATENTS
PENDING

The MOVIE-MAKER Projector is a fitting companion to The MOVIE-MAKER Camera complete ready to run with two 400 foot reels, a 100 watt projection lamp at no extra cost. Never before equalled in quality and results.

ESTABLISHED 1907

Krich Light & Electric Co.

TRENTON, N. J.
226-228 SOUTH WARREN ST.
PHONE TRENTON 3-6020



ASBURY PARK, N. J.
711-713 MAIN STREET
PHONE ASBURY PARK 3369

INCORPORATED

MAIN OFFICE: 558-560 BROAD ST., NEWARK, N. J. PHONE MITCHELL 2-9870

The FADA line is a HAND-WROUGHT CHAIN -- with NO WEAKEST LINK



Model 53
Lowboy Con-
sole, 7-Tubes
with Pentode
& Multi Mu.
\$89.50



Model 48
10-Tube De-
Luxe Super-
het.
\$147.50



Model 45
8-Tube
Superhet
with push-
full Pentodes
\$112.50

*No Weak Sister
here to Sap
the Profits*

Every FADA not only sells itself, but keeps itself sold. FADA dealers have no further use for costly service departments. They are putting those red-ink expenditures into EXTRA SALES and enjoying profits that come only from a perfect line backed by a sound merchandising policy.

A FADA franchise assures you of both — better see us at once about it.



Model 51
7-Tube Superhet with Power
Pentode. Table Model.
\$69.50



Model 49
DeLuxe 10-Tube Superhet.
\$175.00

FADA Radio

Write, Wire or Phone for full information

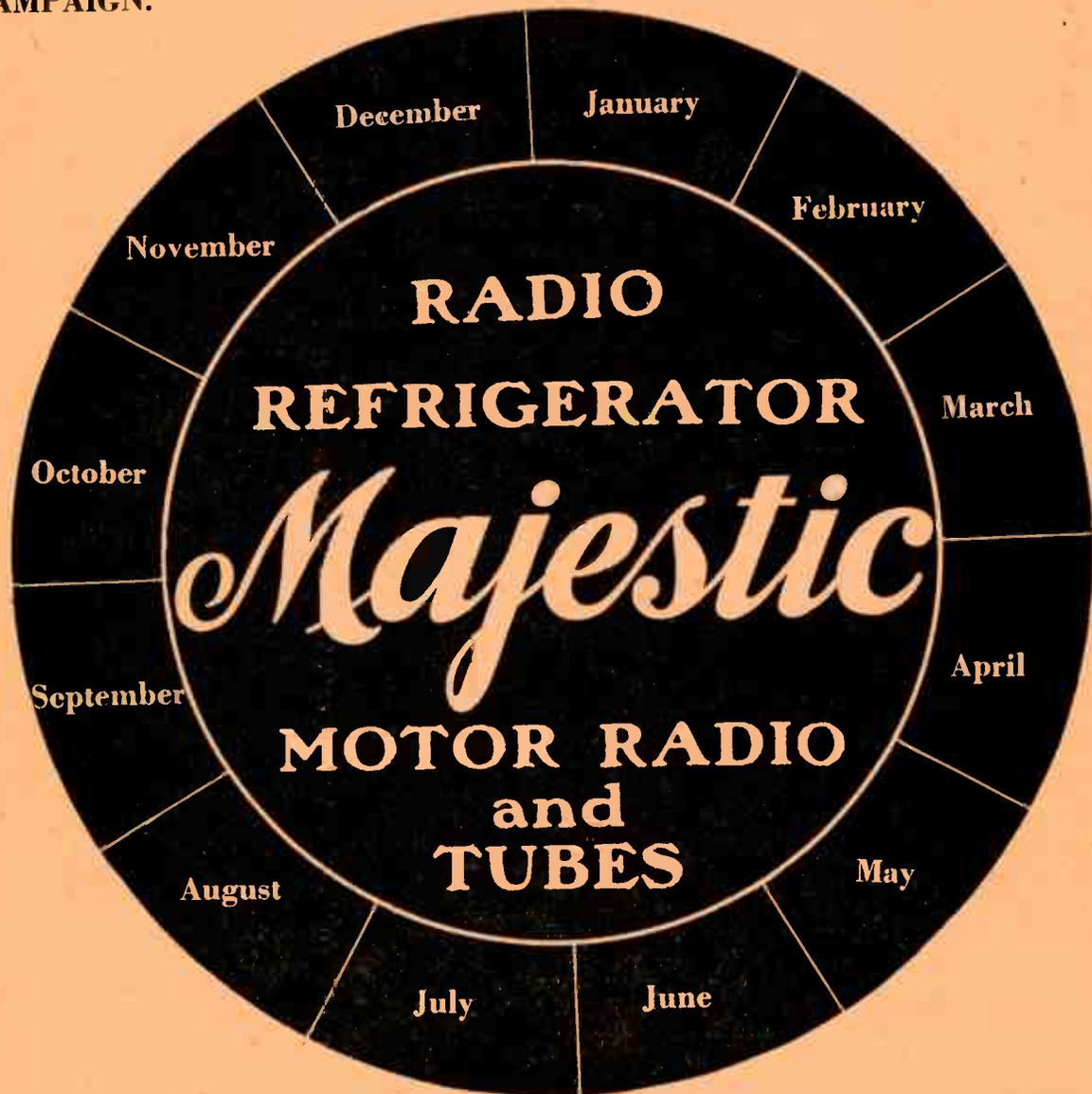
ESSEX DISTRIBUTING CORP.

40 William St.,

Newark, N. J.

IT'S HERE!

THE GREATEST RADIO LINE MAJESTIC HAS EVER OFFERED, FEATURING SPRAY-SHIELD TUBES, TWIN POWER DETECTION, MODULATED CIRCUIT AND GRAND OPERA SPEAKER AT LOW LIST PRICES AND LARGER DISCOUNTS BACKED BY MAJESTIC'S GREATEST AD CAMPAIGN.



NOW, AS NEVER BEFORE SINCE 1928, IS YOUR OPPORTUNITY AT HAND TO ENJOY A VOLUME BUSINESS WITH GREATER PROFITS.

VISIT OUR EXHIBIT HERE THIS WEEK

Wholesale Distributors for Northern New Jersey

NORTH WARD RADIO CO. INC.

367 PLANE STREET

NEWARK, N. J.

Sells 400 Regal Washers in 30 Days!



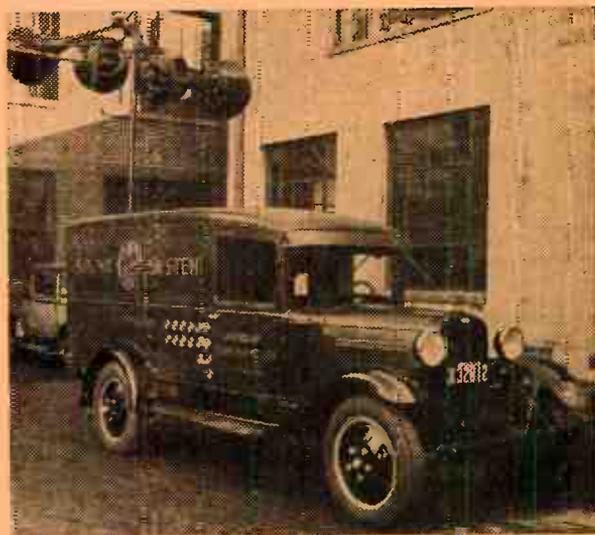
The new Regal washer at \$59.50 has created a sensation in the trade. That is the reason why radio dealers are adding Regal to their line. Looks and performs like a hundred dollar machine. One dealer sold 400 Regals in his first 30 days with the new model. Leads for this washer can be built up to higher-priced models.

Note These Quick Sales Features

59⁵⁰ Lovell wringer with balloon rolls—4 blade submerged agitator—large tube—porcelain inside and out—direct drive and duxex oilless bushings make the Regal Service Proof—Westinghouse Motor, Bassick casters—sell Regals with Briggs-Stratton gasoline motors also.

Get This Long-Profit Business!

Schools, fair grounds, political rallies, hotels, apartments, all want amplified speech and music facilities. You can provide it temporarily at huge profit with your own Amer Tran installed truck, or you can sell the equipment outright. Amer Tran Sound System uses the finest apparatus obtainable, designed in flexible units that make any job simple.



*Get Our Special Proposition on
These Two Profit-Making Products*

Radio & Electrical Distributors, Inc.

Distributors for Northern New Jersey

9 Elder Place

Newark, N. J.

Phone MARKET 3-2837

Cash-In on the Only New Thing in Radio!

Bring Thousands of Last Year's
Customers Back to Your Store

Stewart-Warner offers the only line in radio that is "different" enough to rouse a flood of buying demand. World-wide reception will thrill your customers and make them dig. Short-wave converters can be sold to every radio owner. Even interest in television can be turned into an "all-wave" sale.



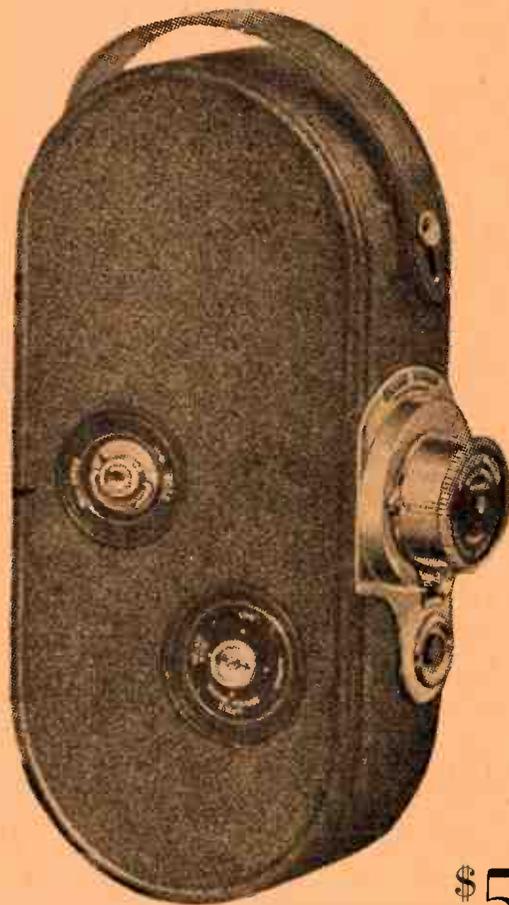
De Luxe Console

\$23⁹⁵ to \$104⁷⁵

Is the price range of the 11 Super-value Marched 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.

And Cameras!

Backed up by the heaviest national advertising campaign ever conducted for a home-movie camera, the HOLLYWOOD Model can be retailed profitably at the lowest price ever quoted on a camera of comparable quality.



HOLLYWOOD
HOME-MOVIE
CAMERA

\$50.

Get Started Today!

Naedele-Janney, Inc.

134 Sussex Avenue,

Newark, N. J.

