

# Radio Journal

**ELECTRIC APPLIANCE**

**MUSIC-RADIO**  
Electric Appliances

*Glad Henderson*  
Editor

RADIO-REFRIGERATORS-WASHERS-CLEANERS-CLOCKS-SOCKET APPLIANCES-TUBES-HOME AMUSEMENT PRODUCTS

BRUNSWICK has put radio in the musical instrument class—has created eight new models (list prices \$39.50 to \$225 complete with tubes) that demonstrate forcefully that “There is a difference in the musical quality of a radio.”

## BRUNSWICK RADIO



MODEL 16—\$99.50  
*7-tube Super-Heterodyne  
complete with Brunswick Tubes*

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

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





# MEETING COMPETITION



No. 22 Superheterodyne. A point of attraction on your store floor. Cabinet of softly colored solid walnut with gently curving front and sides, and curved legs reminiscent of age old palace pieces. This receiver has provision for connecting *Electrical Remote Control*.

*"There is nothing finer than a Stromberg-Carlson"*

**F**OR the battle of the salesroom floor, a powerful weapon lies in the Stromberg-Carlson line.

You don't have to prove the performance quality of the Receivers—that's recognized. Nine out of ten have a yearning to own a telephone-built Stromberg-Carlson if they can. You don't have to argue appearance—workmanship—long life. A single glance tells more than you can say.

Price? You meet competition there just as easily. The difference in worth is so decided; the difference in cost is so little that the buyer congratulates *himself* upon his favorable purchase.

A Stromberg-Carlson franchise gives you the security of direct-to-factory dealing. Means sales units large enough to leave a fair margin above overhead expense. Helps you in the collection of a reasonable finance charge on every time-payment sale.

Write for details of this franchise which is being sought week after week by more high grade merchants than ever before in Stromberg-Carlson history.

Stromberg-Carlsons range from \$175 to \$375 (time prices) including tubes. Multi-Record Radio, \$660. East of Rockies.

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



1894

# Stromberg-Carlson



1931

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

# STARTLING NEWS for RADIO DEALERS

The entire history of radio contains no development more sensational than the L. Tatro 32 Volt Superheterodyne. The L. Tatro has been accorded a consumer acceptance that is unparalleled in scope.

Without exaggeration — let us say that the L. Tatro 32 Volt Superheterodyne brings you the biggest opportunity in the industry today.

### NEW LOW LIST PRICES

Now all farm light plant owners can obtain modern radio reception — the L. Tatro 32 Volt Superheterodyne is light socket operated — eliminates "A" batteries — no more costly replacements of "B" batteries every few months — economical operation, uses less than 35 watts — marvelous tone — beautiful cabinet — every modern radio circuit and tube feature.



## A VIRGIN FIELD TO SELL

Farm light plant owners have long wanted just such a radio as the L. Tatro — they welcome the opportunity to utilize the facilities of their light plant to bring them modern radio reception. Never before have they been able to obtain it.

The L. Tatro is the original light socket operated radio — It is the pioneer in the field and has won national recognition.

## BIG NATIONAL ADVERTISING PROGRAM

Leading National and State Farm Papers will carry a large, regular campaign of L. Tatro advertisements. The total circulation of all publications is more than 10,000,000 — Your territory will be completely covered.

This great campaign will make sales for you — take advantage of it.

### WRITE OR WIRE

For complete details of the L. Tatro unusual dealers sales plan — It presents a real opportunity.

DEPARTMENT TM

L. TATRO PRODUCTS CORP. ❖ ❖ ❖ DECORAH, IOWA

# AGAIN - MAJESTIC WAS FIRST

*with* **NEW DEVELOPMENTS**

... and MAJESTIC  
Dealers Are Making  
the Big Profits!

No one can maintain leadership if content to rest on *past* performance. Majestic rose to prominence in the radio industry on a new concept of what the public wanted. It gave the world outstanding radio performance at low cost.

Aggressively daring engineering discovered the way to make a better radio. Stupendous facilities for maintaining that quality under the difficulties of mass production slashed costs in unbelievable jumps. Spectacular merchandising methods made the whole country Majestic-conscious over night. Majestic dealers rode into local leadership on that national sensation.

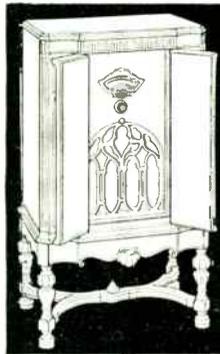
Last January, Majestic gave the public the only *complete* line of superheterodynes . . . Majestic pioneered the Multi-Mu Tube . . . and Majestic Dealers sold the merchandise last spring.

RIGHT NOW it is Majestic Dealers that are reaping the profits on Majestic's spectacular surprise line of eight great models built around those EXCLUSIVE Majestic features . . . Spray-Shield Tubes, Twin Power Detection and the "Modulated" Circuit. All are superheterodyne, Multi-Mu and Pentode, of course.

Don't come to the end of *this* season saying, "I wish I'd been a Majestic dealer." BE one . . . give the Majestic distributor an opportunity of showing you clearly and completely the value of a Majestic franchise with its year-round profits on Home Radio, Motor Car Radio, Radio Tubes and Majestic Refrigerators.

GRIGSBY-GRUNOW CO., CHICAGO, ILL.

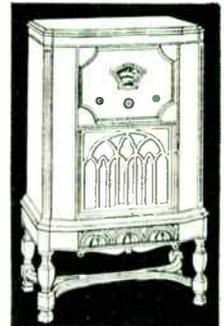
World's Largest Manufacturers  
of **COMPLETE** Radio Receivers



**MAJESTIC COLLINGWOOD**  
Tudor period cabinet with matched butt walnut doors. The 10-tube Majestic superheterodyne chassis: Automatic Volume Control, Twin Pentode Output, Spray-Shield tubes and Twin Grand Opera Speakers. Complete with tubes . . . . . \$165



**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. 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

**MAJESTIC HAVENWOOD**  
Exceptionally selective and beautifully toned. Georgian design. Famous Majestic superheterodyne chassis providing tone control, Spray-Shield and Pentode tubes, full dynamic speaker. Complete with tubes \$44.50

*Licensed under patents and applications of R. C. A., Hazeltine, La Tour, and Lowell & Dunmore.*

# Majestic

Superheterodyne  
**RADIO**

# The MOVIE-MAKER

Motion Picture Camera



## ALL SALES RECORDS BROKEN FOR HOME MOVIE CAMERAS

**T**HOUSANDS of Movie-Maker cameras have been sold by Radio Dealers since they were introduced to the public just three months ago. The \$10.00 Movie-Maker has met with instant, enthusiastic public approval—sales are going ahead by leaps and bounds.

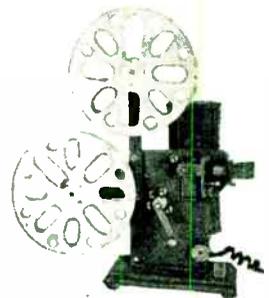
Is it any wonder? Here's a camera that everybody has been waiting for—an honest-to-goodness quality movie camera at a price to reach every pocketbook—with a generous margin of profit for you.

The Movie-Maker camera takes exceptionally clear, fine pictures—not a single one has come back because of dissatisfaction—instead we have been swamped with enthusiastic letters and callers telling us about the wonderful results which are obtained.

The Movie-Maker is made of the finest materials—mechanically perfect—the result of years of research—fully guaranteed.

Here's an item that will bring the crowds into your store. Get your share of this additional business. Act QUICKLY—get the details of our liberal discounts—use the coupon.

To Retail for \$12.75



The MOVIE-MAKER PROJECTOR—a fitting companion for The MOVIE-MAKER Camera—in appearance, in mechanical excellence, in operation. It projects large, clear pictures. Plugs into your electric light circuit. Is very portable, weighing only 6½ pounds.

## THE VITASCOPE CORPORATION

200 Fifth Ave.

Dept. T

New York City



[ ] Please send me full details and discounts on The Movie-Maker.

[ ] Please send me a sample camera and projector at full dealer's discount and bill me through my jobber.

Name .....

Address .....

Jobber's Name .....

Distributors:—Valuable territorial franchises are still open. Perhaps your territory is one of them. Write us at once for details.

# La Petite

ELECTRIC WASHER

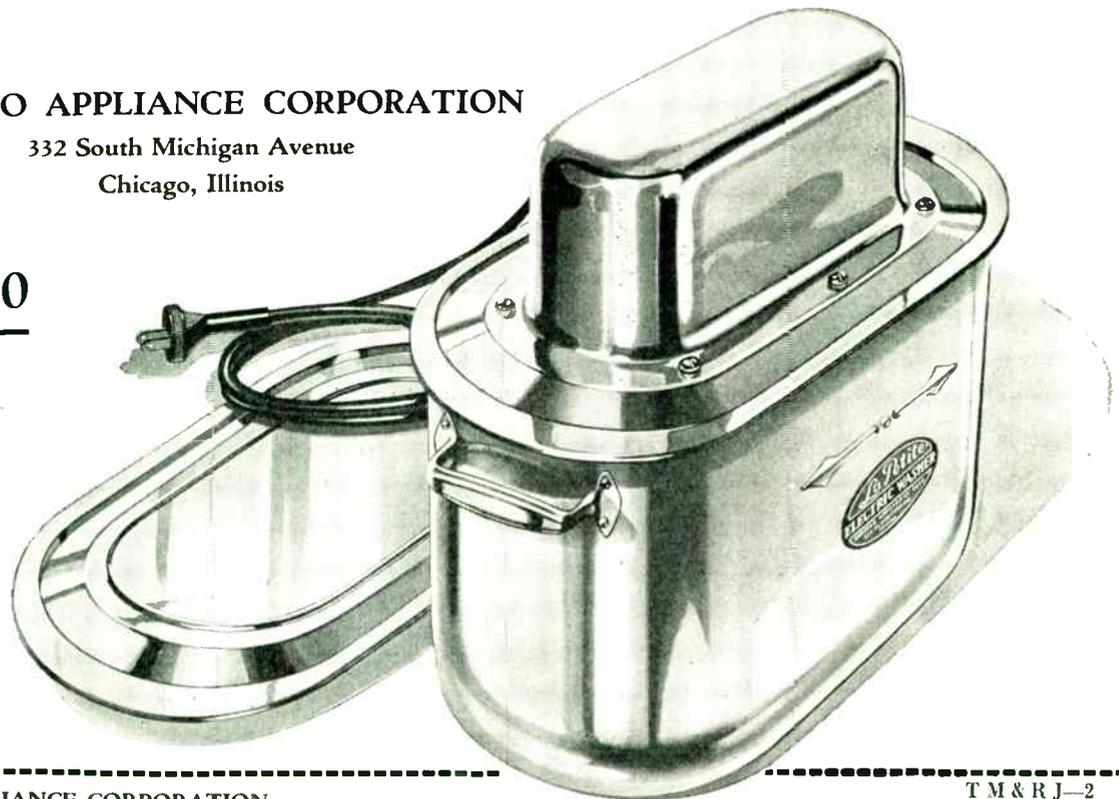
## the positive answer to "EXTRA PROFITS"

Who isn't thinking of profit margin—and *extra* profits? You certainly are—and here's the answer! La Petite Electric Washer sells retail for only \$29.50—it is the lowest priced, self-contained washing machine on the market—weighs only 14 pounds and is, of course, easily portable. It does a *full* wash—and a thorough one. Your trade will *buy* La Petite—use the coupon below—it's the direct means of having them buy from you. *Extra profits—here they are!*

### ENPEECO APPLIANCE CORPORATION

332 South Michigan Avenue  
Chicago, Illinois

\$29<sup>50</sup>  
RETAIL



ENPEECO APPLIANCE CORPORATION  
332 South Michigan Avenue, Chicago, Illinois  
Send me full details of the La Petite Washing Machine Sales Plan.

T M & R J—2

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

Distributor's Name.....



# A RICH OPPORTUNITY for Smart Retailers

**D**ISCRIMINATION in radio retail franchises is attracting to Sparton many of the country's smartest merchandisers—not only because of the intrinsic values of Sparton instruments but also because back of the merchandise are sound policies which make for permanent identification and long-haul profit.

In your consideration of radio franchises remember that Sparton took its place among the leaders by manufacturing superlatively good merchandise at a price somewhat above the market

average. Present Sparton prices are *not* higher than the average.

There is a world-wide respect for the Sparton name—a world-wide preference. And the new Sparton line is of a wide range in models and prices.

As manufacturers we stand squarely behind our Distributors and assure you that we shall hold steadfast to those principles of doing business which have succeeded over the 31 years of our history.

Manufactured by THE SPARKS-WITHINGTON COMPANY, (Established 1900) JACKSON, MICHIGAN, U. S. A.  
SPARTON OF CANADA, LIMITED, LONDON, ONTARIO

*Sparton Model 26 illustrated above.*

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

(696)

# Turn it around

and discover one of the big reasons  
for G-E's tone superiority



*G-E Popular Console*

A nine-tube superheterodyne with 2 Pentode output tubes. Automatic volume control and Tone Equalizer. Superb cabinet of brown walnut, with rich-grained butt walnut overlays. Price, complete with tubes, \$124.75.

## New Tone Equalizer, exclusive with G-E, adds vastly to radio tone

HERE is one of the most significant radio developments of the year. It's a development which you can point out to your customers as an *exclusive G-E feature*. It's a concrete selling advantage possessed by no other radio!

For G-E engineers have now perfected the "Tone Equalizer". This vitally important device completely wipes out "box resonance" and its resulting tone distortion . . . which is *something never before offered in any set regardless of the cost or design of the chassis*.

Your radio buyers will quickly recognize the Tone

Equalizer as something they've always wanted. It's a marvelous sales point. It is an *exclusive G-E feature*—something that only the G-E dealers can offer their customers. And it is only one of the outstanding selling features of the G-E Popular Console.

Added to G-E's now famous "believe your own ears" sales story, this new development brings G-E dealers a still more powerful selling advantage. And there never was a time—never—when selling advantages counted for more than they do to-day. Get in touch with your nearest G-E Radio distributor—*now!*

GENERAL  ELECTRIC RADIO

FULL RANGE PERFORMANCE

6-Gallon  
Metal Tank

RETAIL  
\$ **57**<sup>50</sup>  
INSTALLED

2-YEAR  
GUARANTEE



# The New **LION**

150 Degrees  
More Heat  
Than Any  
Other Burner

Fastest—  
Starting  
Burner Made

*“Plums”*

with the

**Burners!**

**F**or quality, salability, and profits  
the Lyon Range Oil Burner is unexcelled!

*The “Plums”*

*For Distributors*—25% GROSS PROFIT . . . choice big-and-small-city territories . . . established fast-selling burners having unequalled construction and sales points . . . no quota restrictions . . . quick turnover.

*For Local Dealers*—45% GROSS PROFIT . . . big-volume cash business . . . easy installation . . . liberal sales territory . . . minimum competition . . . high-class local advertising helps.

*Write or Wire at Once for Territory Reservations*

## **THE LYON CORPORATION**

General Sales Agents for  
BELMONT MANUFACTURING CO.

796 Beacon Street

**BOSTON, MASSACHUSETTS**

MAIL THIS COUPON

THE LYON CORPORATION  
796 Beacon Street  
BOSTON, MASS.

Yes—send us complete facts about  
the LION RANGE BURNER  
proposition.

Name .....

Street .....

Town .....

# DEALERS EVERYWHERE

## ACCLAIM *The New* KOLSTER INTERNATIONAL



### MODEL K90

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



### MODEL K60

Completely shielded, seven tube, band pass refined superheterodyne. Cabinet design has been produced with figured walnut front panel and Oriental walnut pilasters with decorative grill. List \$69.50 with tubes.

The Kolster International sets are available for operation on 25 to 60 cycle alternating current circuits. There are also models of these same sets designed for direct current or battery operation.

*Back of the  
Kolster International ...  
the financial and engineering  
resources of Mackay Radio  
and Telegraph Company*

With an appreciation of traditional Kolster quality and of the significance of the financial and engineering background of Mackay Radio and Telegraph Company, dealers of recognized standing everywhere are welcoming the entrance of the New Kolster International into the field.

The New Kolster International represents the superheterodyne refined to new high standards of performance...to new degrees of tone clarity...to new measures of real radio enjoyment. It includes every latest development of the industry. Nothing has been left undone to assure its ready acceptance by the public. Nothing will be left undone to assure a fair profit for every responsible distributor or dealer who sells it.

If you are interested in a set that will be sold only through distributors and dealers of recognized standing and only on a basis that will provide a fair profit for all concerned, write direct to 67 Broad Street, New York City.

### KOLSTER RADIO INC.

*New York Office:* 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.

# You can crack your local market *wide open* with **WILLIAMS ICE-O-MATIC**

**D**ON'T be satisfied to put one finger in here—and another one there—with a line that doesn't cover the field. Crack your local market wide open—make every prospect *your* prospect. Williams Ice-O-Matic does it for you—puts every potential user right in line for you.