Northern New Jersey Distributors

WILSON

Offers three hot numbers to the radio dealer who needs more business

UNIVERSAL

Vacuum Cleaners

\$2450

Retail

WONDERFUL
VALUE

FULL SIZE

POWERFUL
SUCTION

FULL
PROFIT



Model 425

\$3950

Retail

Motor driven
brush

Beating-Sweeping
cleaning action

One of the
fastest
sellers in
the market



Model 585

WRITE OR PHONE FOR
INFORMATION AND OUR SALES PLAN

E. M. WILSON & SON

11 Lafayette St.

Newark, N. J.

Phone
Market
2-0300

Also Distributing

Universal Washers

Universal Appliances

Clarion Radio

Cunningham Tubes

Eveready

Hammond

Delco

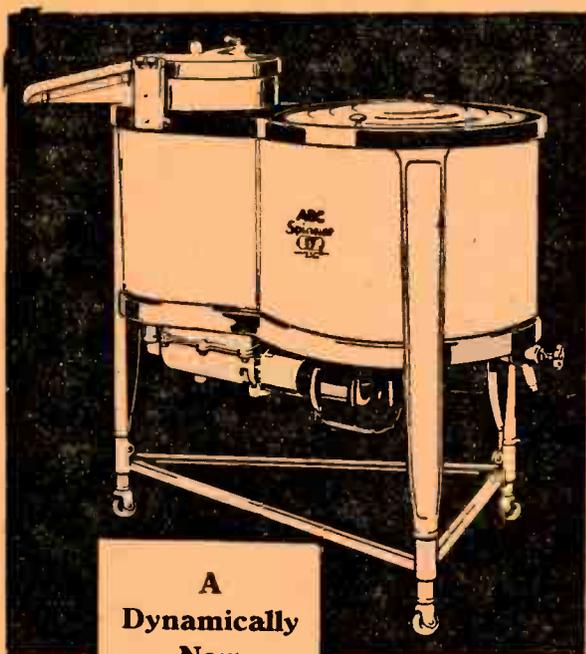
La
Petite
Washer

\$2950

Retail Price



It's
New!



**A
Dynamically
New
Low Priced
Wringerless
Washer**

LIST PRICE
\$12950

ABC

**WASHERS
IRONERS
ELECTROTABLE**

AMERICA'S LEADING WASHING MACHINES AND IRONERS

Today ABC presents a line of washers that is

**100% porcelain
100% complete
100% quality
100% modern
100% saleable**

In addition to a most complete line of porcelain washers, ABC presents the new ABC Automatic, Convertible Ironer in three popular models, and the new ABC Electrotable.

We Invite Dealer Inquiries for Franchises

Sole Distributor in Northern New Jersey

KRICH DISTRIBUTING COMPANY

560 Broad St.
Newark, N. J.

711 Main St.
Asbury Park, N. J.

226 So. Warren St.
Trenton, N. J.

New York City

Triangle Obtains Williams Ice-O-Matic Line

The Triangle Radio Supply Co., Inc., which acquired the Williams Ice-O-Matic electric refrigeration for distribution to the local trade last month, is formulating its plans for merchandising the line. A showroom is being built at the Triangle quarters for the display of the Williams models.

"We expect our first carload the end of the month," said Frances A. Linde, booster of sales for the Triangle organization, in formed the RADIO JOURNAL late in August, "at which time we will be prepared to invite our many dealer friends in to see the line, which, we feel, is a most acceptable and worthy one. In the meantime, our entire organization is 'pepped up' with plans for the future of our new Ice-O-Matic department."

Triangle is appointing Williams Ice-O-Matic dealers in Manhattan, Bronx, Westchester, Kings, Queens, Nassau, and Suffolk counties. Herman A. Linde, president of the company, who has established an enviable reputation with his wholesaling of the Fada radio line, stated recently, with

reference to the Williams product:

"The Ice-O-Matic line is the most complete in the field of electric refrigeration. It covers every profitable type of installation, from small domestic units to huge commercial equipment. Ice-O-Matic gives you cabinets for the home that range in capacity from 4 to 13 cubic feet, covering all domestic requirements."

Crosley Distributing Corp. Displays Wares at Edison

The new 1932 Crosley products were presented to the local trade by the Crosley Distributing Corp. at the Hotel Edison on August 4th, 5th and 6th. The "124" line of receivers met with an enthusiastic reception from the dealers. William H. Bishop, manager of the Crosley Distributing Corp., was well satisfied with the showing.

K. W. Appointing Limited Number of Sonora Dealers

Under a new plan of sales policy, the K. W. Radio Co., Inc., headed by Len Welling, just appointed exclusive Sonora distributor in the local area, will appoint only a limited number of dealers in restricted territories.

The five models in the line, which range from midget to high boy and list from \$39.50 to \$99.50, are now on display at the K. W. headquarters at 67 W. 44th St., N. Y. "A model which will create a great deal of interest to the trade will be the 10-tube super-heterodyne with full range ma tubes, pentodes in push pull, automatic volume control, meter tuning, and full vision of illuminated dial," reports Mr. Welling. This model will "create a sensation at the price of \$99.50," and "never before in the history of radio has there been such an outstanding value offered to the trade," he adds.

Dealers Drawn to Musical Products' 4-Day Display

Musical Products Distributing Co., Inc. introduced the new Majestic line of receivers to its dealers late last month with a four day display at the Park Central Hotel. Bernard D. Colen, president, and Murray Gruhn, were on hand at Suite 1921 welcoming dealers visiting the housewarming and demonstration of the Grigsby-Grunow models. Luncheon was served from 12 to 2 p.m., dinner from 6 to 8 p.m. daily and refreshments were to be had throughout the day. The new models created genuine enthusiasm among the radio merchants who came from far and wide to inspect them.

Joining the Colen organization as special contact man and sales promotion manager is Hal Sheer, formerly sales manager with the K. W. Radio Co. and later with Bruno-New York, Inc.

Nocare Appoints Latham & Commonwealth Jobbers

E. B. Latham & Co., Atwater Kent distributor, and Commonwealth Radio Distributing Corp., wholesaling the Stewart-Warner product, have taken on the Nocare automatic electric steam radiator.

Strong Array of Wares Is Shown by Commonwealth

O. W. Ray, president of the Commonwealth Radio Distributing Corp., played host to scores of visiting dealers at his new offices on the third floor of 15 Laight St., Manhattan. An exhibition of his lines, the new Stewart-Warner radios, the Stewart-Warner camera, the Nocare electric steam radiators, the Enpeeco home washers and dry cleaners, and Radiotron and Sylvania radio tubes, was featured by Mr. Ray.

They represent an exceptionally strongly array of wares for retailers, in the opinion of Mr. Ray, and realize the "Year-round Profit for Commonwealth Retailers" slogan which the company is proclaiming.

The Commonwealth display was one of the best seen in the city. Buffet luncheon was served for Mr. Ray's many guests. The Commonwealth head is particularly enthusiastic over the new S-W low wave converter with television hook-up. "It makes every radio owner a prospect," he declared. "The short-wave converter, incorporated in a number of the Silver Jubilee models, and sold as a separate unit to be used with practically any A.C. set, is highly efficient yet remarkably simple in operation. World-wide reception, direct broadcasts from the European capitals, ships at sea and the far-off Orient are available direct with the new S-W short-wave equipped sets."

Commonwealth recently opened a new branch at 338 Central Ave., Albany, which district is included in its vast territory. Open house was held there, too, under the auspices of the newly appointed manager, H. W. Boettscher, former Stewart-Warner factory representative.

Utilities World Corp. Starts Norge Campaign

The Utilities World Corp., at 205 E. 42nd St., Manhattan, which as Gross-Brennan's refrigeration sales subsidiary is piling up some enviable sales records with the Norge electric refrigerator, launched a 60-day Norge Rollator Marathon on July 15th with a large meeting of its dealers at the Hotel Edison.

The campaign to date has been most successful, reports H. A. Brennan, president of the Utilities World Corp.



Herman A. Linde



Brooklyn radio dealers investigate the Sampson-United line of electric appliances

Triangle Answered Your S O S With a LIFE-LINE of Super Radios



— NOW —

Triangle Responds Once More

with

**WILLIAMS
ICE-O-MATIC
REFRIGERATION**

We offer an opportunity to a few aggressive dealers in the counties of Manhattan, Bronx, Westchester, Putnam, Kings, Queens, Nassau and Suffolk to increase their profits through our acquisition of this complete refrigeration line.

Consistent with our policy, we distribute only standard Merchandise — FADA — Manufactured since broadcasting began.

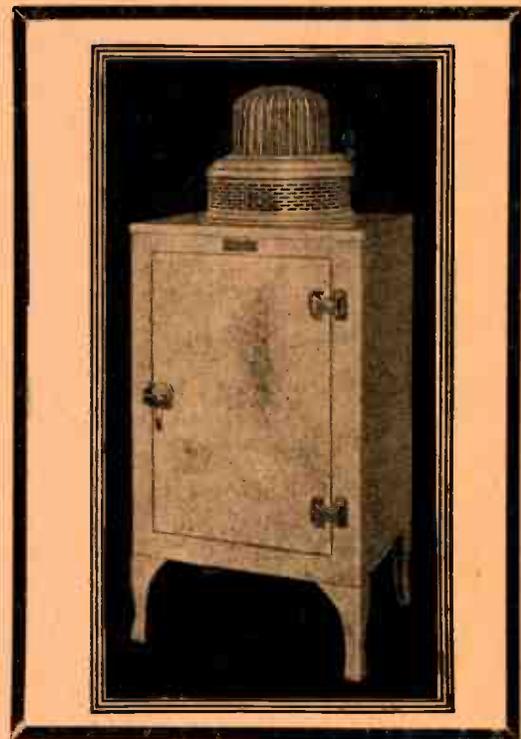
WILLIAMS ICE-O-MATIC—

by the makers of

WILLIAMS OIL-O-MATIC

the popular oil burner.

Visit our new showroom and SEE this beautiful line of refrigerators or ask one of our representatives for complete information.



**The Perfect Electric
Refrigerator**

Manufacturers'
Distributors

**Triangle
Radio Supply Co.
INCORPORATED**

381 Fourth Ave.
New York

THE PYRAMID OF SERVICE

Detroit

New G. E. Sets "Click," Says A. S. Joseffy

The new General Electric radio receivers, consisting of 12 separate models, 11 with the super-heterodyne circuit, are meeting with the warm approval of the dealers, states A. S. Joseffy, appliance sales manager of the Lake States General Electric Supply Co., handling the G. E. line of products.

Returning recently from a business trip to Cleveland, Mr. Joseffy declared that two of the new G. E. sets have been equipped with clocks because of the intense interest expressed by the public in receivers offering a modern electric time-piece. The two models so equipped are the Georgian and the Longfellow. Dealers believe these models have unusual sales possibilities, according to Mr. Joseffy.

The G. E. Junior Console, he continues, is especially suitable for a small home, as it takes up a minimum of floor space and also harmonizes with small home or small apartment atmosphere. Encased in a walnut cabinet, lacking elaborate ornamentation, and equipped with phonograph connection for the G. E. end table, the Junior Console should be a good seller, Mr. Joseffy asserts. The G. E. Junior, which also arouses his enthusiasm, is an 8-tube screen grid super-heterodyne with a full-sized dynamic speaker in a walnut cabinet, in appearance like a mantel clock of the 18th Century, an upright that is easily portable because of its handle on the top.

Republic Pleased with One Minute Washer Sales

The One Minute Washer, recently acquired appliance line of the Republic Radio Corp., distributing Zenith radios, has more than justified itself as a "best selling" commodity, says H. M. Ferguson, secretary of Republic Radio. Radio dealers are doing some fine work with the washer, he states.

Republic Radio Corp. also distributes the Clement vacuum cleaner throughout the state of Michigan, the three northern counties of Indiana and Fort Wayne and South Bend.

Electrical Specialties Looks Forward to Good Trade

The Electrical Specialties Co., very proud of its new shipments of the Stewart-Warner line of radio receivers, is highly optimistic about future business. The six sets comprising the current Stewart-Warner product have optional A.C. or D.C. current and five of them can be had with or without low-wave converters.

Devine Back on the Job

An enjoyable vacation time was had by Thomas Devine, presiding over the local Columbia branch. Tom spent two weeks of August hunting and fishing near Sprague, Ont.

Wilks Displays Sparton Line to Dealer Crowds

The new Sparton merchandise, including the Visionola, was displayed at the new quarters of the Wilks Distributing Co., at Convention Hall Building on Cass Ave. Sparks-Withington dealers found it a most profitable and instructive session to attend. E. P. Wells is manager of the Detroit branch of the company.

Genuine showmanship entered into the cleverly worked out Wilks showing. A miniature theatre was set up for exploiting the Visionola, which had to be demonstrated practically during the entire run of the display, so great was the interest expressed by the dealers who were particularly impressed by the many roles the instrument fills and the ease with which it does the many things required of it. A large number of films and discs were used and the talking points concerning the Visionola were centered upon its moderate price, its performance and its varied abilities.

A real liking was expressed by all attending for the commodious new headquarters of the Wilks Distributing Co. The offices offer four times the space than did the old location and they and the display rooms and store rooms reflect the many advantages derived from the change of address.

Permitting entrance both from the arcade of Convention Hall and from Cass Avenue, the new distribution quarters display room is shaped in the form of a large "L" fashioned with light gray walls and gray hangings.

State Distributors Follows Worthwhile Tube Policy

State Distributors, Inc., has found that the sending of a rebate check to its Radiotron dealers, following announcements of tube reductions, has worked out very satisfactorily. Eugene S. Goebel, secretary and treasurer of State Distributors, handling the complete RCA Victor line, describes it as "one of the most successful ideas that we have been using during the past two years."

"This forwarding of a check without asking for actual dealer inventory or asking dealers to prove purchase, has resulted in greatly increased Radiotron sales," says Mr. Goebel. The check is mailed the same day as the announcement of the reduction.

Redford Radio Shop in Temporary New Quarters

On account of repairs going on outside in the street pavement, the Redford Radio Shop, at 22009 Grand River Avenue, has moved upstairs to the second floor of that address. The street repairing activities have made it rather hard for merchants in this vicinity, and some of them have closed up entirely. However, the Redford Radio Shop will continue in its temporary quarters until the activities outside its door have been completed.

Radio Distributing Co. "Haywire" Over A-K Line

The Radio Distributing Co., with offices located in Detroit, Grand Rapids and Toledo, is doing a keen business at the present time with the new Atwater Kent line. G. N. Tobias, general manager of the company, was most enthusiastic over the A-K merchandise following his return from the recent convention of the A-K jobbers in Atlantic City and his high spirits are paralleled by the comments of D. W. Burke, president of the organization. The same enthusiasm has permeated the entire personnel of the Radio Distributing Co.

It is the opinion of Messrs. Burke and Tobias that the new A-K line is the most extensive ever released by the Philadelphia radio manufacturer and that it presents a set to fit every purse and gives even more merchandise value for the dollar than heretofore.

Morey Plans an Intensive Job on Zenith Line

With a high-ho to his wide circle of acquaintances among the distributor and retailer circles, Jacob Morey, president of Morey & Co., on East Grand Boulevard, is back from a well-earned vacation. He spent two very delightful weeks at North Port Point, in the Leelanau peninsular.

Mr. Morey, who wholesales the Bosch line and Eveready tubes, is launching a heavy drive for fall business. Describing the United American Bosch Magneto Corp. product as "foremost" and popular with dealers and public he predicts that Bosch sets will be sold heavily in his territory during the fall and winter months.

W. H. Oatan Associated with A. G. Haggerty

Following the dissolution of the Kennedy-Detroit Co., over which he presided as president, William H. Oatan is now associated with A. G. Haggerty, who distributes the Clarion radio line in the territory.

Campbell-Penfield Jobber for Sylvania Product

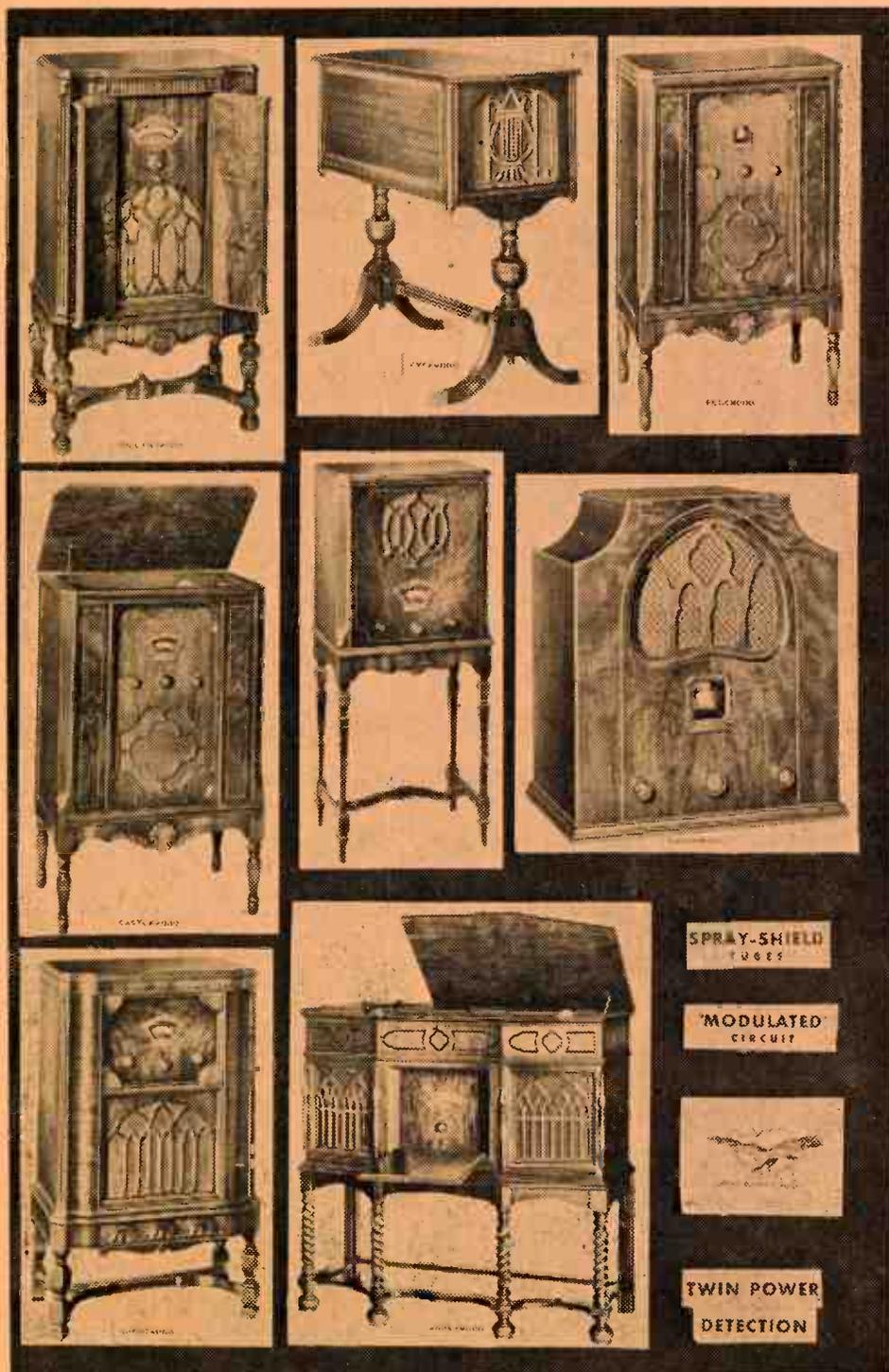
The Campbell-Penfield Co. has re-entered the distribution field. The company will wholesale Sylvania tubes and the Vis-O-Meter, Sylvania's tube tester. It continues to retail the General Motors line.

Radio Specialties Moves

The Radio Specialties Co., television equipment outlet, has moved to new quarters at 171 Jefferson Ave. East. The company is headed by Donald M. Norton, as president, and Robert O. Brown, as vice-president.

Superheterodyne
Multi-Mu
Spray-Shield
Pentode
"Modulated"
Twin Power Detection

all new
Majestic
Features



MAJESTIC HAVENWOOD

Exceptionally selective and beautifully toned. Georgian design with recessed Gothic grill in matched walnut front panel. Imported boxwood inlays. Majestic 5-tube superheterodyne chassis providing "Modulated" circuit, tone control, Spray-Shield and Pentode tubes and full dynamic speaker. Complete with tubes. **\$44.50**

MAJESTIC ELLSWOOD

A lowboy of early English design with recessed center panel and matched butt walnut side panels. Handsome wood carving. Equipped with Majestic 5-tube superheterodyne chassis of monitor construction, using Spray-Shield and Pentode tubes, "Modulated" circuit, tone control and Grand Opera Speaker. Complete with tubes. **\$59.50**

MAJESTIC FYFEWOOD

An end table model of Duncan Fyfe design. Top is beautifully grained matched butt walnut—side panels bordered in imported marquetry inlay. Majestic 5-tube superheterodyne chassis utilizing new "Modulated" circuit. Spray-Shield and Pentode tubes, tone control, static modifier and Grand Opera Speaker. Complete with tubes. **\$64.50**

MAJESTIC CHELTENWOOD

Hepplewhite design in matched butt walnut and imported boxwood inlays. Majestic 9-tube superheterodyne chassis with Twin Power Detection, Twin Pentode Output, Spray-Shield tubes, tone control and Grand Opera Speaker. Complete with tubes. **\$79.50**

MAJESTIC BRENTWOOD

Jacobean Lowboy with marvellously grained matched butt walnut center panel with lacewood overlays. Side panels of Serpentine curved walnut. Recessed Gothic grill. The Majestic superheterodyne chassis uses 9 tubes, including Spray-Shield, Multi-Mu and Twin Pentode Output. Twin Power Detection, tone control and Grand Opera Speaker. Complete with tubes. **\$99.50**

MAJESTIC ABBEYWOOD

Our finest radio-phonograph. True Charles II period in butt walnut, exquisitely inlaid. The Majestic 10-tube superheterodyne chassis; Automatic Volume Control. Spray-Shield and Multi-Mu tubes, Twin Power Detection and Twin Pentode Output; tone control and Twin Grand Opera Speakers. Electric pick-up and turntable; Automatic Record changer, handling 10 records. Complete with tubes. **\$290**

SPRAY-SHIELD
TUBES

MODULATED
CIRCUIT

TWIN POWER
DETECTION

Detroit and Michigan Majestic Dealers

"Astounding" is truly the word to describe the latest Majestic line. Containing all the latest and best "tested" features known to radio science.