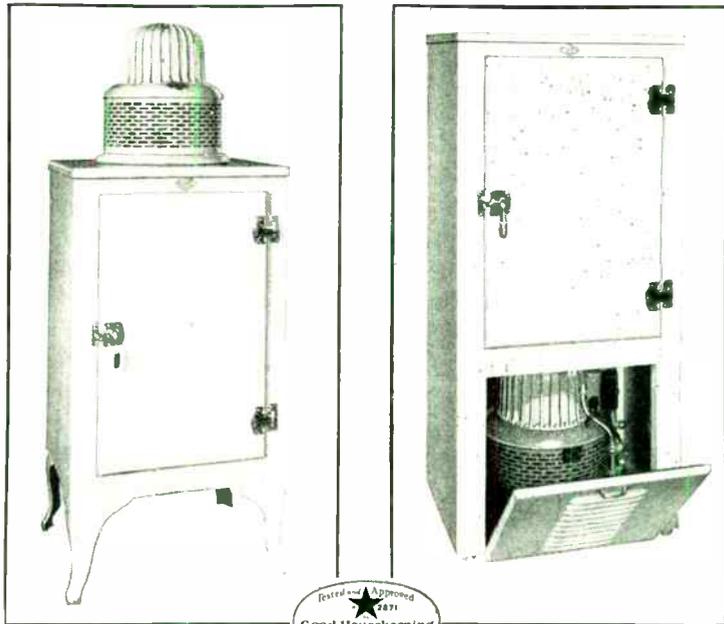
Here's how: The Ice-O-Matic line is the most complete in the field of electric refrigeration. It covers every profitable type of installation, from small domestic units to huge commercial equipment. Ice-O-Matic gives you cabinets for the home that range in capacity from 4 to 13 cubic feet—that cover *all* domestic requirements! Ice-O-Matic gives you modern refrigeration's 15 greatest advantages *all* in one unit—a combination you can't find in any other make.

Ice-O-Matic is built and backed by an organization that, for fifteen years, has been a world leader in the home utility field. It is distributed by outstandingly successful merchandising organizations.

Why go only half the way when *all* the way is so much more profitable! Get into your market *now* with the *one* line that covers every possible prospect—that offers you every possible profit opportunity! Get full information on the exclusive, full-profit Ice-O-Matic dealer franchise!

*Ice-O-Matic Division*

**WILLIAMS OIL-O-MATIC  
HEATING CORPORATION**  
BLOOMINGTON, ILLINOIS  
Manufacturers of the world-famous  
Oil-O-Matic oil burners



Ice-O-Matic offers sealed units for location *either* above or below the cabinets, belt-driven units of proved dependability, and the finest line of commercial units in America.

## WILLIAMS **ICE-O-MATIC** REFRIGERATION

Williams Oil-O-Matic Heating Corp.  
Bloomington, Illinois

Send me complete information on your exclusive, full-profit Ice-O-Matic dealer franchise for my territory—right now!

Name.....

Address.....

City.....State.....

# NOW...The INTERNATIONAL DUO RADIO!

Long-and-Short Wave Receiver

## Greatest Sensation of the Year



For American Broadcasts . . . for European Short Wave Stations. For police calls, trans-oceanic telephones, ships at sea, aeroplanes in flight. For experimental stations. For long-distance daylight reception. Meets every need of the "fan". . . stimulates a new interest in Radio.

8-TUBE DUO Chassis. Variable Mu and Pentode: uses two 235's, three 224's, one 227, one 247 and one 280. Two tuning dials—illuminated full range volume control. Switch for short-wave or regular broadcast. Switch for short-wave band selector. Standard full-size Dynamic Speaker.

### Distributor... Dealer... Here is the Two-Purpose Set Thousands in Your Section have been Waiting for

NEW . . . tested and PROVED . . . a product of wide engineering research by a strong manufacturing corporation . . . here is a WINNER if there ever was one!

The International DUO RADIO—two sets for the price of one—provides a new public interest in radio. It embodies a short-wave receiver in combination with an improved broadcast receiver built in ONE complete chassis. The

#### Complete Line of Superheterodynes

Supplementing the International DUO RADIO is one of the finest Superheterodyne Radio lines in the industry—ranging from \$49.50 to \$79.50 complete with tubes.

Back of the International distributor and dealer is a heavily financed engineering organization with a huge complete plant in Ann Arbor, Michigan, providing every assurance of substantial production and merchandising service.

Distributor appointments are now being made. Shipments in any quantity made on immediate order. Full details will be sent upon receipt of letter, telephone or telegram.



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

COMPLETE  
WITH EIGHT TUBES

receiver is housed in a beautiful walnut finished cabinet, 16½ in. high, 14 in. wide, 9¾ in. deep.

The DUO tunes short wave or regular broadcast by simply throwing a switch,—changing plug-in-coils eliminated by turning front panel knob.

Five tubes, including Pentode and Variable Mu, used for broadcast reception, and eight tubes used for short wave. Dynamic Speaker.

#### SHORT WAVE RECEPTION

The big thrill of modern radio—every one demands it. The Duo covers both short and long wave bands.

Get the FACTS about the LIVEST radio proposition in the industry today. Get set for the SURE business which the NEWS about International DUO RADIO will create in your territory.

**INTERNATIONAL ALL-WAVE RADIO CORPORATION**

641-649 SIXTH AVENUE, NEW YORK, N. Y.

Telephone WAtkins 9-2264

Factory and Western Sales Division: ANN ARBOR, MICHIGAN

Cable Address: Allwave, New York

# Now! a *new* Fada with Automatic Flashograph

New Model No. 65  
(illustrated at right)

**\$124.50**

Complete with Tubes

★  
*A Flashograph Model at this Popular Price Doubles Your Sales and Profit Possibilities.*

★  
The new Fada AUTOMATIC FLASHOGRAPH is taking the radio world by storm. "It's the biggest thing offered in years," agree dealers. And now, so you can capitalize still further on this attractive feature and dip into another and bigger market, we have built a model equipped with the new AUTOMATIC FLASHOGRAPH to sell for \$124.50 complete with tubes.

This gives you a Flashograph model at three decided price levels—\$124.50, \$147.50, \$175.00—an all-inclusive market on the most popular feature in radio today.

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.

Prices of the new Fada line—\$69.50—\$89.50—\$112.50—\$124.50—\$147.50—\$159.50—\$175.00—all complete with tubes.

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



**Model 65**

Open Face Lowboy  
10-Tube DeLuxe  
Superheterodyne,  
38½" high, 22½"  
wide, 13⅝" deep  
\$124.50

## 3 MODELS WITH AUTOMATIC FLASHOGRAPH

Fada now makes three models with the new AUTOMATIC FLASHOGRAPH. Models 65-48-49.

The AUTOMATIC FLASHOGRAPH names your favorite stations by lighted call letters and also, by a rising column of red light, tells you when you have perfect tuning. When the red light reaches the highest point in the neon tube for any given station, it means you have that station "right on the button!"



**Model 48**

10-Tube DeLuxe Superheterodyne, 41½" high, 24½" wide, 15¼" deep  
Sliding Door Lowboy  
\$147.50

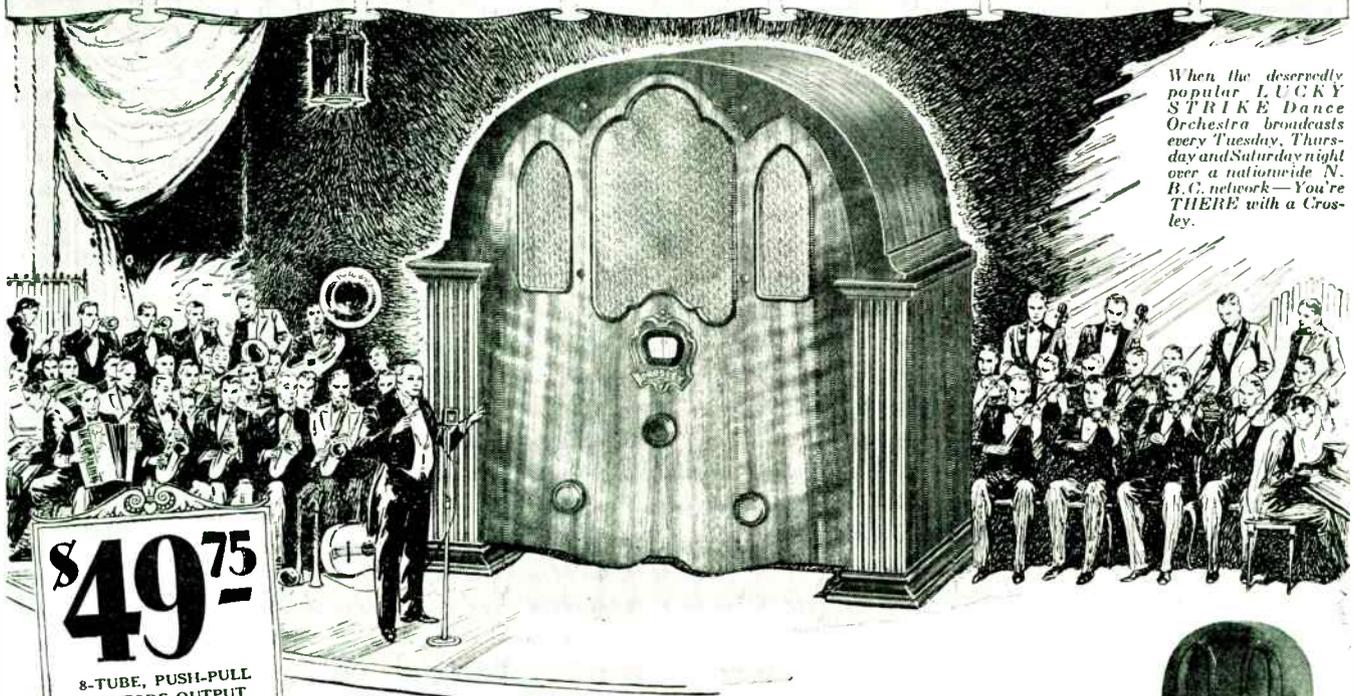
**Model 49**

DeLuxe 10-Tube Superheterodyne, 47½" high, 25½" wide, 15¼" deep  
French Door Highboy  
\$175.00

# FADA Radio

1920 SINCE BROADCASTING BEGAN 1931

# YOU'RE *THERE* WITH A CROSLLEY



When the deservedly popular LUCKY STRIKE Dance Orchestra broadcasts every Tuesday, Thursday and Saturday night over a nationwide N. B. C. network—you're *THERE* with a Crosley.

**\$49<sup>75</sup>**

8-TUBE, PUSH-PULL PENTODE OUTPUT SUPERHETERODYNE COMPLETE WITH TUBES

## The Crosley PLAYBOY

An exquisitely designed all wood table or console model, 17 inches high. Latest type Crosley full floating moving coil dynamic speaker. Embodies all the new Crosley features. Never before such superb radio performance at so low a price.

More than ten years of successful experience in the manufacture of radio receiving sets . . . enormous manufacturing facilities . . . the use of economical straight line quantity production methods . . . an engineering department which, through its constant reception tests of the broadcasting from "the Nation's Station"—WLW, its sister station WSAI, and its short wave station W8XAL, is able to design radio receiving sets of greatly superior selectivity, sensitivity and tone quality . . . these enable Crosley to offer these new 8-tube push-pull Pentode, variable Mu, Superheterodyne receivers and the new LITLFELLA, a 5-tube Pentode output variable Mu compact model Superheterodyne, all incorporating the latest Crosley fullfloating moving coil dynamic speakers, in cabinets of outstanding beauty . . . at prices lower than ever before conceived of for such superlative radio receivers.



## The Crosley LITLFELLA

The new Crosley LITLFELLA—a 5-tube table model SUPERHETERODYNE radio receiver incorporating big set features—Pentode output, Variable Mu tubes, full floating moving coil dynamic speaker and other Crosley features.

**\$36<sup>36</sup>** Complete With Tubes



## The Crosley PLAYTIME

Here it is! A dream come true! A grandfather type A. C. electric hall clock incorporating the new Crosley 8-tube push-pull Pentode, variable Mu, Superheterodyne radio receiver and Crosley Auditorium size, full floating moving coil dynamic speaker. The same A. C. house current connection operates both clock and radio.

**\$95** Complete With 8 Tubes

### NOTE THESE CROSLLEY FEATURES

- (8)** Every CROSLLEY radio receiver shown here incorporates the new CROSLLEY 8-tube chassis with its unusual features—many exclusive.
- SUPER HET** The chassis used in every CROSLLEY radio receiver shown, employs the well known and thoroughly proved SUPERHETERODYNE circuit.
- P** Two PENTODE tubes, connected in push-pull, in the output stage are an exclusive CROSLLEY feature offered in sets at these prices.
- M** Variable Mu tubes in the radio frequency and intermediate frequency stages eliminate the necessity for a local and distance switch.
- Musical notes** Variable tone control delivers brilliant, bright, mellow or deep reproduction; smoothly graduated and blended to the individual ear.

### Then—Note These CROSLLEY Prices



## The Crosley CHLERIO

A magnificent cabinet of rare beauty, full forty inches high, housing the new Crosley 8-tube push-pull Pentode, variable Mu, Superheterodyne chassis and newest Crosley full floating moving coil dynamic speaker. All new Crosley features are incorporated.

**\$65** Complete With 8 Tubes

## The Crosley MERRY MAKER

Another forty inch console of unusually attractive design and sound construction housing the new Crosley 8-tube push-pull Pentode, variable Mu, Superheterodyne chassis plus the new type Crosley Auditorium size full floating moving coil dynamic speaker.

**\$75** Complete With 8 Tubes

## The Crosley ANNOUNCER

One of the most beautiful door console models. Stands forty-two inches high. Incorporates the new Crosley 8-tube push-pull Pentode, variable Mu, Superheterodyne chassis plus the new type Crosley Auditorium size full floating moving coil dynamic speaker.

**\$85** Complete With 8 Tubes

### THE CROSLLEY RADIO CORPORATION

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

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



# Instant LEADERSHIP!

**S**WEEPING far beyond every previous standard of comparison in tone and automatic operation, Capehart Series "400," combining automatic phonograph with a specially engineered 13-tube Super-Heterodyne Radio, has achieved indisputable leadership among musical instruments for the home.

*"Pride of Possession"*



Because of the substantial profit which is realized on the sale of every Capehart "400" . . . and because these new instruments make a compelling appeal to people who are able and ready to buy . . . outstanding dealers are giving Capehart the lead in fall selling plans.

The Capehart "400" has an exclusive rotator which reverses and changes double-faced records — of either size or both intermixed — plays entire albums of recorded music in proper sequence.

A fitting companion to the "400" is the Capehart Model "21," priced for a broader market but still yielding substantial profit to the merchant. Model "21" combines an 8-tube Super-Heterodyne Radio with automatic phonograph, including the famous Capehart 10-12 record changer.

Beyond question Capehart is the line of leadership and of profit. Prospects in your community will buy Capeharts this fall. *Will you get the profit?* Write now for complete information, without the slightest obligation to you.

**THE CAPEHART CORPORATION**  
Fort Wayne, Indiana



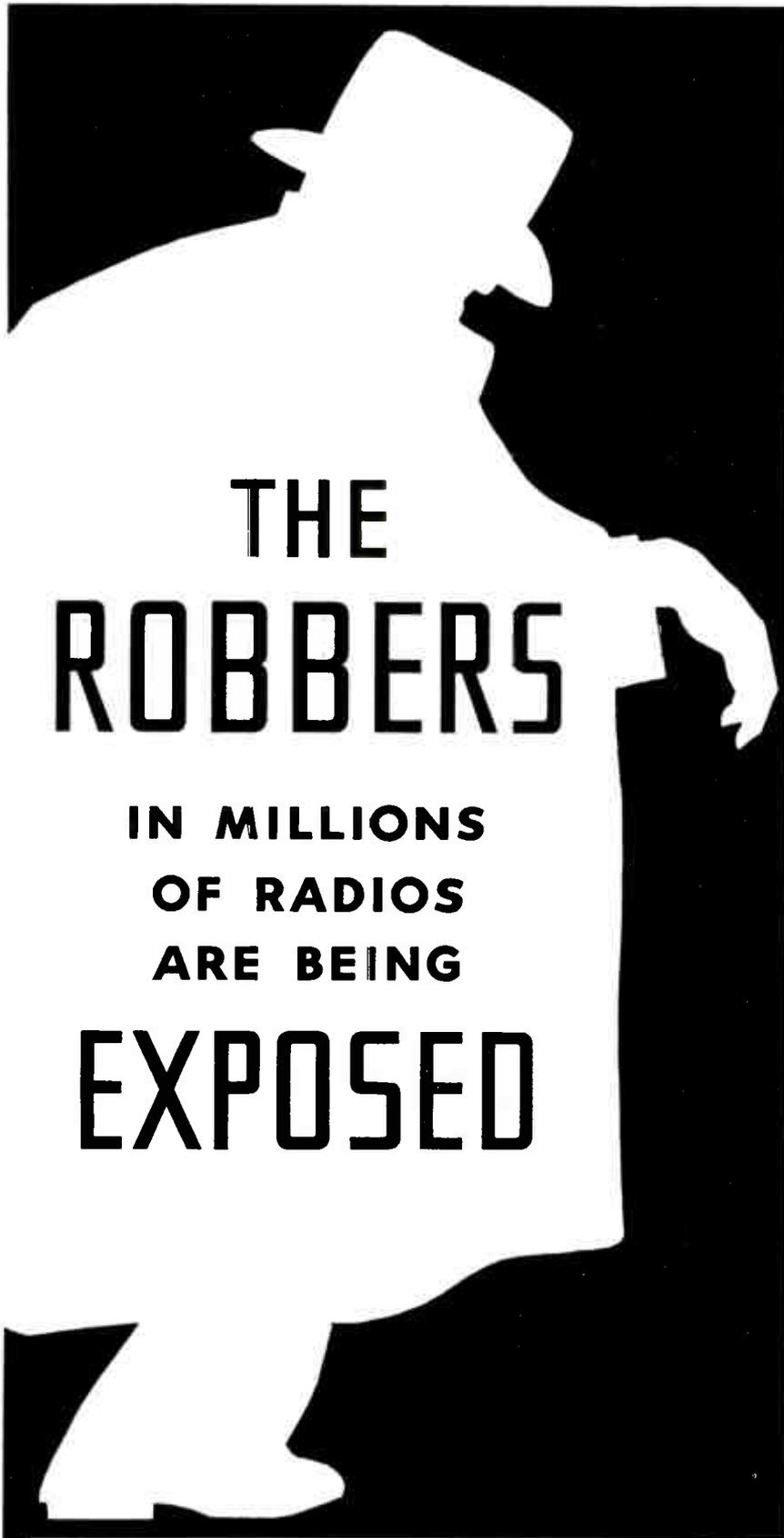
THE CAPEHART MODEL NO. "400"  
*Plays all makes of Records*



THE CAPEHART MODEL "21"  
*Plays all makes of Records*

# CAPEHART

A GREAT NAME IN MUSIC



**THE  
ROBBERS  
IN MILLIONS  
OF RADIOS  
ARE BEING  
EXPOSED**

**THRILLING NEWSPAPER ADVERTISING**  
*At the right is a miniature reproduction of one of a series of newspaper advertisements featuring the radio robber and Acremeter service. This is beyond a doubt the biggest selling idea ever put into radio tube advertising.*  
**THE KEN-RAD CORPORATION, Incorporated, OWENSBORO, KENTUCKY**

*Sensational*  
**Ken·Rad**  
*Merchandising*  
*Plan*

**SWEEPS NATION**

**K***EN-RAD* distributors and dealers throughout the nation are rolling up amazing tube sales volume through the marvelous Acremeter and the sensational Ken-Rad Merchandising Plan. Sales increases so great that they are absolutely without precedent in radio history are being recorded in scores of cities. Signed proof of these successes is available to all who may be interested. A tremendously gripping series of newspaper advertisements to back up live distributors and dealers is now being released. Be one of those who will profit hugely from it. Write or wire for the whole story.