"Outstanding" in value, prestige and selling qualities. Exceeds in every known point of radio set superiority.

"Withstanding" all competitive conditions and backed by huge fall advertising.

*See the new Majestic line
at Detroit—August 31st-September 1st
at Grand Rapids—September 1st and 2nd
at Saginaw—September 2nd and 3rd*

Detroit Majestic Products Corporation

Distributors

Majestic
Radios

DETROIT, MICHIGAN

Majestic
Refrigerators

TEAR OFF AND MAIL FOR PARTICULARS

DETROIT MAJESTIC PRODUCTS CORP.

Detroit, Mich.

Please send me free particulars of the new Majestic line.

Name

Address

**COUPON
T.M.&R.J.**

Every Radio Dealer In Michigan Reads The JOURNAL

Every dealer in Michigan who buys radio or electric appliances from recognized Michigan radio distributors reads The Talking Machine & RADIO JOURNAL this month and every month.

Our Michigan mailing of the September issue totals

1,812 Copies

We add new readers as fast as they come into business and eliminate the "debris" faster than any other mailing list.



WE CAN PROVE THESE FIGURES

New Models

Here are the latest additions to the lines offered by manufacturers

Stromberg-Carlson

Nos. 25, 26 and 27, all super-heterodynes and priced at \$175, \$210 and \$365 respectively, are included among the present line of receivers of the Stromberg-Carlson Telephone Mfg. Co.

Model 25, S-C's lowest priced complete console to date, embodies extra precautions in design to avoid the defect known as "image" or the tuning-in of a station at more than one point on the dial. Non-radiating, the set is totally shielded to preserve "home" selectivity. It has permanent phonograph connection. Walnut finish cabinet is of lowboy type and is 43 ins. by 27 $\frac{3}{4}$ ins. by 16 $\frac{3}{8}$ ins.

The 26, with phonograph option, is so made that the addition of the No. 1 Phonograph Panel Assembly, in the space provided, makes it into a complete combination without cabinet alteration or exterior attachments. Equipped with the same operating unit of the 25, it combines fine audio quality with high selectivity and extreme sensitivity. Furnished in a highboy walnut finish cabinet with doors and hinged top lid. 48 $\frac{1}{2}$ ins. by 27 $\frac{1}{2}$ ins. by 16 $\frac{3}{4}$ ins.

The 27 contains an automatic volume control maintaining volume at any predetermined level under all normal conditions, while its range control allows for quickly adjusting for best reproduction when operating on an extremely powerful local station. A visual tuning meter insures accurate station selection, while a silent push button eliminates background noises while tuning. It, too, has a permanent phonograph connection and provision for connecting electrical remote control. Set is non-radiating and totally shielded. Its electro-dynamic speaker gives double the usual sound output for a given electrical input, it is claimed, and it is combined with the receiver chassis in a cabinet dimensioned 48 $\frac{1}{2}$ ins. by 27 $\frac{3}{4}$ ins. by 17 $\frac{3}{4}$ ins.

Vitascope Camera

The Movie-Maker, motion picture camera, using 50 feet of standard 16 mm film, weight



2 $\frac{1}{2}$ lbs., has just been introduced by The Vitascope Corp. \$10.00 is the retail price. It is said to incorporate new principles of moving picture camera construction, with simplicity of its working parts being its outstanding feature. Simplicity likewise is claimed in its operation. No focusing is required and all that is necessary is to locate the subjects in the finder and then turn the handle at moderate speed. The convenient size of the camera permits easy insertion into a coat pocket or it can be carried by means of the leather strap.

The case is of heavy grade metal with crackle finish in black, blue, tan or green, while the finder is regular waist level camera type, clear and brilliant, it is claimed. The lens, Achromatic F:3, universal focus, easily cleaned, the new barrel type shutter, positive and dependable, and the intermittent two-claw grip, insuring steady pictures, are other features. A sprocket feed and take-up are combined, with teeth and rollers machined, while the automatic take-up spring of standard design, the camera drive and the self-centering film pressure plate, removable and easily cleaned, are featured.

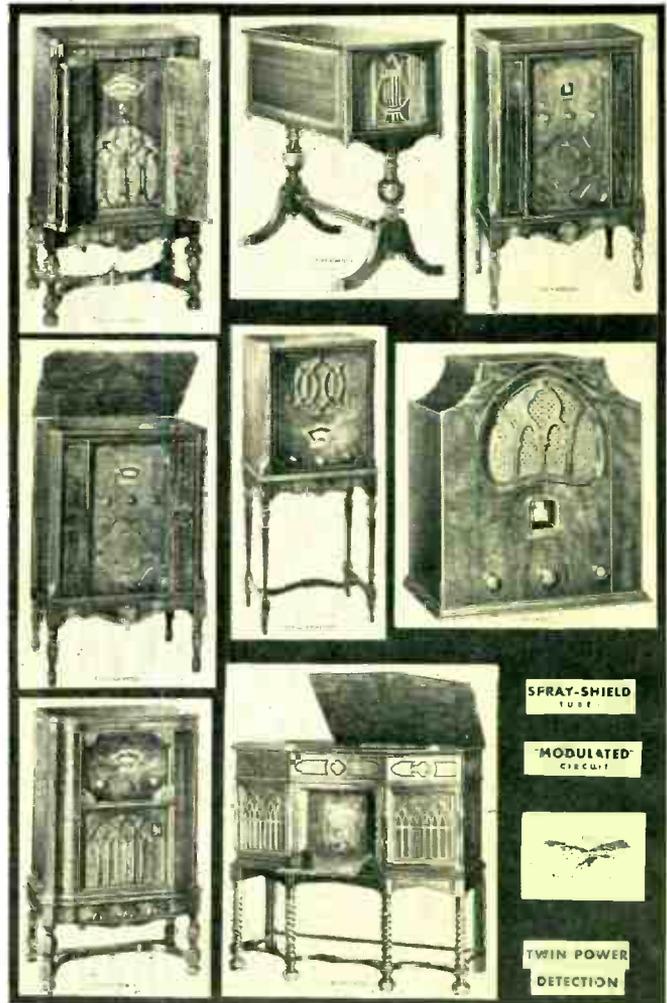
In addition, Vitascope offers the Home-Movie Projector, with 100-watt projection lamp, pre-focus type, and two 400-foot reels at no extra charge, at \$12.75. It operates by hand crank at any speed desired and plugs into AC or DC electric light circuits. Weight is 6 $\frac{1}{2}$ lbs.

Majestic

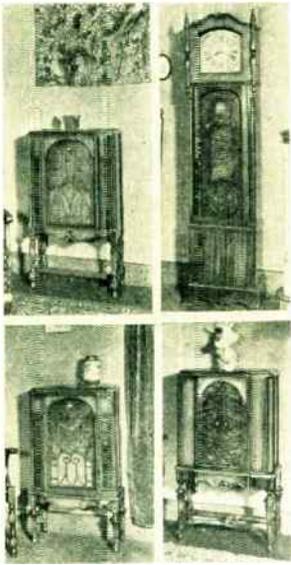
The Spray-Shield Tube, Twin Power Detection and the Modulated Circuit are the innovations incorporated into the line of 8 new receivers offered by the Grigsby-Grunow Co. The latest Majestic line of super-heterodynes (each name ending in "wood") consists of the Havenwood, table type, \$44.50; the Ellswood, early English console, \$59.50; the Fyfe-wood, end table model, \$64.50; the Castlewood, early English lowboy combination, \$109.00; the Cheltenham, miniature Hepplewhite highboy, \$79.50; the Brentwood, Jacobean lowboy, \$99.50; the Collingwood, Tudor console, \$165.00; the Abbeywood, Charles II combination, \$290. All complete with tubes.

The Spray-Shield Tube is found in Majestic tubes such as multi-mu G51, screen-grid G-24 and G-27 and was developed from a German principle.

Two detectors working together, passing the sound from the radio frequency stages to the tubes handling audio frequency impulses, developed from ideas imported from England, is featured in the new models under the name, "Twin Power Detection." The "Modulated Circuit," worked out in collaboration with Hazeltine laboratories, enables one tube to carry out the functions of two tubes usually found in super-heterodynes, it is stated, and one tube now performs both as first detector (mixer) and oscillator, a G-47 pentode replacing a pair of 45's.



Crosley



The new series of Crosley sets, comprising 5 "124" models, utilize an 8-tube push-pull pentode exponential or variable mu super-heterodyne chassis and use the following tubes: two '47 pentodes, two '35 or '51 variable mu, two '27s (detector and oscillator), one '24 fixed mu and one '80 rectifier.

The Playboy, a table model, \$49.75; the Cheerio, a console, \$65.00; the Merry Maker, a console, \$75.00; the Announcer, a console, \$85.00, and the Playtime, a hall electric clock model, \$95.00, make up the new line. Each is complete with tubes, contains the latest type Crosley full floating moving coil dynamic speaker, incorporates continuous (stepless) static and tone control and the latest type instant vision dial calibrated in myriacycles.

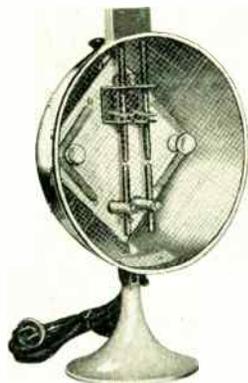
The Playboy is 17 ins. high, 17½ ins. wide and 10¼ ins. deep.

The Cheerio is 40½ ins. high, 23½ ins. wide and 10¾ ins. deep. The Merry Maker is 40 ins. high, 23¾ ins. wide and 11¾ ins. deep. The Announcer is 42½ ins. high, 23¾ ins. wide and 13½ ins. deep. The Playtime is 66¾ ins. high, 16 ins. wide and 10¾ ins. deep.

Palm Beach Sun Lamps

Twin arc (M) and single arc (L) table models and corresponding floor models (P and O) are the sun lamp product offered by the Keene Chemical Company. The twin arcs use 4 carbons 6 ins. long by 8mm. diameter. M is priced at \$12.50 and P at \$20.00, with stand. The single arc model uses 2 carbons 6 ins. long by 8mm.

diameter. L is priced at \$7.50 and O at \$15.00, with stand. Each lamp has a reflector made of heavy gauge polished aluminum and is 11 ins. in diameter. Provided with a screen that fits over the reflector and snaps into place. Will operate on either AC or DC; 110 volts; rated at 1,000 watts. Each lamp is 16 ins. high and weighs 6 pounds. Packed one to a carton complete with goggles, one set of carbons, 6 ft. extension cord and instructions. The twin arc model has an automatic adjustment so that the lamp is 16 ins. high and will go out by itself after 4 minutes of burning. The similar adjustment in the single arc model insures the lamp going



out by itself after 6 minutes of burning. The telescoping floor stands for O and P can be adjusted in height from 36 to 54 inches; the base has a 10½ in. spread and the lamp and stand weigh 20 pounds. The table models can be attached to wall.

Royal Zenith Projector

The Royal Zenith Sound Projector, for the presentation of audible motion picture films, is offered by the Pulverman Corp. It is available in Models A, B and C. A, of the portable type, is equipped with removable legs, is light in weight, and is sturdily constructed. B, illustrated herewith, is built for heavy duty and the long grind for everyday theatre work. The final model, C, a valise type of projector, weighing 55 pounds and therefore portable, is as dependable as the other models, it is said, although it is naturally simpler in its operation. In each machine the manufacturer claims to have incorporated sound and projection mechanism that stands up under continual use. Amplification is furnished with the Royal Zenith projectors whether for theatre or non-theatrical purposes.

Curing Radio Interference

(Continued from page 21)

and the power companies co-operated in trimming the trees and the noise ceased.

During the four years that the Interference Committee has been carrying on its work, service calls have shown a decided downward trend each year, proving that a great number of complaints formerly charged against the radio receiver were due to causes outside of the set itself.

Then, too, customers have been educated to the further fact that good reception can't be expected from obsolete equipment. This point is stressed continually in weekly talks by a spokesman for the Committee who "goes on the air" and in non-technical language tells the radio set owner a lot of things he didn't know before.

In a survey recently conducted among 254 dealers, 160, or 62.99 per cent, stated that they could trace sales directly to these educational talks given on behalf of the Radio Trades Association Interference Division.

An increase in inquiries was noted in many stores the day after the weekly radio talk, showing that this educational work is making people think. It was also computed that 73 per cent of these enquiries came from women, indicating that the housewife is a real factor in the purchase of radio sets.

A similar survey conducted by a local newspaper in 1928 showed that radio buyers at that time were interested in distance, power, appearance of the cabinet and mechanical features, particularly screen-grid. Today they are interested in reproduction and tone quality—plus selectivity. This is undoubtedly due to the continuous program of education in regard to radio interference, proper installation, better sets, good tubes and other angles that have been stressed by the interference chairman in his talks.

I Sit In On 1932

(Continued from page 26)

cause this \$75,000 figure is the minimum that can be realized upon, based on all records of any department in the past.

Sooner or later many of these managers who are now worrying will have to make up their minds that cheap radio and junk radio are liabilities. The service costs throughout the years of operation in this presentation are excessive, even including aerials and installation. The mark-down in shortage is loss in inventory which was practically three times the net profit in '29, and approximated the net loss for 1931.

Dealers can compare their own figures for the last three years with these, and also estimate what they expect to do in 1932. I would be mighty interested to hear from some dealers on the above subject.

WANTED IRISH RECORDS

Any make—old or new recordings.

We buy standard sheet music libraries, **RED SEAL VICTOR RECORDS** and musical instruments.

We pay cash—Write or Wire

PETER J. BLUM

350 East 78th Street

New York City

Everyone's Fingers Just Itch to Operate The NEW FADA AUTOMATIC FLASHOGRAPH

NOW YOU CAN DRAMATIZE YOUR DEMONSTRATIONS AND MAKE MORE SALES

The newest, the most salable and the most exciting feature in radio today is the new FADA Automatic Flashograph.

Instantly and automatically this ingenious device tells you when you are accurately tuned. The station you want at the precise point of perfect tone quality—and further records your favorite stations by call letter.

If you have not seen and heard a demonstration of this newest method of visual tuning, write or wire us today.

Other new features of the new 1931-32 DeLuxe Fada: Improved Superheterodyne Design. Pentode Tubes in Pushpull. Multi-Mu Screen Grid Tubes, Automatic Volume Control. Tone Filter and Noise Suppressor, Tuning Silencer.



When the red light reaches the highest point in the neon tube it means you have the station you want. "Right On the Button!"

In the lower window are shown the call letters of the station you want, in lights.

Model illustrated above \$147.50 complete with tubes. DeLuxe Model \$175.00 with 10-tube superheterodyne.

A NEW FADA RADIO COMBINATION just added to the FADA line Model 57, 7 tube superheterodyne variable speed turn-table and specially designed screen grid detector to give full dance volume when required, complete with tubes.

only \$159.50.

The new FADA line is complete with full price range for every pocketbook giving dealers maximum profit possibilities with a name that has stood for the best in radio for years. Prices are as shown below from \$69.50 to \$175.00 all complete with tubes.

Manufactured by F. A. D. Andrea, Inc., Long Island City, N. Y.

\$69.50 \$89.50 \$112.50 \$147.50 \$159.50 \$175.00

FADA

Radio

ALL PRICES COMPLETE WITH TUBES

1920 SINCE BROADCASTING BEGAN 1931

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





M. B. McCullough, Industrial Products Sales Manager of the Engineering Products Division, RCA-Victor Co., Inc., is now located in Camden, N. J.



Captain Pierre Boucheron and Chief Engineer, R. A. Westbrook, on the motor yacht "Alcha," where Pete, in order to keep us trim as advertising manager of the RCA-Victor Co., Inc., is studying new type sets. Pete shows a dimple in the right knee, and has been under the observation of Zeebald for several months, and will be signed up when he learns how to sit with his bathing suit shoulder straps down.



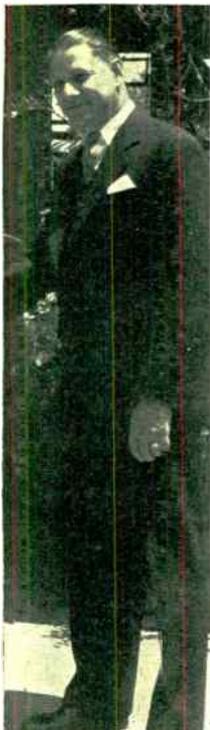
John L. Sowers, distributor for Cuba, tells A. Atwater Kent his appreciation of the Golden Value platform.



100 delegates represented every one of the 42 Majestic distributors at the Fourth Annual Majestic Convention, held in the Louis XVI Room of the Congress Hotel. Among the speakers of the convention were: B. J. Grigsby, president and chairman of the board; Don Compton, vice-president and general manager; Vernon W. Collamore, general sales manager; Duane Wanamaker, vice-president in charge of advertising; Robert Brunhouse, assistant sales manager; James Bristol, and H. M. Pauley.



Winegarden's, Flint, Mich., boasts of the Ken-Rad Acrometer.



Herbert H. Horn shakes hands from the Pacific with the boys in the East.

RADIO *the world's greatest VALUE!*
a good set is worth many times its cost

Latest News
What's Happening

Opera and Symphony
Listen and hear the best music in the world.

Domestic Science
Latest recipes, new cooking secrets, hints on your own kitchen.

Book Reviews
Synopsis of new and popular books, recommended only by best authors.

Language Lessons
Learn French, Spanish, Italian, German.

European Broadcasts
Voice of the home - listen to great news and music from the continent.

Beauty Talks
World Famous Experts

Drama
Plays, Sketches, Ripostes, Reviews.

Radio teaches Children
CONCENTRATION
Helps children to concentrate on their school work and to overcome their shyness and nervousness.

GOOD ENGLISH
Helps children to learn to speak English correctly and to overcome their shyness and nervousness.

GOOD MORALS
Helps children to learn to speak English correctly and to overcome their shyness and nervousness.

GEOGRAPHY
Helps children to learn to speak English correctly and to overcome their shyness and nervousness.

HISTORY
Helps children to learn to speak English correctly and to overcome their shyness and nervousness.

LITERATURE
Helps children to learn to speak English correctly and to overcome their shyness and nervousness.

MUSIC
Helps children to learn to speak English correctly and to overcome their shyness and nervousness.

No Child should be denied the advantages of Radio.

ALWAYS BUY RADIO

Better English
— Taught by Best Instructor here.

Dance Music
World's most famous "hot" tunes — No cover charge!

Politics
Both Sides

Market and Weather Reports
The question was when this means MONEY!

Farm Talks
Short news of farm conditions, list of prices for stock and the farm.

Sports
Basketball, Football, Golf, Tennis, Hockey, Polo, Ice Hockey, Boxing, Prize Fights, etc.

Vaudville
World's Greatest Vaudeville Shows — No cover charge!

Household Hints
The most money saving hints for the housewife.

Health Lectures
Advice from the world's greatest P.H.E.

A Program Selling Display, created in Milwaukee and submitted by W. H. Roth, vice-president of the Radio Specialty Co., is offered Atwater Kent distributors at cost. It gives a powerful presentation of "program values."

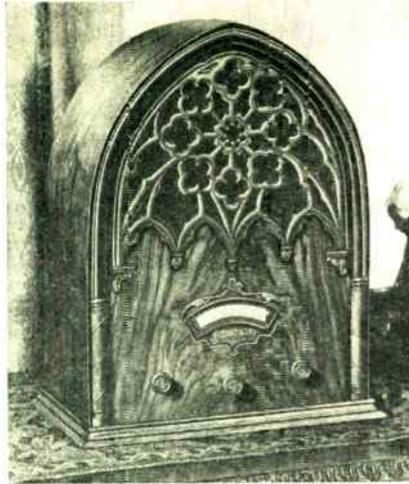


J. W. Falk, president of Falk Radio, forecasts a radio Hollywood in the West.



W. T. Eastwood, advertising manager of the Stromberg-Carlson Tel. Mfg. Co., presents Ben Gross, Herb Brennan and Lloyd Spencer with the first prize in the world-wide Stromberg-Carlson quota contest.

● The New Echoette — Model "40" four tubes, 1—235, 1—224, 1—247, 1—280 including Pentode and variable MU, full vision Dial, Dynamic Speaker, walnut paneled, 13 inches high and 10 inches wide. Only \$32.75 complete.

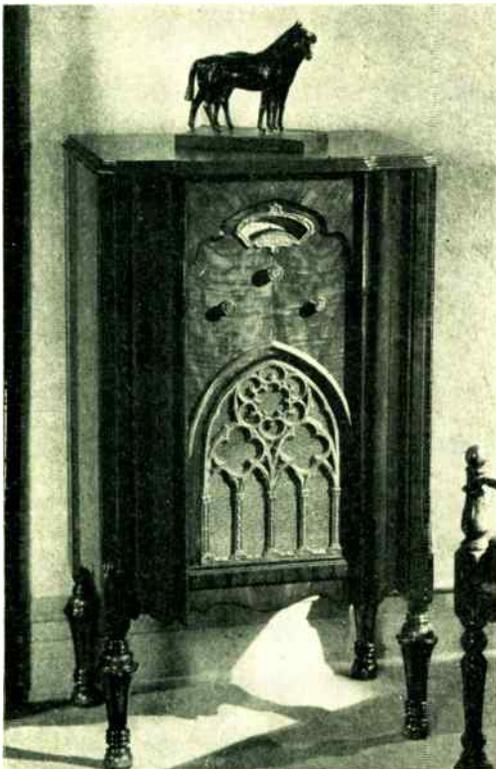


● "Model 60" Superheterodyne — Seven tubes, 1—224, 1—227, 3—225, 1—247, 1—280 including Pentode and three Variable MU, Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, Walnut Cabinet — 6 inches deep. \$53.75 complete.