© 1931

**THE  
amazing  
ACREMETER**  
*will point out the thieving  
tube that is robbing you of  
perfect radio reception*

**EXPOSE  
THE  
ROBBER  
IN YOUR  
RADIO**

**Ken-Rad**  
*Fine Radio Tubes*

ONLY AT THESE LEADING STORES IS ACREMETER SERVICE AVAILABLE  
 DEALER'S SIGNATURE TO GO HERE

# New! New! New!

JUST INTRODUCED AT THE NEW YORK SHOW, SEPT. 21ST

## 7-TUBE SUPER-HETERODYNE

# Zenette

MADE BY ZENITH RADIO CORPORATION

## WITH FOUR-GANG CONDENSER

Tone-Shading Control . . . Even Volume Control . . . High Safety Factor Power Transformer . . . Full Illuminated Drum Dial . . . Kilocycle Calibration . . .

Smooth Vernier Tuning Control . . . Easy "slip-on" Control Knobs . . . Sturdy Plated Chassis, thoroughly shielded . . . Pentode . . . Full range Dynamic Speaker . . .

**\$49<sup>95</sup>      \$69<sup>95</sup>      \$79<sup>95</sup>**

Here they are . . . with a new type, new construction, new idea Super-heterodyne with FOUR-gang Condensers (no "cross-talk", no "riding in"), and Zenith-built chassis, and Zenith-built REAL furniture . . . at prices competition CANNOT meet. Biggest value "scoop" in radio history. Your Zenith Distributor is ready to ship TODAY! Get in touch with him NOW!

Made by the makers of Zenith receivers . . .  
\$135 to \$290

MODEL WH  
Lowboy  
\$69.95 Complete  
with Zenith  
Quality Tubes.



MODEL LH  
Table Model  
\$49.95 Complete  
with Zenith Quality Tubes



MODEL MH  
Highboy  
\$79.95 Complete  
with Zenith  
Quality Tubes.

Prices slightly higher Far Western United States and Canada.

ZENITH RADIO CORPORATION, 3620 IRON STREET, CHICAGO, ILL.

# A New Era in recorded music has come

*This marvelous new record that plays 30 minutes opens up a new field of home entertainment . . . and a new field of profits for you*

RCA Victor now makes the most sensational announcement in the history of recorded music. It presents an ingenious new 12-inch Victor Record that plays half an hour . . . and affords a complete symphony on a single record. A record of a new material that is lighter, flexible, and free of surface noises. Also, a 10-inch record that plays proportionately as long.

Increased Victor Record sales during the past few months prove conclusively that there is a heavy swing back to phonograph music. This revolutionary new record will speed the swing even faster. Sales are bound to jump higher.

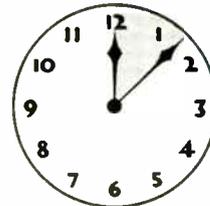
This record will bring people into your store . . . it will create new interest among your old record customers . . . and it will help you sell combinations, on which you can make real profits.

A simple, inexpensive "gear shift" adapts almost any modern electrical phonograph for playing this new record. Thus, you can make an installation profit also.

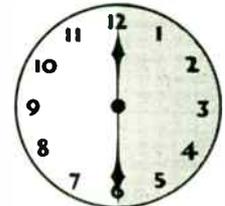
RCA Victor will use big newspaper space to advertise this big news to the public. Thousands . . . in fact, millions . . . of records will be sold. Get your share. Cash in on these new records, and enjoy a profitable repeat business. Put in a stock of records right away. Call up your RCA Victor distributor today. RCA Victor Company, Inc., Camden, New Jersey, a Radio Corporation of America Subsidiary.

Present type  
8 minutes

New type  
30 minutes



OLD



NEW

New Long-Playing  
Victor Records that  
will sell

1. Selections from "Band Wagon" . . . "High and Low," "Dancing in the Dark," "I Love Louisa," "New Sun in the Sky" and 5 other numbers . . . played by Leo Reisman and 23-piece orchestra . . . 10-inch record . . . \$1.50.

2. Rhapsody in Blue—Parts 1 and 2—by Paul Whiteman's Orchestra, and Victor Prize Selections — "Lights and Shadows," and "Song of Bayou" by Victor Salon Group . . . 10-inch record . . . \$1.50.

3. Victor Herbert Melodies No. 1—Played by Victor Concert Orchestra and Victor Salon Group . . . 10-inch record . . . \$1.75.

4. Symphony No. 5 in C Minor (Beethoven)—Parts 1 and 2 played by Stokowski Philadelphia Symphony Orchestra . . . 12-inch record . . . \$4.50.

5. Nutcracker Suite (Tchaikowsky)—Played by Stokowski Philadelphia Symphony Orchestra . . . 12-inch record . . . \$4.50.



## RCA Victor

### Victor Records

RADIO S . . . PHONOGRAPH COMBINATIONS



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

Vol. XXXI OCTOBER, 1931 50c a copy  
No. 4 \$5.00 a year

Astrologically, Scorpio impresses one significant truth for all who would use the printed word for sales promotion—to get action, the advertisement must pack a punch. Tell the story honestly, display it effectively, send it to logical prospects, and you will reap your share of orders in this, the month of harvests.



# As we see the business

**A**UTOMOBILE RADIO IS GAINING quite an impetus, and with a number of high-class manufacturers now producing motor car sets, the growth of this market seems assured. We understand that Champion has brought out a suppressor spark plug, eliminating all interferences, which, with the rapid development in producing motor car sets, now gives the user an unusual set of good mechanical performance. On the Coast aerials are placed under the car and a converter is used, which enables the car owner to use the set as a "portable" in the car, and the same set in the home. Who is to sell automobile radio remains a mystery. Some people are in favor of the new car dealer putting it on at the time of the sale, and have a radio included in the gross cost of the car, and financed as a unit. Others think the radio dealer should do it either alone or in conjunction with a battery or ignition service station.



**G**REAT SKILL IS REQUIRED TO install automobile radio, and many cases have been known where a car functioned poorly after the set was in, due to faulty installation. We believe our present radio dealer can sell automobile radio at this time, giving a commission to automobile salesmen, and employing the part-time service of a skilled automobile radio service man. While some motor car manufacturers install the aerial at the factory, these houses are still gun-shy and the aerial is put in with great reluctance. It would not surprise us if the volume of motor car radio sets exceeded 200,000 in 1932, for shortly there will be at least 700 radio distributors selling motor car sets.

**T**ELEVISION IS ATTRACTING ALL kinds of stock promotion hustlers and the "we-boys," and the same mistakes are bound to occur to dealers with brands of television as happened to them in radio.

All the enthusiasm over television is bound to give some dealer pain and ague. Some of the television people who went into business in June are out now, for the production and marketing of television requires knowledge and money. The number of television experts is decidedly limited, and it is impossible for a concern, even with a million stock certificates, to operate as a television manufacturer just because it has the urge to promote stock.

**W**E WARN ALL DEALERS THAT just because a firm has the word "television" in its name is no indication that it can produce a television set, because the good and the bad are together. As one stock promoter told the writer the other day, "The interest in television is a great aid to our business, and our best selling argument is, 'Did you buy radio stock at a dollar?'"

**T**O ANY DEALER WHO WANTS TO buy television stock as a private investment, we have nothing to say. We are interested only in saving dealers from wasting time and money with phony or poor television sets. There is money in television in certain sections of the country. In the sections where there is no television broadcasting, The JOURNAL showed in the August issue how dealers can even make a profit with no broadcasting. But whatever you do, don't get hooked on the over-enthusiasm of television stock salesmen, or television set sellers. If in doubt ask The JOURNAL.

**T**UBE MANUFACTURERS SHOULD change the markings on their tubes every six months, regardless of the fact that new types of tubes indicate their age. At a recent convention of wholesalers a number of these men criticised tube factories for letting markings run for two years, or more, because they have so much trouble in the replacement angle of tube work. The

amusing thing is that many of these wholesalers said that most dealers send back for replacement more tubes of different brands than they buy, and they are of the unanimous opinion that this replacement of tubes is hurting the tube business. They think that 5% tube replacements is enough, and that the universal generosity of 100% is becoming more than a premium to quick-witted dealers who boast frequently of their ability to get so many tubes for nothing. Some time ago the JOURNAL ran an editorial on this situation, stating that tube makers had developed perpetual motion, the first discovery of its kind in 8,000 years, but it is no amusement to jobbers who have to make these replacements.

**O**NE RETAIL STORE IN CHICAGO won't have a man on the floor if he can't make \$100 a week, and this store sells less of what it advertises than probably any other store in the country. They advertise what they can sell, if they wish, but they sell what they don't advertise. They know that if 10 people come into the store they sell 6 of them; if there are 50 people, they sell 30. And the number of people coming in actually determines their sales. A salesman that sold a 4-tube set in this store would be wrapping packages the next day. Or he might get a job with some of the dealers who are blaming the manufacturers for making low-priced sets.

**"T**WENTY-FIVE CENTS A DAY Puts This Refrigerator in Your Home," is working out very successfully with dealers who are using it, which, we understand, is one dealer in a city. The May Company in Los Angeles has it, and Holz-wazzer in San Diego has it. The May Company finds that by using the plan of 25 cents a day, up to a \$200 box—over that figure there is a down payment—the average salesman can sell 6 refrigerators a week, against the normal number of 1½ refrigerators a week for the country. One

store sold 112 refrigerators in two days—over \$20,000. And the figures for the month were 700 refrigerators. A test campaign on this plan, which sounds rather startling, to put a refrigerator in a home for 25 cents a day, shows that re-possession is one-tenth of one per cent.

**N**ORMALLY A SALESMAN GETS 15% on a \$200 refrigerator, but with the 25 cents a day plan he gets \$5 to sell it, because it doesn't require a tremendous amount of energy to sell a refrigerator on these terms. At the end of 60 days the salesman visits the customer and is paid \$2 to take off the meter and close the sale on regular terms. In other words, after 60 days of "sampling" a customer must realize the importance of owning a refrigerator, and generally the customer is found loath to give it up and is perfectly willing to sign a normal installment agreement. This enables the concern to take off the meter and use it on another sale. As these meters cost \$25, it is necessary that dealers keep an eye on them and operate with as few as possible. This meter will take up to \$2.50 at one time in quarters, and tests made show that the customer is generally some 25 cents to \$1.25 ahead in payments with quarters.

**I**NASMUCH AS ONLY ONE DEALER can have this meter in a city, other dealers are meeting competition by furnishing a bank to drop in a quarter a day. The plan is to get the customer in the store and then to make the sale. Incidentally, everybody with a home spends a quarter a day for ice, so the meter plan is just another reason why the "Maids' Association" is pulling for the old-fashioned ice chest with the ice man. Perhaps the collectors on the meter plan are stalwart men.

*Glad. Henderson*

**H**ERE IS A MOST UNUSUAL JOURNAL advertisement, inserted in the September number by Jackson-Bell Co., Ltd., Los Angeles, Cal., to tell the Editor that he is "wrong." Usually, when a concern disagrees with an editorial, it sulks and makes faces, and it is only a rare type of house that has courage to buy space to fight back. Notice how cleverly J-B adopts the first page style of JOURNAL

**PETER PAN** 7-TUBE PRICED

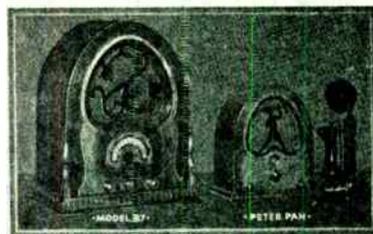
The smallest portable radio on the market. You carry it with you wherever you go. Wonderful tone. A real treat for the home. Available in portable form. You need no batteries. The same speaker as the famous "Maids' Association" set.

**\$29.95**  
Complete with TUBES

**MODEL 87** 7-TUBE PRICED

A table-top super-trendsetter of the radio industry. Superb tone. A real treat for the home. Available in portable form. You need no batteries. The same speaker as the famous "Maids' Association" set.

**\$49.95**  
Complete with TUBES



**As we see the business**

DEAR LEAD:

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 motivated 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 case, the sheriff take him. 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 suggests the purchase price is good, sound economy. 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 dealer sales will surely increase accordingly. Watch their figures mount up. Next round bet on Georgia.

80% OF THE HOMES IN THE UNITED States now own a radio, "on the hoof" (console) are as yet unprovided with a

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

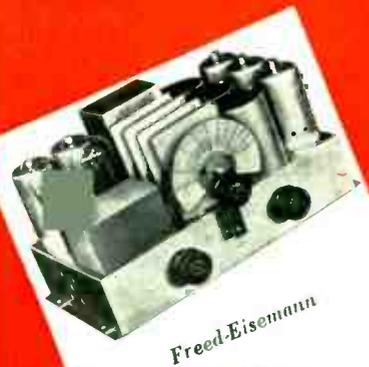
MAYBE YOU'LL DEVELOP THIS thought in one of your editorials. It's good stuff. Nothing but the ever increasing sales created by public demand for midset radios promoted the continuous growth of the Jackson-Bell enterprise. The sales record of our lowest priced receiver, the Peter Pan, at \$29.95 list,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

JACKSON-BELL ACCEPTS THE RESPONSIBILITY for the developing of midset 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 mounted type radio in the world.



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

editorials, and all members of our staff heard a great deal of comment on this example of J-B mental agility. The "scrap," if one could call it that, is over the social standing of the 4-tube set as a product for nation wide selling. We consider the 4-tuber as "defensive" merchandise and to be used for publicity or to develop "leads." "All's jake that ends jake," however, and we hope wholesalers and dealers will double up on their sales of Jackson-Bell Model 87—the 7-tube super-heret at \$49.95—to show Herb Bell and Alex Hirsch that a "feud" pays.



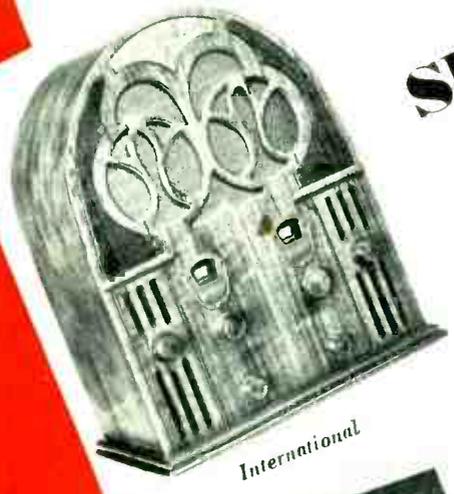
Freed-Eisemann



Pilot Super-Wasp



National Thrill Box



International



Silver-Marshall



Stewart-Warner



Baird

Short waves  
bring  
long profits

# Sell WRDS or China

By  
*Daniel Webster*



**S**HORT-WAVE radio sets, all-wave radio sets and converters for broadcast receivers were brought to dealers' attention over a year ago by The JOURNAL as offering profitable possibilities. In recent months there has been a tremendous, wider interest created in these instruments. Television has made short-wave reception generally known, manufacturers of standard equipment have announced short-wave sets or accessories. Popular interest has been focused on short-waves through trans-Atlantic telephony, explorer and airplane messages, and the equipping of police forces in many cities with radio.

The present size of this market can be estimated from the fact that there are well over a hundred thousand fans interested in short waves and that over five hundred stations throughout the world are broadcasting on waves ranging from five to two hundred meters. Although this represents the radio ham and the professional, it forms a tremendous foundation for the public interest which is now being shown.