● Model 80, is an 8-tube Superheterodyne, using screen grid, variable MU and Pentode tubes. The circuit consists of a pre-selector; one stage of high gain R.F. amplification using a type 235 tube; a first detector using a type 235 tube; one stage of I.F. amplification working at 175 K.C., and using a type 235 tube; a second detector using a type 224 tube; a single audio using two type 247 Pentode tubes in a resistance coupled push pull circuit; an oscillator using a type 227 tube and a power supply using a type 280 tube. \$69.50 complete.



Echophone makes you prepared for Better Business with its new line



● Model 90, is an 8-tube Superheterodyne, employing variable MU and Pentode Tubes. The circuit consists of a pre-selector; one stage of high gain R.F. amplification using a type 235 tube; a first detector using a type 235 tube; one stage of intermediate frequency amplification using a type 235 tube; a second detector using a type 235 tube; a single audio stage using two type 247 Pentode tubes in a resistance coupled push-pull circuit; an oscillator using a type 227 tube, and a power supply system using a type 280 tube. \$89.50 complete.

● Preparation is vital now—on it depends the extent of your radio business. These new Echophone receivers come at a most opportune time—Now, when you are looking for radio that sells and customers are demanding radio that is not too costly yet that has appearance, tone, and performance. Echophone has built quality receivers since 1921. Dealers have made money with Echophone season after season—this new line represents the best we have yet produced. Here is everything desirable in radio—here is your answer for better business. Prepare for profitable radio business by featuring Echophone.

Get in touch with our nearest distributor or write us direct for complete details. We supply customer literature and store displays. We give you full cooperation.

ECHOPHONE RADIO MFG. CO., LTD.

Executive Offices and Factory
WAUKEGAN, ILLINOIS

Export Division, Echophone Export Co., 44 Whitehall St., New York City

BETTER *in Principle*

**The Newest Thing
The Tube Analyzer**



BETTER *in Sales Results*

Here is an entirely new kind of tube testing service with new and sensational features that make tube sales *at once!*

The Tube Analyzer requires no tables, no calculations. It tests tubes under actual working conditions. It shows the results flashed on an illuminated panel.

You need no heavy investment to get this newest selling help for your store. A low weekly rental is all you pay. In most cases the first day's sales alone more than cover this charge.

Let us send you full details of this amazing offer. In addition to the Tube Analyzer you get Special Sales Helps—direct mail pieces and special carrying containers for your customers, window cards,

mats, leaflets, window streamers and tube sticker. Write now. The attached coupon is for your convenience.

Sylvania
THE SET-TESTED TUBE
Licensed under RCA patents

HYGRADE-SYLVANIA CORPORATION	
Sylvania Division, Dept. T 9-1	
Emporium, Pennsylvania.	
Please send me a copy of the new Certified Test Chart and information about Set-Tested Tubes.	
<input type="checkbox"/>	I have never sold Sylvania tubes.
<input type="checkbox"/>	I am now stocking Sylvania tubes through
	(Name of Jobber)
Name
Address
City State

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

PETER PAN

The smallest Pentode radio on the market. Not even as high as your telephone. Wonderful tone. A real set for the home. Astonishing in performance. Encased in beautiful walnut cabinet. Dynamic speaker. R. C. A. licensed. Weighs 11 lbs.

LIST PRICE

\$ **29**⁹⁵
Complete WITH TUBES

MODEL 87

A 7-tube superheterodyne of extreme selectivity and superb tone quality employing two variable Mu's, one 24, two 27's, one Pentode and one 80. Encased in exquisite two-toned walnut cabinet. Full vision dial. Dynamic Speaker. R.C.A. licensed

LIST PRICE

\$ **49**⁹⁵
Complete WITH TUBES



As we see the
business

DEAR GLAD:

YOUR EDITORIAL IN THE AUGUST issue of the talking machine and radio journal, seems a trifle off-color. You ought to know that the radio manufacturer is solely influenced by public demand. The dealer's progress depends entirely upon his untiring effort to satisfy public fancy. The dealer who still has, "The public be damned," policy in his system may just as well close shop and save the sheriff the trouble. The public is demanding compact receivers. The alert dealer knows he must comply to succeed.

LOW PRICE MERCHANDISE IS BEING created solely to meet the public requirement. The public's pocketbook suggesting the purchase price is good, sound economics. The smaller unit sale aids the dealer. He has his choice. Take that or nothing. "Times are tough."

GLAD, ONE WAR HORSE SPEAKING TO another you will have to admit you are a little behind. Times have changed. You called the contest between dealers of the whole State of Georgia and William Taylor & Sons Company of Cleveland a draw. Cleveland has been selling midget radios from the start. The people of Georgia are just beginning to clamor for midget type radios. The Georgia dealers sales will surely increase accordingly. Watch their figures mount up. Next round bet on Georgia.

80% OF THE HOMES IN THE UNITED States now owning radios, "on the hoof," (consoles) are as yet unsupplied with a



second set. This is a tip for your dealer readers. The chances for selling midget sets are darn good! Every radio owner is a new prospect.

MAYBE YOU'LL DEVELOP THIS thought in one of your editorials. It's good stuff. Nothing but the ever increasing sales created by public demand for midget radios promoted the continuous growth of the Jackson-Bell enterprise. The sales record of our lowest priced receiver, the Peter Pan, at \$29.95 list, complete, proves conclusively that the public demand today is for quality at lowest prices.

JACKSON-BELL ACCEPTS THE RESPONSIBILITY for the developing of midget radios to the high point of quality performance now achieved. No matter what you might say, Jackson-Bell will continue in the effort to give the public just what it wants. Any radio dealer can unreservedly present our product to his customers as the best mantel type radio in the world.

Herb Bell

JACKSON BELL CO., LTD.
6500-6600 McKinley Ave.
Los Angeles, California

ATWATER KENT RADIO

VOICES from the FIRING LINE!

SEE what the radio trade says, after testing the new 1932 Atwater Kent Radio for itself—a few sentences from a great pile of spontaneous, unsolicited, free-will reports:

“... No set at any price will out-perform the new Atwater Kent.”

“... Wonderful! Tone is perfect.”

“... Absence of cross-modulation very noticeable. Ability to handle loud volume without distortion fine.”

“... Most remarkable set Atwater Kent ever put out.”

“... Wonderful performer in

every way... Tone and selectivity excellent.”

“... Very sensitive and selective. Carries the power great.”

“... Sharpest tuning set ever tested. Tone quality fine. Plenty of power on all frequencies.”

“... CONGRATULATIONS! It has everything the public wants.”

Low prices—yes. But a thousand times more important to dealer and public is VALUE. Here are the greatest values in Atwater Kent history, with a price for every purse, and every price containing a fair profit for the dealer.

NINE NEW UP-TO-THE-MINUTE 1932 MODELS

Every one a Super-heterodyne—tone control and static reducer... automatic volume control if you want it, to counteract “fading”... variable-mu and pentode tubes... screen-grid... 10 kilocycle selectivity... adjuster for any length of antenna... Quick-Vision dial... velvet-action station selector—the smoothest, easiest control in the world... volume control and on-and-off switch combined... Golden Voice electro-dynamic speaker... special Atwater Kent single-spot circuit, eliminating distortion... weight-saving armored chassis... cabinet of grace, beauty and good taste—a further refinement of the characteristic Atwater Kent design, approved by famous interior decorators as the kind of radio one likes to live with... every model complete with tubes.

ATWATER KENT MANUFACTURING CO.

4700 Wissahickon Avenue • A. Atwater Kent, President • Philadelphia, Pa.

See us at Radio World's Fair, Madison Square Garden, New York, September 21-26, Booths 1 and 3, Section G.



Model 89



Model 80

CONSOLE MODEL 89—Hand-rubbed walnut highboy with sliding doors. Ornamental grille over beautiful duo-tone fabric. Tubes include variable-mu's and two pentodes. The finest radio that can be built. \$132.00, complete with tubes.

COMPACT MODEL 82—Automatic volume control and other big-set features. Gothic arch of zebra wood. \$69.80, complete with tubes.

COMPACT MODEL 80—New standard of small-set values... amazing example of Atwater Kent workmanship. \$62.80, complete with tubes.

CONSOLE MODEL 85—Exquisite American walnut lowboy with marched butt walnut front panels. \$96.00, complete with tubes.



Model 82



Model 85

GOLDEN VALUES with the GOLDEN VOICE

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





THE
ALL-AMERICAN MOHAWK Corp.

announces

the APPOINTMENT of

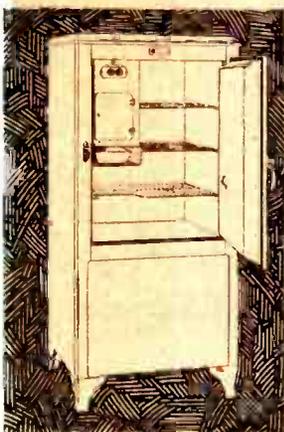
WAKEM and WHIPPLE, Inc.,

as Distributors in CHICAGO and Adjacent Territory

FOR

LYRIC
RADIO

MOHAWK
REFRIGERATOR
WITH THE DUOZONE UNIT



Mohawk Refrigerators are available in a size for every home—at a price for every purse. All are equipped with the DUOZONE Unit which furnishes two zones of cold—10° above zero at the trays—40° above zero in the storage compartment.

THE addition of Wakem and Whipple, Inc., to the impressive list of LYRIC-MOHAWK distributors merely bears out our claim that the LYRIC Radio-MOHAWK Refrigerator combination has more than usual appeal for alert, aggressive distributors.

Wakem and Whipple, Inc., at Chicago, insures unstinted cooperation for every LYRIC-MOHAWK dealer in that territory.

The LYRIC-MOHAWK list of wholesale distributors grows in size and strength with every passing day.

There's a definite reason. Write for our proposition and learn why.

All-American Mohawk Corp.
North Tonawanda, N. Y.



The Lyric Radio is made in a complete range of sizes and prices—from 6 to 10 tubes—\$49.50 to \$149.50—and every model is Super-heterodyne with Pentode and Variable Mu tubes.

PILOT has a PLAN

Radio dealers will do a lot of business in the Fall of 1931. For some of them—the more business they do the more money they will lose.

But NOT THE PILOT DEALER. Pilot has a line—and *Pilot has a Plan!* The radio dealer who handles the Pilot line will make money with it. First because he has a superlatively fine line of radio receivers; second because they are fairly priced to give full value to the consumer and a full profit to the dealer; third because Pilot has a plan to HELP the dealer get more and quicker sales.

Here in the largest self-contained radio plant in the world, where we make everything that goes into Pilot radio sets except the cabinets, we are backing our 23 year old reputation for KNOWING THE RADIO BUSINESS!