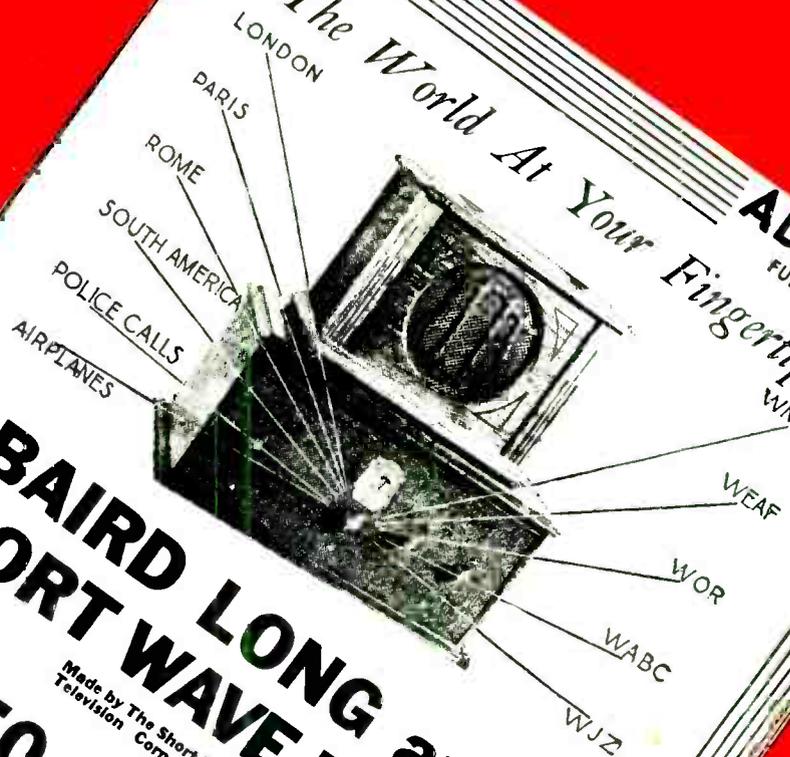
Short-wave sets are an excellent follow-up for the man who comes into your store to view a television set. If he is not content with today's television apparatus, he is interested in the constant thrills which short-wave reception provide. You literally open a new world of radio communication to him, and one which is guaranteed to get him out of bed at four or five in the morning.

In some localities the police equipment of radio is sufficient to sell thousands of prospects. They listen in to the messages from headquarters to the cruising cars and get news before it has happened. Other prospects will buy short-wave sets so that they can get first-hand the reports of Wilkins from his submarine or direct messages from one of the other twenty expeditions broadcasting from remote spots of the world. Prospects can't resist the thrill of hearing WCF, the New York Fire Department, or WRDS, the Lansing, Mich., State Police, broadcasting general alarms. Then there are such things as the airplane reports from record-seeking fliers, the SOS messages from sea, and a hundred other breath-taking broadcasts.

Short-wave sets will enliven your whole store and pave the way for television profits.

*The World At Your Fingertips!*

**ABRAHAM & STRAUS**  
 FULTON ST. at HOYT  
 BROOKLYN



# BAIRD LONG and SHORT WAVE RADIO

**89.50**

*Complete with tubes, speaker and installation.*

The thrill of all the world. All the regular broadcast-ing stations, plus the in-creasingly popular short waves. Complete in one set and with all the tricks removed. Operates on A. C. with single dial control. Designed by Hollis S. Baird of The Short Wave and Television Co.

A&S—RADIOS—Seventh Floor—East

Made by The Short Wave and Television Corp. of Boston

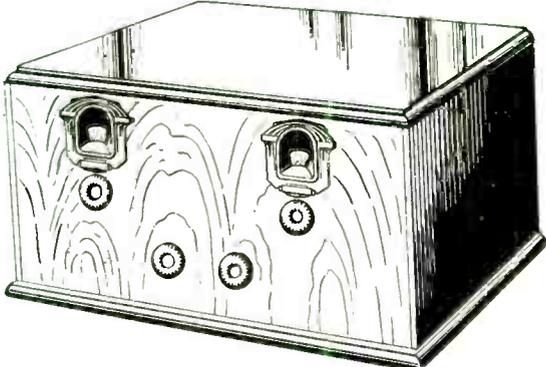


## TELEVISOR

*Can Be Added*

**59.50 Extra**

The Baird set is adapted for tele-vision reception. This televisior will receive all present programs.



Kennedy Globe Trotter

Dealers who find it next to impossible to interest owners of three-year-old sets to listen to the new models will welcome short wave converters as attention-arresters. These are advertised to make any modern broadcast receiver an all-wave set and sell for comparatively small prices. Once the prospect is interested in a converter, he can be sold the idea of a better receiver to go with it, possibly a set which combines both short and long wave reception.

The short-wave receiver is now definitely bigger than the "ham" market, but it helps to renew interest in that profit-builder of a couple of years ago, the parts counter. When customers go back to making their own and you get the real fans back to your store, you'll find the cash register ringing instead of the finance company phoning. It gives a sales edge to your television display, your "dead" prospect list and your cash business.

# Isaac Donen's arithmetic



Isaac Donen

<b>6%</b>	<b>volume in midgets</b>
<b>18%</b>	<b>” ” combinations</b>
<b>21%</b>	<b>” ” consoles</b>
<b>20%</b>	<b>” ” appliances</b>
<b>20%</b>	<b>” ” music sales*</b>
<b>15%</b>	<b>” ” service</b>

*\*Includes records, sheet music, rolls, band instruments, pianos and portables*



**I**NCREASINGLY important position of electrical appliances in the radio store is shown in today's business done by Donen's Music Shop, Rye, N. Y. Isaac Donen is a progressive member of the modern music-radio-appliance industry. His store dates back to the early days of the phonograph industry, but his wide-awake methods of merchandising have kept him jumps ahead of competitors.

Today Mr. Donen estimates that 60% of his business is radio, 20% electric appliances, and 20% records, sheet music, rolls, pianos, portables and musical instru-

ments. Combination radio-phonograph instruments account for 30% of his radio sales. His midgets, on the other hand, are responsible for only 10% of his radio dollar volume. Records pay his rent, which, as he remarks, "is six times what it was in 1919 when I first sold records."

A most comprehensive line of merchandise is carried by this store, which caters to a splendid clientele distributed throughout the handsome little town of Rye, Hastings and other communities where the people, as a general rule, occupy their own homes and enjoy, Mr. Donen estimates, at least \$10,000 yearly income. Carried by the Donen Radio & Music Shop are the following lines: Stromberg-Carlson, Atwater-Kent, RCA-Victor,

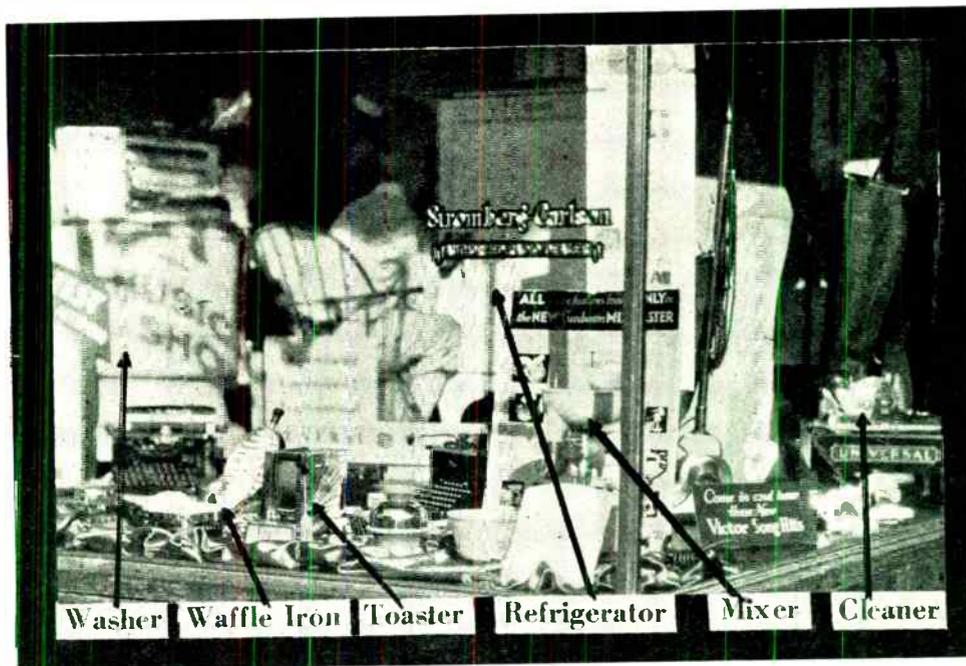


*Donen's Music Shop displays the wide variety of music, radio and electric appliance products that is typical of today's dealer.*

and Majestic radio, Capehart automatics, General Electric refrigerators, washers, clocks, cleaners, Universal small appliances, Cincinnati Victor fans, Mazda lamps.

While still principally a radio dealer and music merchandiser, Mr. Donen has changed with the times into an electrical appliance dealer. He explains that it takes some time for his store to be identified with his various kindred lines and realizes that in this transition stage advertising and good window displays will attract attention to his new wares.

Beautifully located on the main street of the town of Rye, opposite two of its principal financial institutions, Mr. Donen lays great store in his windows. "My window displays count a great deal," declares this merchant. "Most of the people in this vicinity, being home owners, are interested in all these appliances that eliminate or curtail household labor. However, Rye, strictly speaking, is not a shopping district and to many in the town I am not known as a dealer in electrical appliances. When a party comes in to purchase records or some needles, they invariably notice many lines of goods they didn't know I've been selling. 'Oh, you're handling Mazda lamps—I didn't know that,' they say and then they remember henceforth that my store can supply them with certain household merchandise." Mr. Donen, it can be seen, keeps abreast of the times and takes on any type of merchan-



*20% of Donen's Sales Now on Electric Appliances - and growing! 60% now on Radio.*

dise that fits in with his scheme of supplying homes with music and musical instruments and household appliances that make for convenience and comfort.

As 60% of his business is the sale of radio, the Donen store always presents an attractive and varied display of sets. "When I first entered the radio field, I took on all sorts of lines, but I soon found that impractical and now handle only three or four brands. Like many other old time phonograph and record man, I didn't believe in radio when it first came out. That was a transition period for music dealers and so I took on radio. It took time building up my reputation as a radio dealer. More important was getting the public to realize that I was able to offer them every reliable service facility. My advertising has always been heavy. My advertising amounts to about 5% of my gross sales."

This store has no salesmen but employs 3 servicemen. Mr. Donen is always present at his store to welcome customers and there is a young lady who handles the record department. Of course, his service men, as they make their rounds, bring in lots of leads for refrigerators and other electrical appliances, but Mr. Donen has no staff of canvassers scouring his vicinity. He is carrying no heavy overhead on his stock of refrigerators for he works with the local Rex Cole representative, selling refrigerators.



The Meter-Ice PLAN

**"25c. a day"**

**with only .001**

INVEST IN AN ELECTRIC REFRIGERATOR

**Repossession**

**How the meter plan quadruples dealers' sales of refrigerators**

**Electric Refrigerator**



Nothing convinces a prospect that she should own an electric refrigerator like a few weeks' use of it in her own home. Free trial is out of the question at present.

Newest method of retailing electric refrigerators, already proved very successful in the West, is by coin-controlled mechanism which guarantees each payment in advance.

The housewife has been accustomed to ordering a fifteen or twenty-five cent piece of ice every morning. When she sees that she can slip the quarter into the ice-box instead of into the ice-man's hand and gain not only the advantages of electric refrigeration but also the ownership of the refrigerator, she will buy four times as quickly.

Sales costs have proved to be considerably lower for the dealers selling this plan, more money being put in advertising and less in commissions. As long as the idea is new, it is possible to draw customers by newspaper advertising alone. With less spade work for the salesman, his commission is cut to 3% on "meter" sales. After sixty days, he is given the chance of following up his customer and closing the sale on a regular basis, earning another 1%.

The salesman actually earns as much money in most cases, for he sells enough more refrigerators to make up the difference in percentages. The May Company, of Los Angeles, for instance, found that its salesmen were making six refrigerator sales a week by the new plan, compared to the usual one-and-one-half sales a week.

A great deal of newspaper and magazine space has been used to tell prospects that refrigerators can be bought on low installment payments, but the "Coin in the Slot" idea visualizes this idea so successfully that

sales jump. One store sold over \$20,000 worth of electric refrigerators in two days by this plan, totaling \$120,000 worth in the month. These stores, however, carried several makes of refrigerators and advertised the meter plan as a method of paying for the customer's choice of ice-box.

With this plan it is possible to sell the low-priced refrigerator models with no down payment. If the refrigerator is kept in operation only a month, it takes in the usual first payment, so some dealers ask no down payment on boxes selling under \$200 and a small amount on more expensive boxes. In spite of these seemingly-liberal terms, the refrigerators stay sold. Repossessions have been figured at one-tenth of one percent. The "Twenty-Five Cents a Day" terms are not as wild as they appear.

To make the most money from this plan it is wise to pull the meters just as fast as possible. They cost as much as \$25 each and the dealer can easily tie up too much money if he has many out. A good follow-up salesman can usually bring back almost half of the meters after they have been out for two months. If they are left out, they will stay for nearly a year and the dealer will need a meter for every box he sells in a year's time.

One odd result of the meter plan of selling refrigerators is that payments are often made well in advance. Owners will forget whether they have put in their quarters, or they will want to "set" the refrigerator for a week in advance. Frequently the collector will find that there is at least a dollar in the meter in advance.

Although the meter ice plan is being offered to a very limited number of dealers, other devices are being used to produce somewhat the same advantages such as savings bank idea previously used in radio to collect.

Think of it! Any of 4 nationally famous Electric Refrigerators. 25c a day! or \$7.50 Monthly if You Prefer

- The Servel at the advertised price \$185
- The Leonard at the advertised price \$205
- The Norge at the advertised price \$189.50
- The Holbrook at the advertised price \$159.50

Phone TRinity 7361 for further information regarding these special terms.

85 First Payment 750 Monthly

**EASTERN**  
BROADWAY AT NINTH

## D. M. Compton

The JOURNAL presents as prominent member of the radio industry for October, 1931, D. M. Compton, Vice-President and General Manager, Grigsby-Grunow Co.

October, 1931





*This type of cabinet appeal boosts the Sach's sales unit over \$100*



*A. S. Joffe*

# Sach's sales unit is \$110

**E**DUCATING the salesmen has kept the radio unit of sales above one hundred dollars for the Sach's Furniture Store, according to A. S. Joffe, radio manager. In spite of the number of midget radio sets sold during the past twelve months, Mr. Joffe reports that he has been able to keep his unit of sale at \$110.

"You can go to a theatre and sit in a fifty-cent seat or a three-dollar seat," his salesmen tell the prospect interested in a low-priced radio. "If you sit in the cheap seat, you certainly are not getting as much out of the show as if you were in a good location where you could see and hear everything that passes on the stage. The show itself is just as good, but your appreciation of the show depends on how much of it your fifty-cent seat allows you to see.

"The same thing is exactly true when you buy a midget radio set. The programs on the air may be perfect, but how much of them you will hear depends on the set you own. Some of our customers say they would rather not listen to radio on a midget, just as they would prefer not to sit in a balcony seat at the theatre.

"Broadcasting companies are spending millions of dollars to provide you with the most perfect entertainment possible. It is estimated that some of the big radio advertisers will spend \$30,000,000 on the two networks during 1931. A low-priced set is a ticket to this \$30,000,000 worth of entertainment, but it is good for a seat in the balcony. For not very much more you

can sit so close to the stage of the air that you will not miss a single note. In the course of a year, the difference in what you spent for the set is negligible, but what you have missed on the radio is tremendous."

In Sach's, it is not the salesman's duty to discover how high he can build up the sale. That is the credit department's job. However, the salesmen question the prospect, discover his earning capacity and his ability to pay.

Cash sales have not increased with midgets in Sach's. The customer who is willing and prepared to pay cash for a radio can usually be persuaded to pay the same amount as a down payment for a higher-priced model. The result of this policy is that cash and credit radio sales maintain the same proportion this year as in 1930.

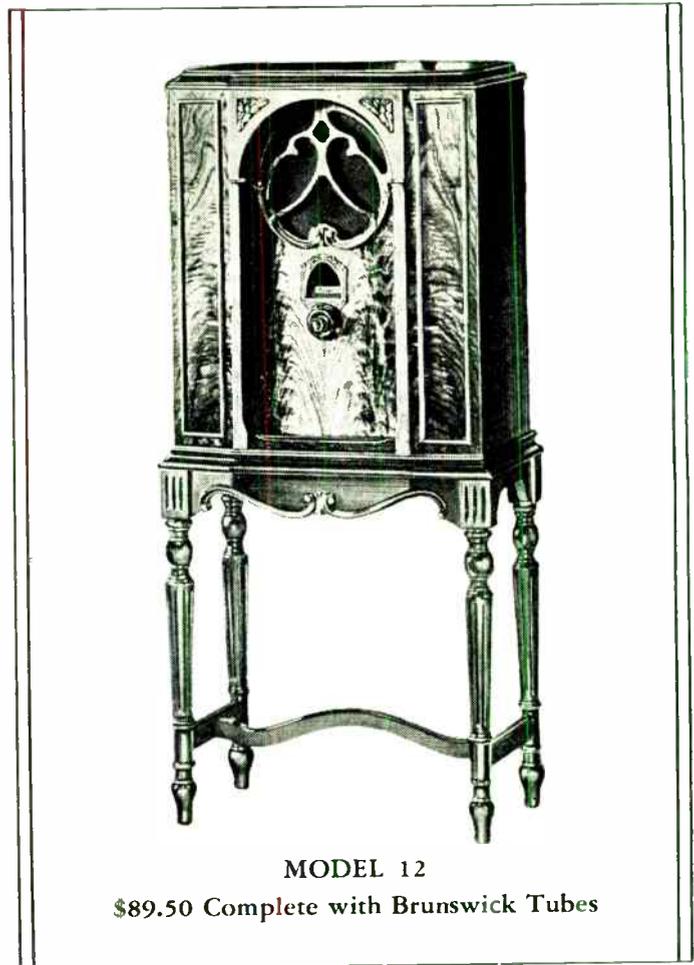
Television has been overplayed by the newspapers, says Mr. Joffe, and it is up to the dealer to urge his newspaper to give more truthful ideas of the present state of this new science. Customers must be convinced that radio sets bought today will not be obsolete tomorrow through the sudden advent of television. This fact is well-known in the trade, but Mr. Joffe emphasizes the need of preaching it incessantly to the public. Short wave radio, on the other hand, is eminently practical and furnishes an excellent product to merchandise. It adds a newer thrill to radio reception, and Mr. Joffe predicts a good year for short wave sets.