In certain territories we are interested in arranging distributor and dealer franchises. Send us the coupon and let us give you the Pilot Plan. It will help you no matter what line you handle.



10 TUBE
SUPER-HET.
\$126 COMPLETE



MODERNISTIC
7 TUBE SUPER
\$79.50 COMPLETE



5 TUBE
T. F. MIDGET
\$42.50 COMPLETE



CONSOLE
7 TUBE SUPER
\$89.50 COMPLETE

PILOT RADIO AND TUBE CORP.
LAWRENCE, MASS.

I want to make money in the radio business this year. I may or may not be interested in the Pilot Line—but anyway SEND ME THE DETAILS OF THE PILOT PLAN.

Name

Company

Address

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



The Last Word

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

Refrigerators by Carloads

Hieb Reports 3 Dealers Ordering Carload Deliveries of Majestics

Radio dealers are selling refrigerators by the carloads, according to Herbert Hieb, of the Hieb Radio Supply Co., Des Moines, Iowa. Mr. Hieb takes pride in having shipped carload lots of Majestic refrigerators to three towns where such huge deliveries were unknown. Smulekoff's of Cedar Rapids, Nichols & Gates of Waterloo, and the Cerro Gordo Maytag Co. of Mason City are all said to be the first buyers in their communities

of refrigerators by the carload. Each of these dealers made the event famous by the use of full-page newspaper advertisements.

"Last June was the high-water mark for our company," says Mr. Hieb, "both in volume of sales and profits, in the nine years that we have been in the distributing game. With the talked-of depression all around us, this is something to crow about."

Wills of Echophone Visits the East

Fred Wills, the genial general manager of Echophone Manufacturing Company, Waukegan, Ill., was recently in New York and other Eastern cities, appointing wholesalers.

Few people know that A. U. Magnan, president of Echophone Mfg. Co. was the creator of midgets, and the first midget on the market was the Echophone. This company operates in such a "funny manner" that nobody in the radio business can believe it, but to become a wholesaler requires an order for one set. There are no quotas. Sets are sold cash on the barrel. Over 200,000 Echophones were made and sold last year. The Echophone Company pays its bills every day, and its bookkeeping is done on the back of a post card.

This company is one of the few midget makers knowing how to make money, and so far this year 200 per cent dividends have been paid on the capital. The history of Echophone is one of opposite comparison to the average manager of a radio business, and it is astounding how a company can make so many sets, have no surplus merchandise, operate solely on a cash basis, and have no quotas for a wholesaler. Evidently it takes about \$25 to become an Echophone wholesaler, but the experience of those who are Echophone wholesalers is that they have to order about 100 sets a day, day after day, for months.

E. B. Munch Joins Kolster Radio

E. B. Munch, who has been actively identified with radio advertising from the very beginning of the radio industry, has joined the staff of Kolster Radio, Inc., in charge of advertising.

Haring Enpeeco Eastern Sales Manager

H. B. Haring, widely known in radio and music circles, has become eastern sales manager for LaPetite Washers, made by the Enpeeco Appliance Company, Chicago. This deal was recently consummated when Oscar Bronton, president, and William Geisser, sales manager, were in New York.

LaPetite Washers, retailing at \$29.50, are being backed by extensive advertising in the Saturday Evening Post, and aggressive campaigns by the wholesalers as they are appointed. Both Mr. Bronton and Mr. Geisser have been worried for several months, owing to the number of requests to become wholesalers and being unable to make decisions. This great number of wholesalers looking to represent LaPetite Washers is quite a tacit endorsement of the merits of the product.

Gold Seal Offers Continental Television

The Gold Seal Electric Co. has been granted the national sales rights of the Continental Television kits and associated products as manufactured by the Continental Television Corp. W. E. Duff, president of Gold Seal, is taking active charge of television sales, assisted by Lewis Dorfman.

Copyright Figures

Figures which we published in the July JOURNAL giving the sales of electric appliances, which we secured from a third party, were originally compiled and copyrighted by Electrical Merchandising. We have been advised by the research department of that publication.

Trostler Columbia General Sales Manager

In line with the recent announcement of a program of expansion, W. C. Fuhri, vice-president of the Columbia Phonograph Co., Inc., has announced the appointment of Arthur A. Trostler as general sales manager.

Prior to joining Columbia, Mr. Trostler has served as sales executive for such companies as Freed-Eisemann and Brunswick Radio Corp., where he set up national distribution and helped put the



A. A. Trostler

lines in an enviable position. Mr. Trostler also served at one time as President of the National Association of Talking Machine Jobbers. He has always shown himself to be highly capable and has always enjoyed rare popularity as an executive among his business associates.

Sylvania Tube Sales Increase 94.3%

An increase of 120 per cent in unit sales of Sylvania radio tubes is shown by cumulative sales reports for 1931, over sales for the corresponding period in 1930. Dollar volume of sales for the same period shows a gain of 94.3 per cent, as announced by E. H. McCarthy, general sales manager of Sylvania Division, High-grade Sylvania Corporation.

A record shipment of 122,500 tubes on a single order was made from the factory on August 14th.

John and Len Eat

John P. Rogers, United States Radio & Television Corporation, Marion, Indiana, recent metropolitan visitor, called on Leonard C. Welling, probably with an idea to "collect." Rumor has it that this is the first time that Jack Rogers slipped up, because Len only had a 6 figure bank account that day and would pay out nothing until it reached 7 figures. Len did offer to buy a luncheon, and he took Gus Kraus, Jack Rogers, Mickey Ginnis, Eastern sales manager of U. S. Radio & Television, and the JOURNAL reporter to a speakeasy. When the check came around Len handed it to Mickey Ginnis, and everybody thanked Len for Mickey's luncheon.

Free Tube-Tester

Tung-Sol Preferential Dealers

Get \$750 Tester with Franchise

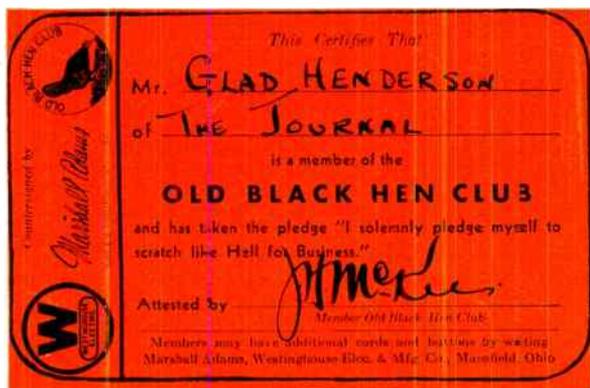
The new merchandising plan behind Tung-Sol radio tubes, recently announced by Tung-Sol Radio Tubes, Inc., includes a tester free to each dealer who has signed the franchise. One tester, offered Preferential Dealers, is said to be worth \$750, and a smaller, portable tester also available lists at \$125.

Testers offered by Tung-Sol are made by Hickok, the Official De Luxe Model giving every test necessary and making a visible record of the results by light and dial. It fits perfectly with a plan to bring old customers into the store to have their tubes tested. Tung-Sol is planning an ex-

hibit at the New York Radio World's Fair, which will be the first public showing of this tester equipment.

Click Callies Joins Conlon

After more than eight years in the radio industry, C. H. (Click) Callies has joined the Conlon Corporation of Chicago. In his new capacity he will be in charge of all sales promotion and advertising activities that center around the Conlon Automatic Ironer and "Hold-Heet" Washer.



If you want a card or a button to become a member of the Old Black Hen Club, write to LeRoy Staunton, Westinghouse Elec. & Mfg. Co., Mansfield, O.

Model "B B"
List Price
\$25.00
Microphone Only



The Most Rugged
Microphone
Made.

THE SUPERLATIVE BROADCAST MICROPHONE

Extra Heavy Type — Two Button

Outstanding beauty of workmanship and finish. True, Natural Tone. Tremendous Volume. Scientifically Damped.

Extra Heavy 24-Karat Pure Gold Spot Centers, Duralumin diaphragms. Accurately Machined. Carefully Adjusted. Fully Guaranteed. Three Degrees of Sensitivity.

Other Models from \$5.00 up.

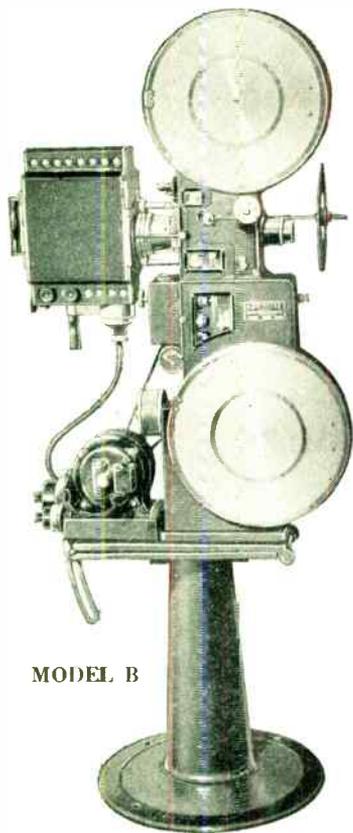
UNIVERSAL MICROPHONE CO., LTD.

1163 Hyde Park Blvd.

Inglewood,

Calif., U. S. A.

Distributors! Get This Extra Profit!



MODEL B

Every sale of sound installation becomes a sale also of a Royal Zenith sound projector. This means that every college, hospital, church, school, club, camp, railroad and industrial plant is your prospect.

The Royal Zenith Sound Projector

is the finest example of a sound projector manufactured today. It constitutes the most rigid engineering principles, making it a perfect machine, equalled by none.

THE ROYAL ZENITH MODEL B (illustrated herein) is built for heavy duty. It will withstand the continuous grind so essential in a sound projector for everyday theatre work. It is sturdy and dependable.

The ROYAL ZENITH MODEL A is the portable type with removable legs, light in weight, however possessing the same sturdy sound and projection mechanism as Model B.

The ROYAL ZENITH MODEL C is a valise type, having the same sturdy mechanism—only weighs 55 pounds—which makes it exceptionally portable, simple in its operation, and yet as dependable as the other models.

AMPLIFICATION can also be furnished with ROYAL ZENITH projectors, whether for theatrical or non-theatrical purposes.

ROYAL ZENITH projector prices are interesting.

See Our Display in the Park Central Hotel
During the New York Radio World's Fair

Pulverman Corporation

Western Factory
DULUTH,
MINNESOTA

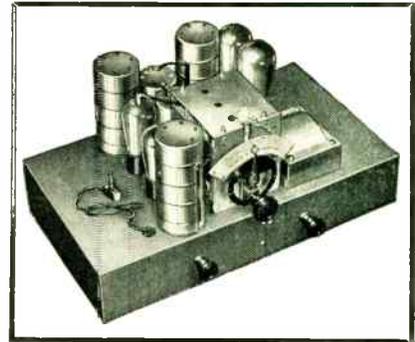
Executive, Sales Offices and Factory
109 WEST 64th STREET
NEW YORK CITY

Cable Address
"CREMONIM"
ABC 4th & 5th Edition
Western Union

At the Show—See the NEW DEWALD

Super Heterodyne Chassis
with PENTODE and HI-MU TUBES

7 AND 8 TUBE MODELS—A.C. CURRENT



NEW LOW PRICES

ON ALL MODELS, INCLUDING OUR NEW
PENTODE 5 TUBE "CUB" RECEIVER FOR A.C.
AND OUR
PENTODE SUPER TUNED RADIO FREQUENCY
FOR D.C.