Sach's, with its background of 35 years as one of New York's leading furniture houses, finds that good radio sales can be made by featuring a strong furniture appeal. Ornate cabinets lift the set out of the usual run of models shown in every radio window and add considerably to the unit of sale.

# 8 M O D E L S

A COMPLETE LINE  
\$39.50 to \$225

*Each a true Brunswick built for those  
who appreciate fine music*



MODEL 12  
\$89.50 Complete with Brunswick Tubes

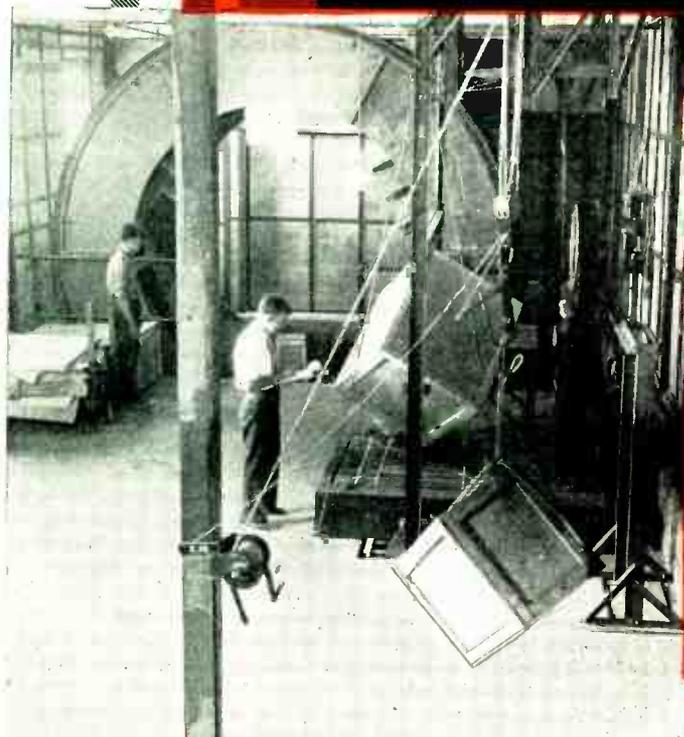
**B**RUNSWICK offers you the opportunity to concentrate profitably on a complete line of distinguished radios...backed by a merchandising plan of real sales assistance...A plan, simple, constructive, easy to operate in your own store...It will be profitable for you to write us for details...Dealers who take advantage of present conditions by concentrating on a profitable and complete line like Brunswick should be able to write new sales records for themselves.

*There is a difference in the musical quality of a radio  
... Hear it on a Brunswick*

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

# BRUNSWICK RADIO

# TESTED ATLAS CASES



add safety and economy to radio shipping.....

Only Atlas cases give you complete assurance that transportation hazards cannot harm radio instruments. Only Atlas cases give you the economic advantage of sure protection plus light weight.

Laboratory tests far more destructive than the severest conditions met with in actual shipment control the design of Atlas cases. They help engineers build containers that are stronger, yet lighter and more economical.

Atlas engineers will be glad to help you develop a case to suit your needs. This service is free. Ask the nearest Atlas office to send you "Why You Can Be Sure Of A Better Packing Case", a booklet describing the work of the Atlas laboratory and the application of tested packing cases to radio shipping.



New York Office: 33 W. 42nd St. Chicago Office: 649 McCormick Bldg. Southern Office: Goldsboro, N. C.  
Factories: Richford, Vt.; Montgomery Center, Vt.; Morrisville, Vt.; Greenville, Me.; Stockholm, Me.; Goldsboro, N. C.; Waterloo, Quebec  
Branch factories in twelve cities.

# central station RETAIL SHOPS

*W. H. Wood*  
editor

## Lend a line to Mr. Dealer in your advertising

*By Harold E. Speare*

**M**ERCHANDISE managers of public utilities are going to great lengths today to insure that dealers in their territories understand why a utility is retailing appliances. Most of the utilities admit freely that their chief business is to sell electric current and they sell appliances only because it adds to the load on their meters. For this reason the utility is glad to proffer assistance which will aid the dealer to sell appliances. In many cases the utility goes

so far in this cooperation that it lends aid to dealers selling different brands and competing merchandise. Usually, the only question asked about the merchandise sold by the dealer is whether or not it is sufficiently high grade to make sure that the central station will not be swamped with calls for service.

As a special assistance to radio-electric dealers in the selling of appliances, a number of utilities are suggesting in

*(Continued on next page)*

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

### ELECTRIFY FOR BETTER LIVING

#### Use a Chair While Ironing

You can iron in half the time and so much more comfortably with an electric ironer. You can do all the pieces with professional skill—even the fussy things. Ask your dealer for a demonstration. Those you attach to your washer are \$49.50. Portable ones, \$69.50. Terms as low as \$7.50 down, \$1.50 a week.



**E**LECTRICAL APPLIANCES are Twentieth Century conveniences which you, as a Twentieth Century housekeeper, should have in your home. Louisville electrical department and furniture stores have all of these appliances for your inspection and selection. Prices are low, and terms can be arranged. Buy what you need today.



LOUISVILLE GAS & ELECTRIC COMPANY  
INCORPORATED IN KY.

#### Save Time and Strength

Modern electric washers are faster and easier to operate than ever before. They make wash cycles shorter and use less strength as well. Louisville dealers have them as low as \$74.50, with terms of \$7.50 down and \$1.50 a week if desired.



#### For the "Few Things"



This new electric cooking unit is for the few things you cook every day. It's compact, finger, and has other features. See it, demonstrate it at your favorite dealer. Cost only \$37.50.

#### Have Your Own Sun

Warmth and light at a minimum cost. This electric sun lamp will give you the same warmth and light as the sun. Available for your lamp and gives you all of the beautiful rays of the sun, without the heat and discomfort. Put your sun lamp on your desk, \$5.50 and \$69.50 complete. See it if you want it.



#### Cleanliness in a Few Minutes

A vacuum cleaner makes it possible for you to have that clean bright appearance you like so well. An electric vacuum cleaner is a great help in a few minutes and the price is now only \$21.00. See it at your dealer. \$21.00 down and \$2.00 a week.



#### BOTTLE WARMER



This bottle warmer keeps your baby's bottles warm and ready for use. Cost only \$5.00.

#### EGG COOKER

This cooker has an attractive porcelain base in green, yellow or blue. The metal top has a force button and capacity 4 eggs. \$5.50.



#### OWNERS ARE PROUD

Quality is always reflected in the price. This is true in the case of our electric appliances, and are guaranteed against any defect in material or workmanship. They are made to last. See them at your dealer. \$29.95 down and \$3.00 a week. See it if you want it.

VISIT YOUR FAVORITE DEALER TODAY

# Give Mr. Dealer a Line

(Continued from page 29)

their advertisements that prospects go to either one of the central station shops or their nearest dealer. As the utility normally spends thousands of dollars in newspaper advertising to the dealer's hundreds, competition in publicity would be one-sided. However, when a utility puts on a special drive to sell washing machines, toasters, or any other appliance, it figures the success of the campaign chiefly by the load it has added to the meters. If it can spur the public into buying the appliance, it doesn't care so much who sells it.

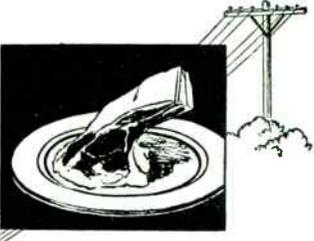
For this reason, and for the sake of earning the good-will of the trade, utilities frequently sign their advertisements with their own name and add a line men-

tioning that the advertised products can also be bought from local dealers. The samples of this type of advertising, reproduced on this page, give an idea of

The JOURNAL has asked merchandise managers of central stations to give radio dealers a credit line in their advertisements, for the modern radio dealer is the aggressive electric appliance dealer.

how three central stations are extending this cooperation to dealers. One method is to feature electric appliances of several kinds and urge readers to go to their nearest dealer, making the central station name secondary. Another is to reverse the emphasis, merely mentioning that the advertised appliance can be bought from dealers as well as from the central station shop. One utility gives no hint of its name excepting for its trade-mark seal.

In cases where the utility advertising is featuring special prices or terms, a



### A Rib Roast by Wire

A FEW MINUTES in the morning to prepare your roast and vegetables... deserts, too, if you wish... and place them in your oven; a fraction of a minute to set simple timing and temperature controls, and your rib roast is ready so far as you are concerned. No matter what you do with the rest of your day (and there are so many pleasant things to do) dinner will be ready, waiting, done to a turn, when 6 o'clock comes.

The fuel which cooks your dinner, the automatic impulses that regulate the cooking, the timing, the waiting, the watching... all these come by wire—those familiar, friendly wires which bring into your home the current for lighting, cleaning, refrigeration, and ever so much else. It's no end economical. And the most modern of electric ranges is surprisingly easy to buy. Why not ask your electric dealer?

**Cook Electrically**  
 Clean... Quick... Save  
 Save Fuel, Heat, Time, Space, Dishwashers  
 Dishes, Antiseptically, Accurately, Safer,  
 Greater Delicacy, Economical of Space,  
 Best to Operate, Easy to Own.  
 The Modern Method for Modern  
 Mothers

AT YOUR FAVORITE ELECTRICAL DEALER \$



line is included to say that similar offers are made by dealers. Although the dealer may not even carry the line advertised, he is thus given a share in the general interest created. Since some utilities are now assisting dealers finance time sales, terms can be advertised which are acceptable to both utility and dealer.

The radio dealer selling electric appliances may be sure of the utility's full cooperation if he is prepared to work for sales. Bad feeling has been engendered in the past when utilities have found that electric dealers wanted sales laid in their laps. The utility might be willing to do eighty per cent of the work and take only twenty per cent of the sales, but it insisted that every last sale possible be closed, regardless of who closed it. This is one reason why utilities have been glad to cooperate with the better class of radio stores, for they have found here a class of merchant who is accustomed to doing his share in the digging for business. Radio dealers who have added refrigerators, washers, cleaners, or socket appliances have taken on these new lines with the determination to merchandise them, not merely because they have always had such products on their floors. Realizing the importance to the central station of this new class of aggressive dealer, The JOURNAL has advocated that he be given mention in the utility's advertising. This is the dealer who is adding the most of the highest-rated appliances to the utility's lines, and who, therefore, has earned cooperation.

## YOU put money in the BANK



when you INVEST in an Electric Refrigerator

HAVE you ever said, "I'd love to have an electric refrigerator, but I can't afford it?" Then read this easy plan to own one. Visit your nearest refrigerator merchant or our store and select the model you want. Pay only \$10 in cash, We'll install it... you can start using it at once. You'll find that it pays its own way. On bargain days you can buy food in larger quantities and keep it fresh till it is needed. Left overs are no longer wasted. Food stays fresh and sweet for days... nothing's spoiled. All in all, an electric refrigerator will save you 5¢ or more each meal... 1¢ on every dollar you spend for food... nearly enough to take care of your monthly payments! The cost to run an electric refrigerator is economical, too... only a few pennies a day. For never has Niagara Hudson electricity been so chea



**\$10 DOWN**

As low as \$10 a month. A ten dollar bill is all you need. Prices reduced on several models, and 3 year guarantee! Easy-to-clean finish, with rounded corners, side and out. Hurry, while it lasts. A model as low as \$10 cash delivered.

Visit any Niagara Hudson System Store or SEE YOUR REFRIGERATOR MERCHANT

NIAGARA HUDSON

Be our guest during the Niagara Hudson broadcast every Thursday night 7:30 to 8:00, daylight saving time, W.E.A.F., W.B.E.N., W.G.Y. and W.S.Y.

Something NEW in flat irons!



YES! Biggest improvement in years. 50% added heating power—holds extra heat on heaviest, dampest pieces. A safe, low temperature for rayon. Proctor Schwartz, \$89.90 cash. Introductory offer. May only, \$1.00 down, 3 months to pay. \$1 for your old iron



A "Floorola" protects your floors with a gleaming film of wax that defies water, scratches, scuffing, heel prints. Nothing small or toy-like about it. Does away with hand-waxing. Cleans as it polishes. \$78.50 cash, or \$6.30 a month.

**\$7.15 DOWN**

At any Niagara Hudson System Store, OR YOUR ELECTRICAL APPLIANCE MERCHANT

NIAGARA HUDSON

# Read this Good News and Cheer!

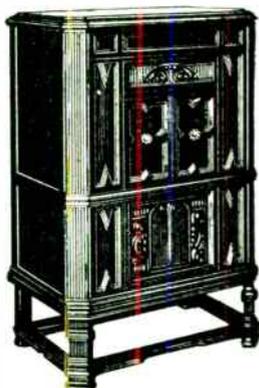
The New De Luxe Line That Carries a BIG Profit!



**\$157** Model R-50. 10-tube De Luxe Super-Heterodyne with Pentode and Super-Control Radiotrons and all the features of the Synchronized Tone System. Beautiful walnut cabinet in new hand-rubbed wax lacquer finish. Two RCA-247, one UX-280, one UX-224, three UY-227, three RCA-235 Radiotrons.



**\$178** Model R-55. Same chassis as Model R-50, including the Synchronized Tone System. Slightly taller, with door cabinet in same hand-rubbed wax lacquer finish. An exquisite radio set in every detail of design and of performance.



**\$350** Model RAE-59. The sensation of the season. 10-tube De Luxe Super-Heterodyne with the new Synchronized Tone System. New-type electrically reproducing phonograph that plays new Victor Program Transcriptions, which give four times as much music from a single 10-inch record. New automatic record changer that takes 10 ten-inch records, old type or new. Home recording with broadcast studio type microphone. Noise-free tone—even a new type of needle! See it—and sell it!

## Look into the Back!

For workmanship! For visible proof of value! For these 10 points of the RCA Victor Synchronized Tone System without which no radio can be called up-to-the-minute!

- 1 Super-efficient RCA Victor Super-Heterodyne circuit.
- 2 New RCA Victor Pentode tube with push-pull amplification.
- 3 Shock-proof, rubber mounted chassis.
- 4 Continuous band-pass variable tone control.
- 5 Over-size electro-dynamic speaker.
- 6 Noise eliminating power transformer.
- 7 New RCA Victor automatic volume leveler that corrects fading.
- 8 Three-point shielding (tubes, chassis, cable.)
- 9 Scientifically impregnated condensers.
- 10 Perfect acoustic Synchronization of chassis and cabinet.

Complete RCA Victor line—built around new 10-point Synchronized Tone System—at lowest prices in RCA Victor history—puts real profits back into radio!

Midget sets. Battery sets. Consoles. Phonograph combinations. A model for every market—a price for every purse.

Automatic volume control. Pentode. Super-control. Not one new feature—but ten—that make the revolutionary, new, Synchronized Tone System exclusive to RCA Victor!

There's an answer to every reputable dealer's selling situation in this new RCA Victor line. Prices that pull in buyers. Values that the eye can see.

The models shown here are just part of the story. Three De Luxe models that are a line-within-a-line. Other radios in a price range from \$37.50 to \$179. Other combinations from \$129.50 to \$995. All of them backed up by two great trademarks—RCA and Victor.

Get the whole story from your RCA Victor distributor—and be in position to make some money this fall. RCA Victor Company, Inc., Camden, N. J., U. S. A. A Radio Corporation of America Subsidiary.

# RCA Victor



RADIOS

PHONOGRAPH COMBINATIONS

VICTOR RECORDS

# C O L U M B I A

## Tele-focal Radio

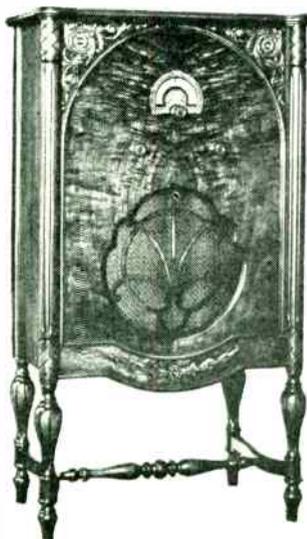
*The line of least sales resistance!*

Here is the new Columbia Tele-focal Radio—priced right for easy profitable sales. Four great models comprise this fast moving line, each with an eye, ear and purse appeal that drives sales resistance out as you tune the set in. There are two low-

boys and two compact models. Two have Superheterodyne circuits—two carry T. R. F. equipment. All are up-to-the-minute with Pentode and Multi-Mu tubes and all have tone. "like life itself."

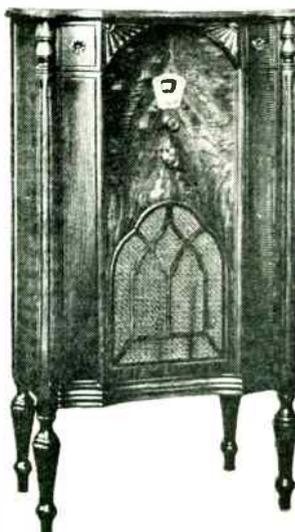
Model C-34

Low-boy cabinet, Sheraton style of design, of rich walnut veneers - - - Seven tube Superheterodyne circuit with Multi-Mu, Pentode, and Screen Grid Tubes. Translucent tuning dial with moving light ray (an invention of Columbia engineers—pat. pending) - - - 10-inch dynamic speaker - - - static suppressor with tone control - - - complete with Columbia Rapid-Heating Tubes.



Model C-32

Beauty in simplicity is the keynote of this rich Columbia Console - - - the cabinet, early American in type, is of walnut veneers - - - the Columbia Radio is a tuned radio frequency circuit, five tubes including Multi-Mu and Pentode - - - static suppressor combined with tone control - - - vernier adjustment - - - illuminated dial - - - complete with Columbia Rapid-Heating Tubes.



Model C-33

The Columbia Compact - - - walnut cabinet of distinctive design - - - seven tube Superheterodyne circuit with all features identical with those of Model C-34. In this model the dynamic speaker is 8 inches in diameter - - - supplied complete with Columbia Rapid-Heating Tubes.



Model C-31

This Columbia Compact has a walnut cabinet of graceful design. Burl maple and reeded overlays add just the right touch of ornamentation. The radio equipment used is the same as is found in Model C-32 - - - the dynamic speaker is 8 inches in diameter - - - supplied complete with Columbia Rapid-Heating Tubes.



Write for details of the Columbia Radio Line, also for information on the new Columbia Home Dry Cleaner and Washer, Columbia Dry Cleaning Fluid, Radio Tubes, Vivatonal Phonographs and New Process Records. *Columbia Phonograph Company, Inc., 55 Fifth Avenue, New York City.*

# C O L U M B I A



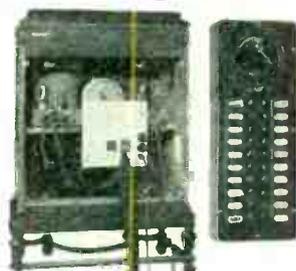
# R A D I O S

\*All Trade Marks Reg. U.S. Pat. Off.  
M. R. M. Inc. Reg. Nos. 74233 y 16424  
Algeria 71217, 20058 de 21 de Agosto 1930  
Industria Registrada Belg. Nos. 1090, 2044, 2072

# New Models

Here are the latest additions to the lines offered by manufacturers

## Stromberg-Carlson



The Stromberg-Carlson Telephone Mfg. Co. has released a new residence type electrical Remote Control System, giving complete remote control for radio and discs, and composed of radio and phonograph units in separate console cabinets or in combination cabinets. One or both may be concealed from view. By push buttons in a small control box, one may, from any part of the house, do the following: Start or stop a radio; start or stop a multi-record phonograph at the same time switching from radio to phonograph, or vice versa; tune silently and automatically to any of 8 selected stations; tune silently and visually (meter tuning) to other stations; adjust radio or phonograph volume; switch any of four loud speakers on or off; switch off radio, speakers and phonograph all by one button. Control boxes equipped with 10 foot or 30 foot flexible cords. Portable type is 10 in. x 3 3/4 ins. x 2 1/2 ins. and weighs one pound. Control boxes for mounting flush in walls can also be obtained. The No. 28-A S-C relay controlled electro dynamic speaker, housed in walnut cabinet, also may be used with the system, or speakers may be built into room walls or ceilings, concealed behind grilles or mounted on the back of closet doors.

## Radio Sight & Sound Corp.

Pulolizer, a new refrigerator accessory manufactured by the Radio Sight and Sound Corp., safeguards food in the refrigerator, eliminating odors and avoiding spoilage. "Enables you to place onions, cheese, fish, butter, cantaloupe and milk all in the box together without harm," states the com-

pany. Works automatically and requires no attention. Will work satisfactorily in all boxes up to 7 cu. ft., promise the manufacturers.

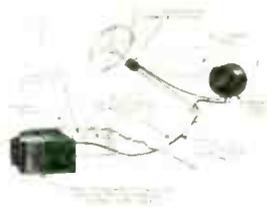
## New Zenette Models



The Zenith Radio Corp. steps forward with three 7-tube super-heterodynes, with 4-gang condensers, as follows: WH Lowboy, \$69.95, LH Table

Model, \$49.95, and MH Highboy, \$79.95. Incorporate following characteristics: tone shading control, even volume control, high safety power transformer, full illuminated drum dial, kilocycle calibration, Vernier tuning control, "slip-on" control knobs, plated chassis, thoroughly shielded pentodes and full range dynamic speaker.

## Atwater Kent



The automotive Atwater Kent receiver, Model 81, retails for \$89.50, complete with tubes and "B" batteries, installation and antenna extra. Uses specially developed tuned radio frequency circuit and employs three 236s, two 237s and two 238s, with push-pull pentode amplification. Its features include: one bank of 3 condensers, automatic volume control, illuminated remote control clamping to the steering column, lock and key protection, storage battery for the A, three 45-volt B and four 7 1/2-volt C batteries, chassis and

batteries encased in water-tight steel box under car's floor. Entire assembly consists of but three units, and combined set and battery container, designed to be supported from the underside of the floor board by 4 long carriage bolts, is another characteristic. The dynamic speaker, usually mounted under the cowl, and the fact that it is only necessary to drill 4 small holes to install, making it possible to remove the set from one car to another without affecting the car's retail value, are other points. Complete with condensers and suppressors.

## Universal Home Recording

The Universal "Handi-Mike" and the Universal Junior Input Stage, together with a radio receiver, even a midget, and an electric phonograph, can be used for home recording. The phonograph must have an electro-magnetic pick-up and be driven by a sturdy electric motor. A converter kit is also available for modernizing obsolete phonograph. The "Handi-Mike" (\$10.00) is a single button microphone, especially designed for home recording, while the Junior Input Stage (\$8.00) consists of a suitable matching transformer, volume control, switch and battery receptacle.

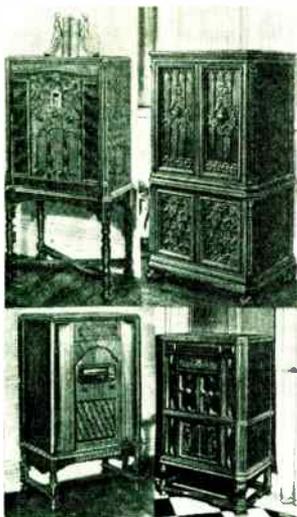
## Duette Dry Cleaner

Schreyer, Hamilton Co., the sales division of the Rusko Products Co., has brought forth the Duette Dry Cleaner, retailing for \$7.50. The dry cleaning preparations include the Duette dry-cleaning fluid,

the Duette re-claiming powder, the Duette spot remover and the Duette super-spot remover, the Duette fluid selling for \$1.95 per gallon. The cleaner operates without any danger of explosion and the Duette fluids themselves are non-inflammable.



## RCA Victor



A self-powered receiver for rural and DC areas, as well as the R-43 and the RE-73, 8-tube super-heterodynes, the first selling for \$99.50, and the R-11, 9-tube super-heterodyne, \$119; the 59, a 10-tube combination, \$350.00; the RAE-79, a de luxe 13-tube screen grid super-heterodyne combination automatic, \$995.00, are announced by the RCA Victor Co.

The self-powered set uses low drain battery Radiotrons and Eveready's "Air-cell" A batteries and 4 heavy-duty "B" batteries. Tone control and permanent magnet dynamic speaker, rubber-floated chassis, hand-rubbed, wax-lacquer finish, walnut veneer cabinet are features of this set 41 ins. x 25 $\frac{3}{4}$  ins. x 13 $\frac{3}{4}$  ins. Uses five 230s and three 232s.

The RE-73, with T.R.F., tone control, a 33 1-3rd R. P. M. clutch for playing the new discs, a phonograph unit with low impedance pick-up and the inertia type tone-arm, and illuminated dial, is housed in a walnut veneer cabinet, with butt walnut overlay, 46 ins. x 27 $\frac{1}{2}$  ins. x 18 $\frac{1}{2}$  ins. Uses four 224s, two 245s, one 280, one 227, and R-11 has pentode and super control Radiotrons, automatic volume control, micro tone control, rubber-mounted chassis, walnut veneer cabinet, 46 ins. x 23 ins. x 13 $\frac{1}{2}$  ins. Uses two 247s, one 280, three 227s, one 224, and two 235s. A totally shielded chassis features the 59 as well as automatic volume control, micro tone control, low impedance pick-up, and inertia type tone-arm, the 33 1-3rd R.P.M. clutch, home recording with studio microphone, rubber-mounted chassis in a hand-rubbed, waxed lacquer finish cabinet, 46 ins. x 29 $\frac{3}{8}$  ins. x 19 and 13-16th ins. Uses two 247s, one 280, one 224, three 227s, three 235s. The RAE-79, encased in a solid walnut armoire cabinet with hand-carved ornamentation, incorporates double amplification with two speakers operating as

a unit, remote control, automatic tuning, tone control, automatic record-changer (10 in. disc capacity), and home recording with two-button broadcasting station type microphone. Dimensions: 56 $\frac{1}{2}$  ins. x 32 $\frac{1}{2}$  ins. x 20 $\frac{3}{4}$  ins. Uses three 227s, three 235s, four 247s, two 280s, one 224.

## U. S. Radio & Television



Models 7-A and 7-B, both 7 tubes, table and console models respectively, join the U. S. Apex line, and 99-A and 99-B, 5 tube table and console models respectively, are new sets announced by the U. S. Radio & Television Corp. Features of the 7-A and 7-B include automatic volume control, tone blender, spot light dial, full range mu and pentodes. They utilize two 235s, two 224s, one 227, one 247, and one 280. 7-A is 17 $\frac{3}{8}$  ins. high, 7-B 40 $\frac{1}{2}$  ins. high. The same features are incorporated in 99-A and 99-B, including the dual function tube. 99-A is 16 $\frac{5}{8}$  ins. high, 99-B 38 $\frac{1}{4}$  ins. high.

## Kolster



The Model K 90 radio receiver of Kolster Radio, Inc., retailing at \$149.50, with tubes, is a 10-tube completely shielded, interstage, double band pass super-heterodyne and contains automatic volume control, push-pull, pentode output with specially designed large input transformer.

The cabinet, in the 17th Century tradition, has curved front, carved legs, oriental walnut center piece or apron, shaped stretcher and pillar, cross-fire butt walnut on pilasters and on sliding doors.

## Sentinel

Models 109 (console—\$89.50 complete), 108-A (lowboy—\$69.50 complete) and 108-A (table model—\$59.50) are put forth by the United Air Cleaner Corp. The first, an 8-tube super-heterodyne, uses two 224 screen grids in first and second detector stages, two 235 or 551 variable-mus in the radio-frequency and intermediate frequency stages, two 247 power pentodes in output, one 227 oscillator and two 280 full-wave rectifiers. The other two Sentinel receivers, both 7-tube super-heterodynes, utilize two 235 or 551 variable-mus, two 224 screen grids, one 247 power pentode, one 227 oscillator and one 280 full-wave rectifier.

Illuminated dial is calibrated in kilocycles. The 109 cabinet shows a main panel of American stump walnut, center matched, with side pilasters of imported flaked oriental wood. The lowboy cabinet has a main panel of center-matched imported wood, with top and bottom overlay panels of American butt walnut. The table model offers a cabinet of imported striped oriental wood, with a maple overlay at the top and scroll ornamentation; it measures 17 $\frac{1}{4}$  ins. by 15 ins. by 11 $\frac{1}{4}$  ins.

phonograph unit, enabling it to play 10 in. discs for 30 minutes without repeating. 12 in. records may be played manually. No speed governor required for induction type motor operating at constant speed; equipped with gear shift for changing speed from 78 RPM to 33 1-3rd RPM, making possible use of new long-playing records. Motor powerful enough to record both 6 and 10 in. records. Ten tubes in screen-grid, super-heterodyne chassis, including two pentodes. New coupling type of automatic volume control reduces static, eliminating resonance indicator or glow tube, while two pentodes in push-pull increase output and bring in high frequency tones. Doubly shielded chassis in steel.

Classical Italian design is seen in the lowboy equipped with walnut pilasters and top and bottom rails, as well as the instrument panel, in hand-carved effect. Ten-tube chassis, screen-grid, super-heterodyne circuit, with two push-pull pentodes, new coupling type of automatic volume control, and doubly shielded chassis.

## Columaire Jr. DeLuxe

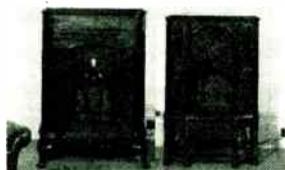
Automatic volume control with multi-mu and push-pull pentode tubes, plus a built-in electric clock, are features of the Columaire Jr. DeLuxe of the Westinghouse Electric & Mfg. Co. It employs the Westinghouse air-column reproducing system and lists at \$125 complete.

Treatment of lines, rather than carvings, is noticeable in the cabinet of two toned walnut. The multi-mus in the super-heterodyne chassis are said to permit a constant tone response at low or high volume levels, as well as eliminating cross-talk and the need for local-distance switch. Push-pull pentodes make possible undistorted output maximum.

## Durium Micro-Channel Discs

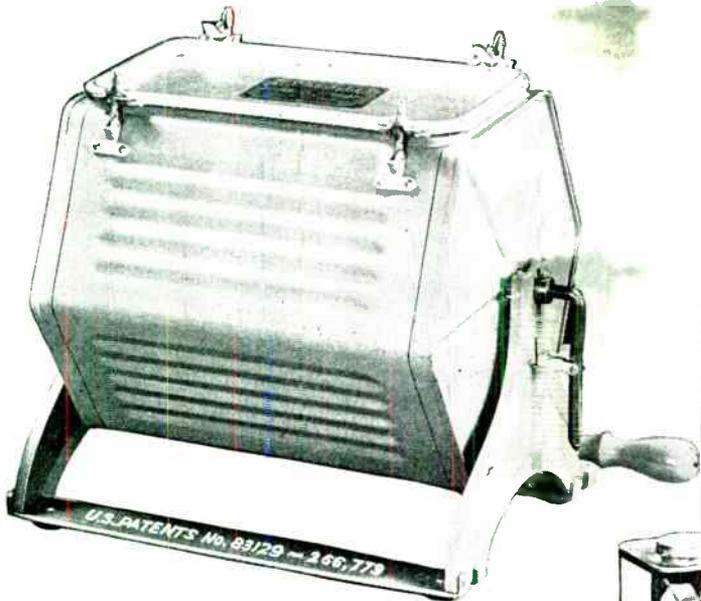
Twice as much sound can be recorded on the new Durium Micro-Channel record, announces the Durium Products Corp. The thickness of the walls between the needle grooves is reduced to effect the improvement. The discs are made of Durium, a synthetic resin which is tough and flexible. Tests are said to show that these records can be played about three times as often as old-style records. The new method is now being employed in the manufacture of a standard-size disc containing five minutes of music. The new phonograph record will be sold on newsstands, drug and cigar stores. A new record will appear every week.

## General Electric



A popular console, 43 ins. x 27 ins. x 14 ins., a DeLuxe automatic combination, 44 ins. x 29 $\frac{1}{2}$  ins. x 21 $\frac{1}{2}$  ins., and a DeLuxe lowboy, 40 ins. x 27 ins. x 14 ins., are new General Electric receivers. The console has a brown walnut cabinet with splayed front and a figured butt walnut center matched instrument panel; behind the carved grille is an Astria pattern cloth of antique woven damask. Six legs give massive effect to this senior console which combines ornamentation and toned wood panel treatment. Circuit is 9 tubes, screen grid, super-heterodyne, with 2 pentodes, automatic volume control, single unit chassis completely shielded, power switch, tone control knob, translucent kilocycle calibrated dial and external phonograph terminals. Tone equalizers tuned to varying degrees of resonance eliminate booming barrel-like tone.

The automatic combination cabinet is of Queen Anne design, in brown walnut with center matched butt walnut front panels. Automatic carrier in



**SUPERIOR IN EFFICIENCY  
SUPERIOR IN CAPACITY  
SUPERIOR IN DESIGN  
SUPERIOR IN VALUE**

# DUETTE A CASH LINE

**WITH EVER  
INCREASING  
REPEAT  
BUSINESS**



**DUETTE MACHINE \$7.50  
DUETTE FLUID  
Per Gallon \$1.95**

**NO RISKS  
NO SERVICING—  
NO DULL SEASONS**

With DUETTE products you make money, while finding prospects for other merchandise.

DUETTE QUICK DRY CLEANING FLUID is all CASH business, which is continuous and ever growing. It is to the Radio retailer what the Record business used to be to the Talking Machine dealer in the good old days.

When you sell a DUETTE, you are helping your customer to SAVE MONEY. Dry cleaning bills are a serious item in many a home. With the DUETTE HOME DRY CLEANER a garment can be thoroughly dry cleaned—IN FIVE MINUTES FOR AS LITTLE AS FIFTEEN CENTS

**DUETTE FLUID  
IS NON-EXPLOSIVE  
PERFECTLY SAFE  
IT CLEANS IN 5  
AND DRIES IN 15 MINUTES**

### *DUETTE Is an Easy and Fast Seller*

The fact that the prominent houses mentioned below and SCORES of other pre-eminent stores throughout the country are daily using, selling and re-ordering DUETTE products proves their superior saleability and quality.

MARSHALL FIELD  
JOHN WANAMAKER  
B. ALTMAN  
LOED & TAYLOR  
FRANKLIN SIMON  
L. EAMBERGER & CO.  
ABRAHAM & STRAUS  
LOESERS  
BLOOMINGDALE BROS.  
STERN BROS.  
McCREERY  
RUSSEKS

GIMBEL BROS.  
FILENES  
JORDAN MARSH  
KAUFMANN'S  
LEWIS & CONGER  
HAMMACHER, SCHLEMMER  
WEED & CO.  
THE FAIR  
L. S. AYERS  
EASTERN HARDWARE CO.  
STEWART & CO.  
GRIFFITH VICTOR DIST. CO.