ALL MODELS AVAILABLE IN CABINET OR CHASSIS FORM
AND ALL LICENSED UNDER R.C.A. PATENTS

SEE THE PIERCE-AIRO DISPLAY AT THE
NEW YORK RADIO SHOW, SEC. K.K., BOOTH 1

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

WITH THE JOURNAL ADVERTISERS

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

DEPART

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DURING RADIO SHOW

DISPLAY YOUR NEWEST MODELS
IN NEW YORK'S NEWEST HOTEL

HOTEL EDISON

47TH ST. JUST WEST OF BROADWAY

Three minutes walk from Madison Square Garden

A.C. CURRENT



1000 ROOMS
1000 BATHS
SUITES AVAILABLE

Also Banquet Hall seating
1000 and smaller rooms
for business meetings and
displays.

*Write or wire immediately
for reservations*

WM. C. THOMANN, Mgr.

TESTED SAFETY



Atlas Cases are individually designed for the radios and refrigerators they carry. Before the first shipment is ever made, the design is subjected to searching laboratory tests that *prove* its superior strength—and its superior *economy*.

Nothing is left to chance. You know, *before you ship*, that your product is traveling in a container of ample strength to withstand every hazard of the road.

Write for our new booklet, "Why You Can Be Sure of a Better Case," describing this new method.



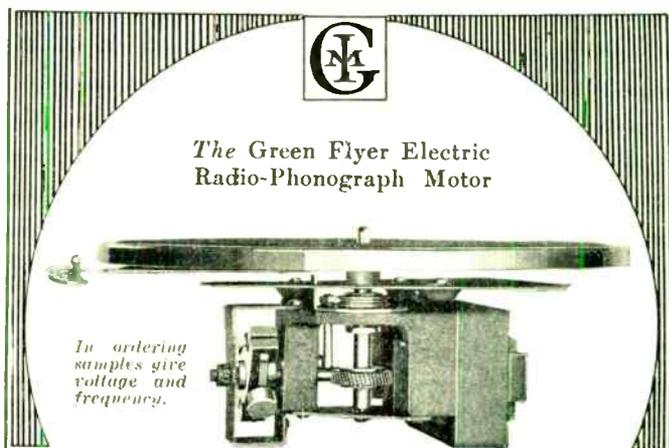
Park Square Building, Boston, Massachusetts

New York Office:
33 West 42nd Street

Chicago Office:

649 McCormick Building
Factories: Richford, Vt.; Montgomery Center, Vt.; Morrisville, Vt.; Greenville, Me.; Stockholm, Me.; Goldsboro, N. C.; Waterloo, Quebec. Branch Factories in Twelve Cities.

5036



The Green Flyer Electric
Radio-Phonograph Motor

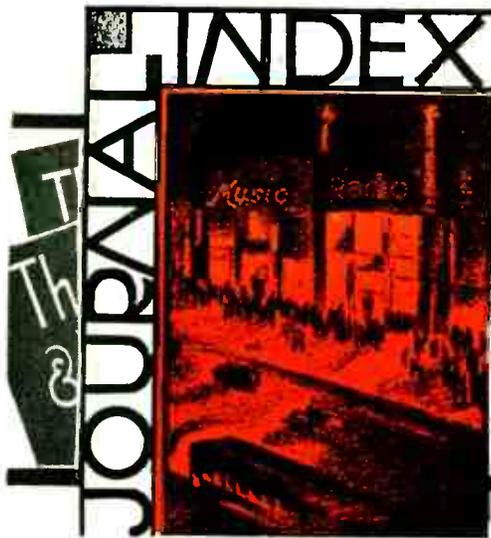
*In ordering
samples give
voltage and
frequency.*

R I G H T
from the start

FOR nearly three years, Flyer Electric Radio-Phonograph motors have led in popularity. Right from the start, they are now the accepted right basic design for new uses in sound reproduction and home recording.

Specially designed and known for balanced efficiency. The Green Flyer and the Blue Flyer, meeting all requirements. Self-starting, amply powerful, furnishing dependably uniform speed. For all voltages and frequencies. Also the Green Flyer for direct current, either 110 or 220 volts. Complete with mounting plate and turntable.

The GENERAL INDUSTRIES CO
3111 Taylor Street, Elyria, Ohio



MORE THAN 20,000 CIRCULATION



ARTICLES, FEATURE STORIES, TRADE NEWS

Your Duty

YOUR duty, Mr. Dealer, is to the customer, to the jobber, and manufacturer—and to yourself.

It is my firm belief that the radio industry, like all infant industries, has been rocked to its very foundation. I believe, however, that the whole structure is settling today to a more permanent and more substantial foundation, and from hence on we shall all be associated with one of the most powerful and stable industries in the world—second only to steel and automotive. If my opinion is right, then we are all starting with a clean slate and now is the time to take inventory of ourselves, to profit by our own mistakes and the mistakes of others—wash the slate clean and start out with heads up toward a full cash register and a comfortable bank account as our goal.

Your customer is your bread and butter. His satisfaction is your profit. Not only will he come back to you again, but he will send his friends. Take care of him, treat him right, give him the service to which he is entitled. Don't forget him when you receive payment in full for merchandise.

Teach your service men to understand that they are the best salesmen you have—for their contact with your customer will either make or break you.

Although you are your jobber's customer, you nevertheless owe him a duty. Confide in him, tell him your troubles and tell him your joys. Keep him informed of your customers' reactions to his merchandise. Let him know the weak spots you and your customers find. Let him know the type of cabinet, the type of set, that is finding favor with the customer. For in so doing, you build for yourself greater outlets and more profit.

E. F. McDonald

President

Zenith Radio Corp.



SEPTEMBER BUSINESS EDITORIAL

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THIS TUBE TESTER

brings them into the store
sells them tubes
and it

COSTS YOU NOTHING



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.

DEALERS who have already signed the new Tung-Sol Preferential Dealer Plan—received free of charge the special \$750.00 tube tester—find business on the rise.

This equipment is proving a big drawing card. Announcements of free testing service are bringing customers into the stores. The tester itself—showing by light and dial the actual condition of each tube—is doing a whale of a job in selling new Tung-Sols to replace worn tubes.

A smaller and portable tube tester—listing at \$125.00—is also available through the Tung-Sol Preferential Plan. For full information on owning these testers, one or both, get in touch with our nearest branch.

TUNG-SOL RADIO TUBES

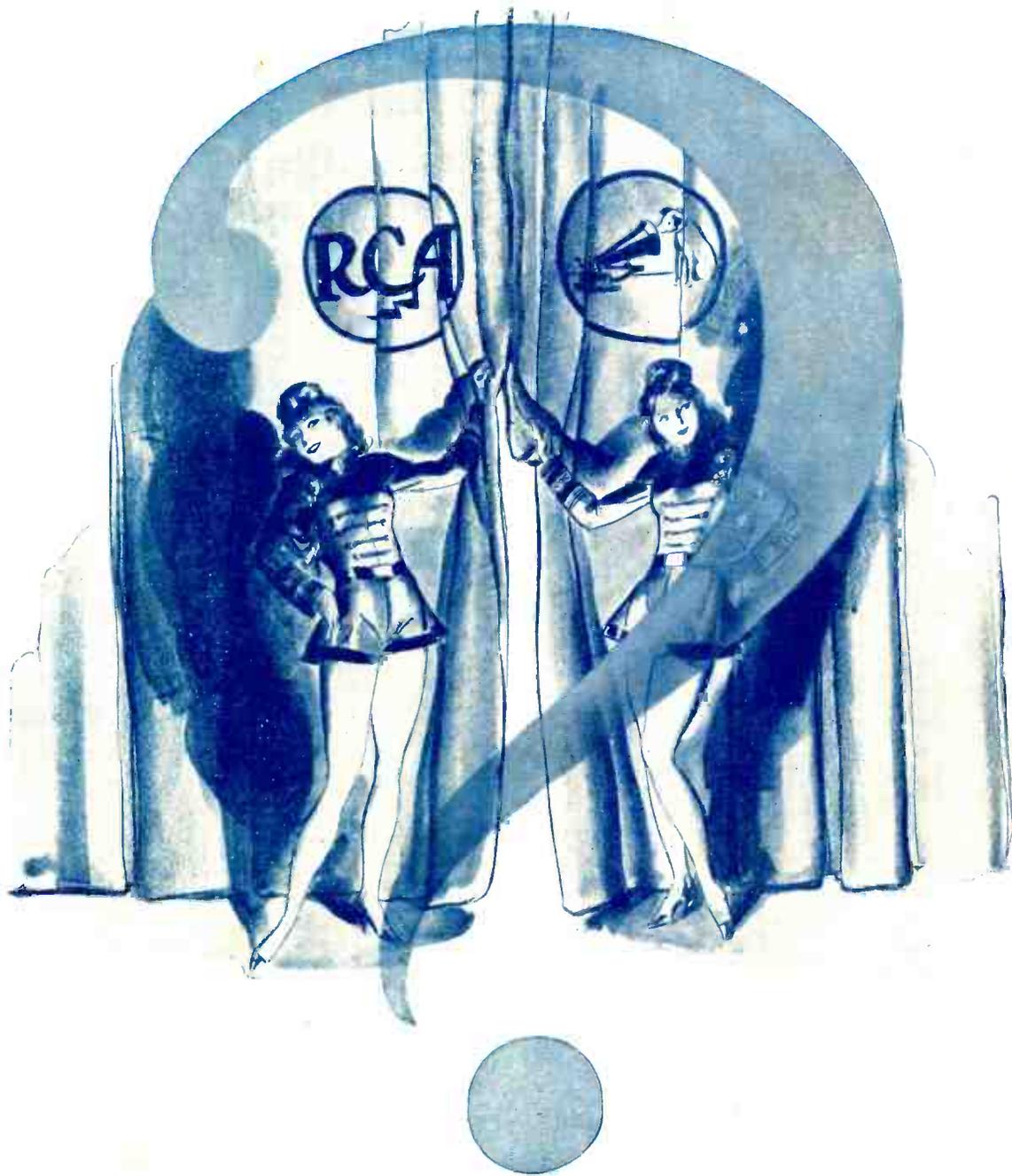
One of the Famous Tung-Sol Products

Made by TUNG-SOL RADIO TUBES, Inc., Newark, N. J.
Licensed under patents of the Radio Corporation of America

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

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

The Talking Machine
RADIO JOURNAL



Get set for the biggest radio selling idea in a decade . . . the outgrowth of a truly great engineering development. It's another great achievement from "RADIO HEADQUARTERS."

RCA Victor Company, Inc.

A Radio Corporation of America Subsidiary . . . Camden, N. J.