**It Will Pay You  
To Fill Out And Mail This Coupon  
I M M E D I A T E L Y**

**DUETTE PRODUCTS**  
will bring every dealer  
**MORE BUSINESS AND  
MORE PROFITS**

Send me full particulars about DUETTE PRODUCTS and your selling plans for  Dealers  Distributors

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Mail this to  
SCHREYER, HAMILTON COMPANY  
SALES DIVISION, RUSKO PRODUCTS CO.  
221 FOURTH AVENUE, NEW YORK CITY  
Phone ALgonquin 4-3553



Charles W. Strain, manager of the Wholesale Radio Division, Stewart-Warner Corp., reports between trips that he finds the trade very optimistic about early Fall business.



Ain't that sumpin' for the boys on the farm! RCA-Victor presents its new battery set in a way guaranteed to keep the men at home nights.



Estelle Taylor tries to win the first prize in the Lenz-Judge-General Electric contest.



J. Clarke Coit inspects the 1,000,001 set produced in the U. S. Radio & Television plant.



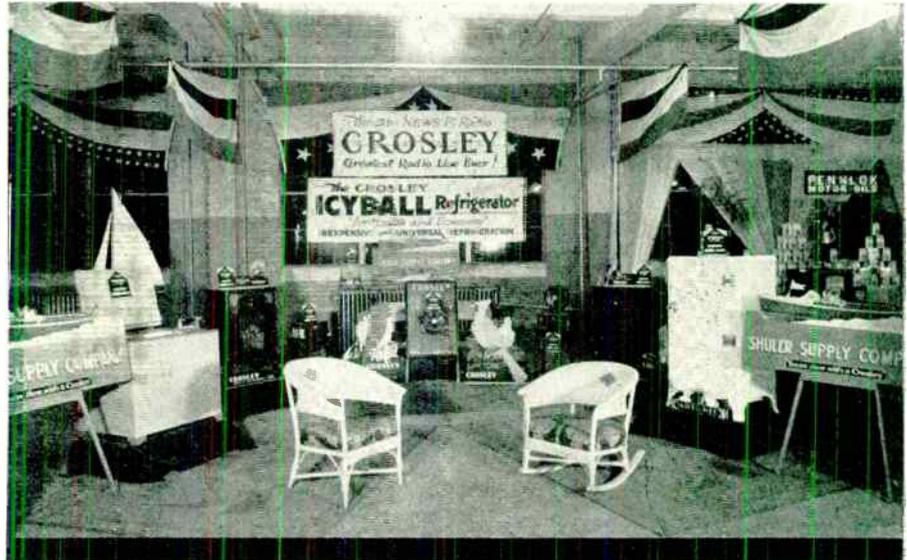
Hamburg Bros., Pittsburgh, chartered the steamer "Washington" to entertain fifteen hundred Majestic dealers.



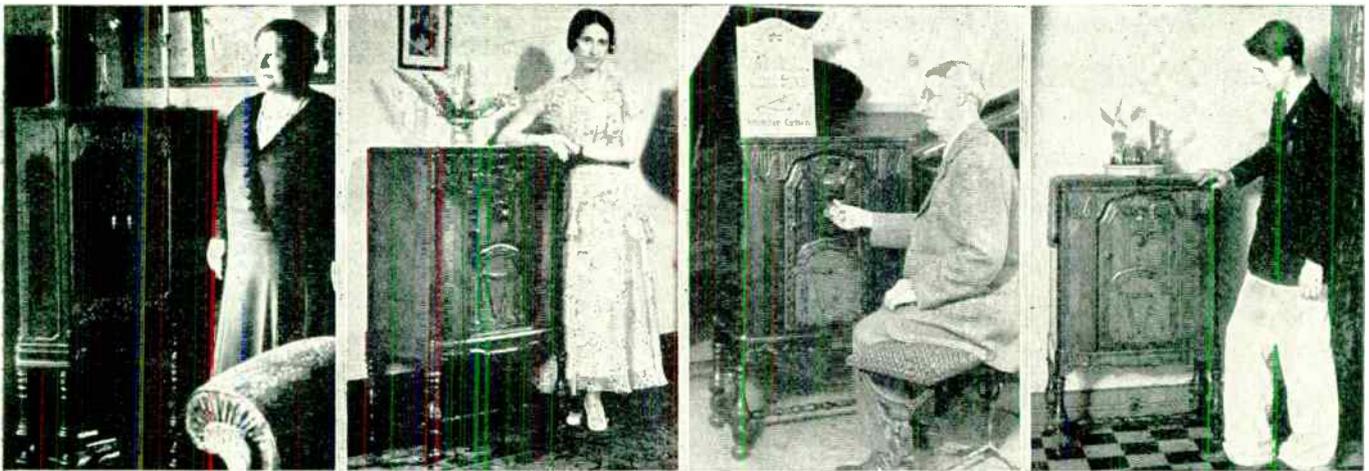
New York distributors of Radiotrons plan 1932 sales. Representatives of Times Appliance, Plaza, Westinghouse, Manhattan, General Motors, Northern, Metropolitan, Greenfield, Wolfe, Seidman, Commonwealth, G-E, Graybar, Blackman, Radio Distributing, Bruno-New York, Gertler, and The JOURNAL were present



General Electric refrigerator division plans for another big year for the "Box with the Monitor Top", and here are the boys who are ready to put it over.

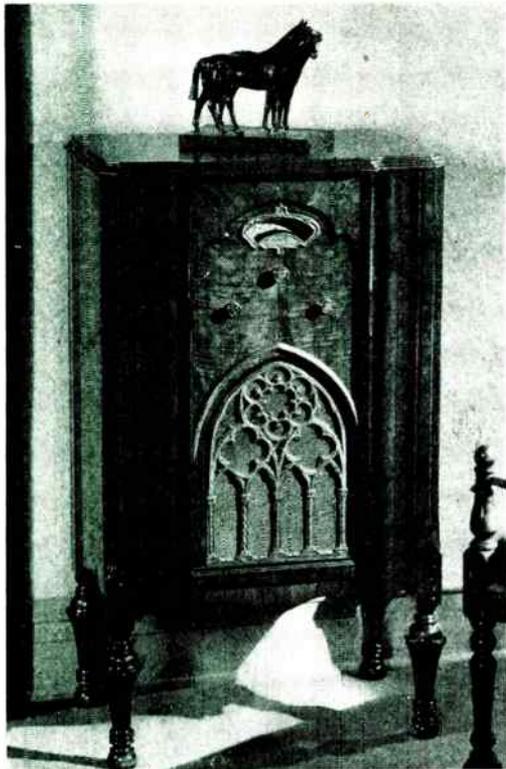


With electric appliances at radio shows, it is fitting that radio should be displayed at motor boat shows. So decided the Shuler Supply Co., Crosley distributor in New Orleans.



Seven winners in the recent Stromberg-Carlson contest. Left to right, top: Mrs. Octavia Shirtcliffe, Springfield, Mass., Miss Melba Develle, New Orleans, La., Frank T. Perrigo, Saginaw, Mich., Edward N. Heghinian, Baltimore, Md. Bottom: Mark A. Saurie, Berkeley, Calif., Newell H. Barnes, Lincoln, Ne br., Coleman A. Rosner, Bronx, N. Y.

# Echophone stops the prospects and Starts the Sales



Model "80" Superheterodyne—Large Type Chassis, Eight tubes including two Pentodes Push Pull and four Variable-Mu. Pre-selector, 4-gang Condenser, 10-inch Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, Burl Walnut Panel . . .  
\$89.50 Complete



Model "60" Superheterodyne (above)—Seven tubes 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" Superheterodyne (right)—Eight tubes including two Pentodes Push Pull and three Variable-Mu, Pre-selector, Jensen Dynamic Speaker, Full Vision Dial, Tone Control, Phonograph Jacks, 4-gang Condenser, Burl Walnut Cabinet—6 inches deep . . .  
\$69.50 Complete

*Get in touch with our nearest distributor or write us direct for complete details. Our new line represents the best we have yet produced. Our 10-year record should convince you that it's wise to act now.*

The new Echophone line is now doing business in a big way. It is getting attention in the largest cities and smallest towns. You should take heed—there's worthwhile money to be made with this new line. Echophone receivers have always started and kept the "ball rolling." Echophone has been successful since 1921—you can tie-in with Echophone now and get profitable sales results. Echophone is today's "live-wire" receiver. There's a wide range of models including our "midget" Echoette and beautiful consoles. There's an Echophone to meet every buyer's need. You can stock Echophone receivers in perfect safety—they'll sell—you'll profit.

## ECHOPHONE RADIO MFG. CO., LTD.

Executive Offices and Factory  
WAUKEGAN, ILLINOIS

Export Division—Echophone Company Export  
44 Whitehall St. New York, N. Y.

Echoette Model "40" four tubes including Pentode and Variable-Mu. Dynamic Speaker, Walnut Panelled.

\$32.75 Complete

Model "70" direct current superheterodyne—7 tubes including D.C. Pentodes and D.C. Variable-Mu. Jensen Dynamic Speaker.

\$59.50 Complete



# PERFORMANCE COUNTS!



**No. 109 Console**—A superb combination of Sentinel performance and cabinet beauty. 8-tube superheterodyne with variable-mu and pentode tubes. Tone control. Tapped-field electrodynamic speaker.

LIST PRICE  
**89<sup>50</sup>**  
Complete with tubes



**No. 108A Lowboy**—Sentinel performance in a cabinet of the most modern design and pleasing lines. 7-tube superheterodyne with variable-mu and pentode tubes. Tone control. Special electrodynamic speaker.

LIST PRICE  
**69<sup>50</sup>**  
Complete with tubes



**No. 108A Table Model**—Unequaled full-toned radio performance in a small set. 7-tube superheterodyne with variable-mu and pentode tubes. Tone control. Special electrodynamic speaker. Cabinet of striped oriental wood and designed to harmonize with any type of room furniture.

LIST PRICE  
**59<sup>50</sup>**  
Complete with tubes



**No. 111 Midget**—Exceptional performance in real midget form. Sensitivity, selectivity, volume and purity of tone that is amazing for a set having but four tubes. One variable-mu, one pentode, one screen-grid and one 280 tube. Walnut cabinet 14½ in. high, 10 in. wide.

LIST PRICE  
**37<sup>50</sup>**  
Complete with tubes

LICENSED BY R. C. A. AND ASSOCIATED COMPANIES

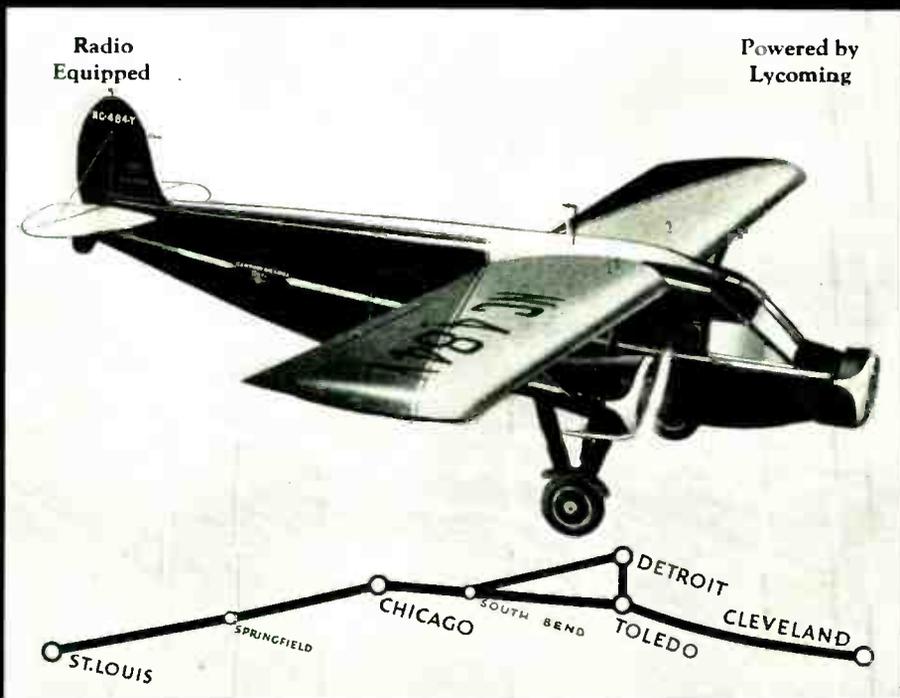
Sentinel performance is making substantial profits for distributors and dealers. You can demonstrate and sell these models with absolute confidence that they will give lasting satisfaction. Furnished as complete sets, or chassis only. Write or wire for sample sets and complete information.

SENTINEL RADIO DIVISION  
**UNITED AIR CLEANER CORP.**  
9785 Cottage Grove Ave., Chicago, Ill.

**Sentinel**  
SURPASSING RADIO PERFORMANCE

**TONE QUALITY~SELECTIVITY~SENSITIVITY~CONSTRUCTION**

# CENTURY AIR LINES INC.



## RAIL RATES

STINSON TRI-MOTORED PLANES

FREQUENT SCHEDULES **56** RUNS PER DAY

### TICKET OFFICES

CLEVELAND . Century Air Lines Ticket Office  
223 W. Superior Ave.—Tel. Cherry 3900

TOLEDO . . . . Air Travel Ticket Office . . . .  
135 Superior St.—Tel. Main 4142

DETROIT . . . . Consolidated Air Travel Ticket Office  
139 Bagley Ave.—Tel. Cherry 2911

SOUTH BEND South Shore Line Depot . . . .  
301 N. Michigan Ave.—Tel. 3-3111

CHICAGO . . . Century Air Lines Ticket Office  
103 W. Monroe St.—Tel. Dearborn 0242

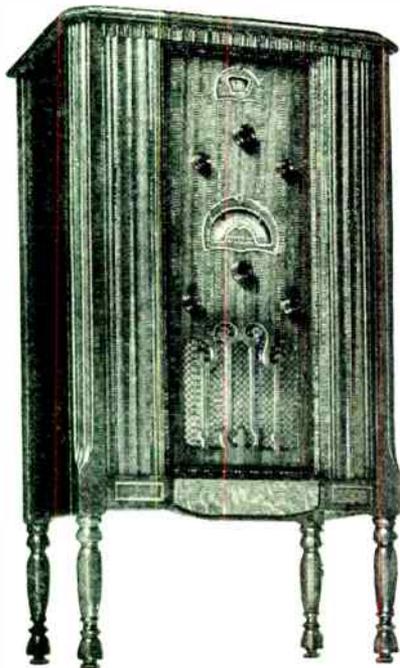
SPRINGFIELD Commercial Airport—Tel. Main 3243

ST. LOUIS . . . Century Air Lines Ticket Office  
401 N. 12th Blvd.—Tel. Chestnut 2500

CENTURY AIR LINES, INC., 4848 W. 63rd ST., CHICAGO, ILL., DIVISION CORD CORPORATION



**BOTH Combined in Stewart-Warner Sets**



**TUDOR CONSOLE—Only**

**\$65<sup>75</sup>** with tubes

equipped for standard broadcast reception

Same model equipped for both standard broadcast and foreign or domestic short-wave reception, as shown, **\$87<sup>75</sup>** complete with tubes. Distinctive walnut cabinet, 36 1/4 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 with tubes.

*Western prices slightly higher.*

## Sell World-Wide Reception The Biggest Thing in Radio!

World-wide reception is the biggest thing in radio today. Not in years has there been anything comparable to it as a radio sales stimulant.

But while others are incorporating world-wide reception to meet public demand, Stewart-Warner has again demonstrated its leadership—offers it to you NOW—in the new Stewart-Warner Silver Jubilee Line.

Here are sets that open up an entirely new field of fascination for your customers, and sales and profits for you. For this new line includes sets incorporating BOTH standard and short-wave reception. Not only can your customers hear their favorite *standard* wave programs with the famous Stewart-Warner clearness of tone, but with the same set they can tune in short-wave broadcasts from all parts of the world.

In addition to world-wide reception, these sets embody the most advanced equipment throughout—even to television terminals. Included is a marvelously simplified superheterodyne circuit, so equipped with Multi Mu and Pentode tubes as to raise all previous standards of performance. All in cabinets of irresistible beauty. And all at the *lowest prices in radio history.*

Why sell Radio without the world-wide feature? Sell Stewart-Warner Silver Jubilee Radio—and cash-in on this—the most powerful radio sales appeal of today. Behind this line is heavy national advertising, a liberal franchise, and a name famous for quality the world over. For details, write your Stewart-Warner Distributor—or us, Stewart-Warner Corporation, Chicago, Illinois.

### THE STEWART-WARNER SHORT WAVE CONVERTER

converts virtually any A. C. or battery set of adequate sensitivity 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, 7 3/4 inches deep. Can be set on top of your customer's present radio set.

**\$23<sup>95</sup>**

*Complete with tubes, only*



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

# BIGGER, QUICKER SALES for Radio Dealers who Amaze and Thrill the Public with this NEW RECEIVER...



## PILOT "ALL-WAVE" Super-Heterodyne

10 TUBE  
SUPER-HET.  
\$128 COMPLETE



### 11-TUBE SUPER-WASP

Here is the leader in a line of radio sets that you can sell at a profit! Pilot's new 11-tube Superheterodyne SUPER-WASP is the most powerful combined long and short wave receiver ever built. A standard 7-tube super-heterodyne chassis in combination with a 4-tube converter. Pulls in everything from 11 to 550 metres. No coils to plug in. Nothing to change. Just a flick of a switch to turn from long-wave to short-wave. As simple to operate as an ordinary receiver. Converter has own power pack and rectifier tube, and more signal strength than ever before possible. Six wavelength tuning stages. No regenerative distortion. With the SUPER-WASP you can turn your back forever on profitless volume and stimulate a new buying interest in radio. Demonstrate it!

CONSOLE  
7 TUBE SUPER  
\$89.50 COMPLETE



*Table Model Lists At  
\$99.50  
Complete with Tubes*

Pilot Radio & Tube Corp.  
Lawrence, Mass.

Send me complete information  
about the new 11-tube Super-  
heterodyne SUPER-WASP all-  
wave receiver.

Name .....

Address .....

MODERNISTIC  
7 TUBE SUPER  
\$79.50 COMPLETE



3 TUBE  
T. R. F. MIDGET  
\$42.50 COMPLETE



**PILOT VALUE IS MORE THAN PRICE DEEP**



# The Last Word

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

## Radio Tube Suits Settled

*RCA and De Forest Patents  
Opened to all Independents*

Settlement of the forty-seven million dollar damage suit against RCA by independent tube manufacturers and the patent infringement suit against De Forest by RCA was announced during New York radio show week by David Sarnoff, C. H. Braselton, C. G. Munn, and Darby & Darby. Tube patents, including those held by De Forest, who gets a million dollars in cash through the settlement, will be open to all active independents.

The companies that joined in the understanding with the Radio Corporation were the De Forest Radio Company, Meltron Tube Company, Vesta Battery

Company, Van Horne Company, Schickering Products Corporation, Gold Seal Electrical Company, Universal Electric Lamp Company, Republic Radio Tube Company, Mutual Electric Lamp Company, Continental Corporation, the Sunlight Lamp Company, Marvin Radio Tube Corporation, Radex Corporation, Globe Electric Company, Arcturus Radio Tube Company, Duratron Radio Tube Corporation, Gold Seal Manufacturing Company, Supertron Manufacturing Company, Cleatron Vacuum Tube Company, Diamond Radio Tube Company, and the Poughkeepsie Gold Seal Company.

## Enpeeco Adds 20 New Distributors

La Petite electric washer is rapidly attaining nation-wide distribution. W. H. Geisser, general sales manager, announces the appointment of the following distributors: Commonwealth Radio Distributing Co., New York City; Northeastern Radio, Inc., Boston; Raymond Rosen & Co., Inc., Philadelphia; E. M. Wilson & Son, Newark, N. J.; Scranton Distributors, Inc., Scranton, Pa.; Toledo Radio Co., Toledo, O.; Post Lester, Hartford, Conn.; R. H. McManis, Inc., New York; Cincinnati Radio Corp., Cincinnati; Grier-Sutherland, Detroit; Jos. M. Zamolski Co., Baltimore; Joseph Strauss Co., Buffalo; Capital Electric Co., Denver; Wakem & Whipple, Inc., Chicago; Louis A. Bailey, Inc., Salt Lake City; Radio Sales Co., Memphis; Artophone Corporation, St. Louis; Harbour-Longmire Co., Oklahoma City; Capital City Paper Co., Springfield, Ill.; Roycraft Corp., Minneapolis.

## Ludwig Hommel & Co. A-K Distributors

Ludwig Hommel & Company, Pittsburgh, Pa., have been appointed exclusive distributors for Atwater Kent radio in the territories formerly served by the Esenbe Company, Pittsburgh, and the Geo Electric Company, Wheeling, W. Va.

Officers and officials of Ludwig Hommel & Company are: Ludwig Hommel, president and treasurer; A. B. Beach, vice-president; E. B. Strassburger, secretary, and Jack Ewing, sales manager. Headquarters of the company are located at 929 Penn Ave., Pittsburgh.

## H. B. Montgomery Buys L. Tatro Products

L. Tatro Products Corporation, Decorah, Iowa, manufacturers of the L. Tatro 32-Volt Superheterodyne, has been purchased by H. B. Montgomery of that city.

Mr. Montgomery has completed plans for an intensive selling season. A complete national advertising program is now being run, and practically every farm publication in the country is carrying L. Tatro advertising. In addition to this campaign, there are available to L. Tatro dealers direct mail literature, local newspaper advertising, and attractive display material.

Associated with Mr. Montgomery in the management of the L. Tatro Products Corporation are A. J. Johnson, sales manager, and Clarence Pichl, office manager.

## Jack King Campaigning for Sparton Tubes

Only four states have not been covered by Tube Ambassador Jack King, who is now telling the Sparton tube story to distributors and dealers. Jack is spending all of his time furthering the new drive on Sparton tubes.

## Jordan Re-Joins Ken-Rad

James D. Jordan is appointed chief engineer of the commercial division of the Ken-Rad Corp., announced Dick Smiley, general sales manager. James comes back to his first love, for he was with Ken-Rad when that company was founded, leaving it for a three-year session with Majestic.

## Chicago Show Jan. 18

*Chicago Radio - Electrical Show has been postponed to January 18-24, 1932, and an effort will be made to present a mid-season trade show as well as a public display. New York show attendance is reported at 252,573.*

## S. J. Helsper CeCo Vice-President

Ernest Kaufer, president of CeCo, announces that at the August meeting of the board of directors, S. J. Helsper was elected to the office of vice-president. Mr. Helsper is in charge of sales for CeCo, and for more than eight years he has been active in radio merchandising, sales promotion, and sales management activities in the radio industry.

## Jerry Burns Joins Sylvania

Jerry Burns ("Gere" to nobody in the business), former advertising man, broadcaster, and tubes sales manager, has rejoined Ed. McCarty with his appointment as assistant general manager of sales of Sylvania. Ed. is the G. S. M.

Jerry was with Majestic, specializing in the New England tube business until this appointment.

## No Sparton Branches

"Information has reached me that a great many rumors are passing around in the industry that the Sparks-Withington Company is about to start branches of its own to handle its product in place of distributors. We never have had branches, and today it is the farthest from our thoughts to handle our distribution in any such way."—Wm. Sparks.

## C. H. Methot Joins Cable as Vice-President

J. J. Steinharter, president of Cable, announced that Clarke H. Methot has been appointed vice-president of the corporation. Mr. Methot will assist Mr. Steinharter in carrying out sales and merchandising programs on Speed tubes.

THE NATIONAL  
**PFANSTIEHL**  
NEW • PENTODE  
**MIDGET**



**\$ 15<sup>50</sup>**  
**NET**

FOR 110 VOLT, 50-60 CYCLE, A.C.  
COMPLETE WITH ALL TUBES

HERE is the merchandising giant of the season. Engineered to a new height of perfection, yet with a price appeal that runs the scale of today's market. And value—4-tube pentode circuit—dynamic speaker—attractive walnut faced cabinet—and a host of refinements and engineering features that give it an operating efficiency comparable to five and six tube receivers.

IN THE National Pfanstiehl 4-tube pentode midget there is no compromise with quality. Its low price and sterling value reflect the new trend in radio. The name Pfanstiehl, backed by many years of experience in radio research, stands as a guarantee of quality and operating efficiency on this National Pfanstiehl 4-tube midget.

A new 5-tube model is now in process of manufacture. It too will offer price and quality as its dominant merchandising appeal. Inquiries are invited.

MODELS AVAILABLE AT  
SLIGHTLY HIGHER PRICES

FOR { 110 Volt—25 Cycle  
220 Volt—50-60 Cycle

INQUIRIES INVITED

NATIONAL PFANSTIEHL  
SALES COMPANY

1437 Merchandise Mart, CHICAGO  
Cable Address "WOLSAT CHICAGO"

**Ben Is Back**

*Abrams Displays International  
All-Wave Radio Corporation Sets*

"You can't keep a good man out of the radio business," says Ben Abrams, who was shaking hands with all his old friends of the music and radio trade during the New York show, re-introducing himself as president of the International All-Wave Radio Corp. With Ben, directing the New York sales organization, is Max Abrams.

Factory and Western sales quarters are maintained at Ann Arbor, Mich., where C. A. Verschoor is in charge of produc-

tion. J. C. Fritz, vice-president of the Ann Arbor Savings Bank, and Earl Cress, investment banker, of the same city, are associated with Mr. Verschoor.

International radio models were displayed in New York during the show. Special stress is being laid on the long and short wave combination receiver which sells complete for \$69.50, but a wide line of eight-tube super-heterodynes ranging in price from \$49.50 to \$79.50 are included.

**Copeland Sales Up 43%**

Consolidated sales of Copeland and subsidiaries for August, 1931, showed an increase of 43.70 per cent over sales for August, 1930, Louis Ruthenburg, president of the company, announced. The net increase in sales for the fiscal year to date is 21 per cent over the corresponding period of 1930.

**George Hoppert Joins  
International 16MM**

George Hoppert, of Pacent, becomes vice-president of International 16mm Pictures, Inc., a newly formed organization with offices on the tenth floor of the Film Center Building, 630 Ninth Avenue, New York City, N. Y.

**Pilot Names Numerous Set  
Distributors**

Based upon lengthy experience with parts and tubes, Pilot is rapidly gaining national distribution for its sets and all-wave equipment. With Bob Lewis in New York, Arnold Sinai in Frisco and at 234 South Wells St., in Chicago, Pilot maintains branch offices. Wedel & Co. sells Pilot in Washington and Oregon, Felt Radio Co., in Southern Idaho, Utah, Wyoming, and Nevada; R. J. Lock & Co. in Maryland; Whittemore Bros. in Western Massachusetts, and John B. Varick & Co. in New Hampshire and Vermont.

**Potter and Reichmann**

Oxford Products Co., Inc., bringing together E. F. Potter and Frank Reichmann and absorbing Imperial, Inc., has been formed as a subsidiary of the Potter Co. Five thousand speakers a day are now turned out by this organization.

**AUDIOLA**  
"Known for Its Tone"  
SUPERHETERODYNES  
AND MIDGETS  
High Grade Set Builders  
Since 1921  
**AUDIOLA RADIO CO.**  
CHICAGO

**TRAV-LER**  
RADIO RECEIVERS  
AUTO-RADIO RECEIVERS  
AND  
TELEVISION RECEIVERS  
LICENSED BY R.C.A. & AFFILIATES  
**TRAV-LER MFG. CORP.**  
SAINT LOUIS

**BUYERS!!!**

Here Is a Radio Up to the Minute  
in Every Detail.

**6 TUBES FEATURING—**

- Pentode Output
- Variable Mu Tubes
- Full Vision Tuning
- Tone Control & Static Reducer
- Six Tube compensated Super-Mu Circuit
- Beautiful Hand Rubbed Walnut Cabinet with Recessed Grill
- And a Score of Features too Numerous to Mention



19 Ins.  
High

Priced Way Under the Market

**\$19<sup>75</sup>** Complete with  
R.C.A. Licensed Tubes

TERMS: 20% WITH ORDER  
BALANCE C.O.D.

**Fiske Distributing Co.**  
41 West 14th Street

# SPEED

Licensed RCA

radio tubes are fast forging to the front. The reason is obvious—QUALITY.

Get the  
**SPEED**  
Full-Vision  
Tube Checker

**FREE**

on our easy purchase plan. It is a beauty and will more than double tube sales. Write for details.

Immediate delivery of all types—including the new 6-volt tubes Nos. 233-236-237-238.



*J. J. Hinshelwood*  
President.  
CABLE RADIO TUBE CORPORATION.

**CABLE RADIO TUBE CORP.**

230-240 North 9th Street, Brooklyn, N. Y.

## W. S. GRAY COMPANY

835 Howard Street

San Francisco

Will buy manufacturers' or other stocks of Portable Phonographs, Milgret Radios, Antenna and Fixture wire, or other music and Radio Accessories.

### SALES MANAGER

1920-1922, Sales Manager large New York radio and electrical distributor.  
1922-1925, Sales Manager small receiver manufacturer.  
1925-1931, Sales Manager one of largest radio manufacturers. Record of progress indicates knowledge of industry. Thoroughly familiar with present day problems and can instill dealer confidence where hesitancy and fear existed. Can command the respect and loyalty of the selling organization. Available for immediate interview with a manufacturer or distributor and can begin to function within ten days. Box S, care of RADIO & Electric Appliance JOURNAL, 5941 Grand Central Terminal, New York City.



Model "BB"  
List Price  
\$25.00

## THE NEW HEAVY DUTY MODEL "BB"

—The Talk of the  
Radio Industry!

The masterpiece in microphone construction. Hairline precision. Nearly twice as heavy as any other microphone of its size. Extra Heavy 24 Kt. Pure Gold Spot Centers. Duralumin diaphragms. Three degrees of sensitivity. Fully guaranteed.

**UNIVERSAL MICROPHONE CO., Ltd.**  
1163 Hyde Park Blvd., Inglewood, Calif., U. S. A.

# The Newest '30 Series D.C. TUBES...

with **ARCTURUS**  
improved features

These tubes are built to the same rigid specifications that make blue tubes the decided preference of critical engineers and progressive jobbers and dealers.

• Types 136, 137 and 138 are of the heater-cathode construction. This is the construction developed by Arcturus in pioneering the first standard base a. c. tube. Rugged construction that resists shocks and jolts—low current consumption—longer life make these tubes the best yet for automobile sets. They have the usual quick action of all Arcturus tubes.

• Types 130, 131, 132, 133 The low drain of these tubes meet the exact needs of battery sets, and their sturdy construction assures efficient portable set performance.

Arcturus Blue Tubes are the standard tube equipment of more manufacturers than any other tube. Most of this year's sets will be equipped with blue tubes. What a tremendous market for renewals that means!

Dealers who push these quality tubes find they reduce expensive service calls, keep sets sold and win the confidence of their trade.

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RADIO TUBE  
COMPANY  
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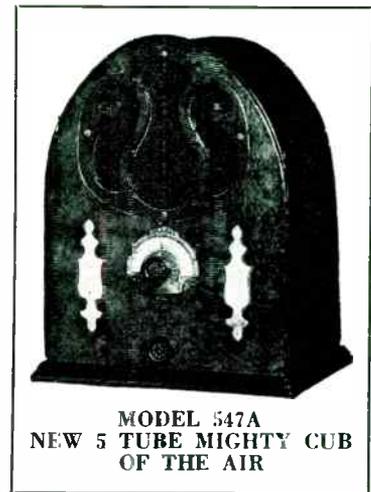
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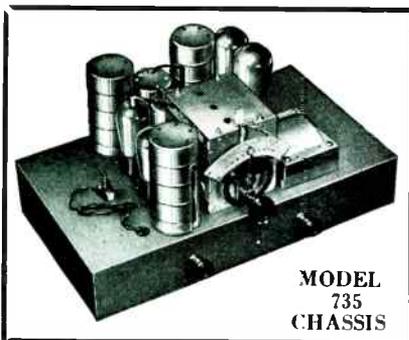
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MODEL 547A  
NEW 5 TUBE MIGHTY CUB OF THE AIR



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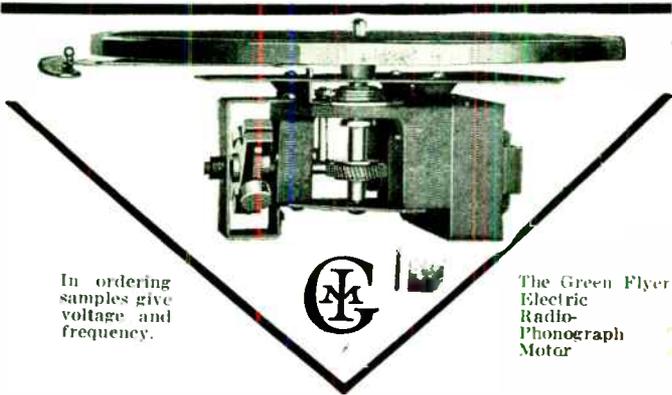
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DEWALD

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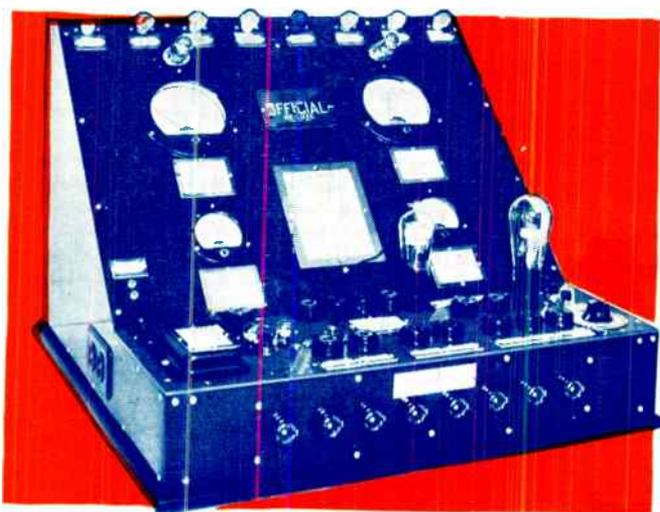
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# DRAWS 'EM INTO THE SHOP... TURNS LOOKERS INTO BUYERS

a \$705.<sup>00</sup> tube tester  
other sales pushers

# free!



**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.

Subscribers to the new Tung-Sol Preferential Dealer Plan already look upon it as the one sure means of selling tubes.

This plan has proven an excellent profit maker. Not only does it get more people into the stores but it turns ordinary "lookers around"—people who until now have cluttered shops and impeded business—into real honest-to-goodness customers.

Here is some of the material you get FREE under this plan:

**1. HICKOK A. C. 4031 TUBE TESTING EQUIPMENT**  
(List Value \$750.00)

In your window or on the counter this tester is a great attraction and a fine salesman. It brings them in—then sells them tubes.

**HICKOK A. C. 47 (List Value \$125.00)**

A smaller and Portable tester complete with serviceman's carrying case.

**2. Tube Carrying Kit.** A safe and easy way for people to take tubes to and from your shop. (Dealer's imprint charge of \$2.50.)

**3. Mailing Folder.** Two colors, imprinted with dealer's name and giving latest list prices of all Tung-Sol Tubes.

**4. Mats for Newspaper Advertising** announcing free tube testing service by the dealer. Various types and sizes. Space for dealer's imprint.

**5. Window Displays.** Streamers, Pyramid displays, Festoons, Transparencies and Hangers, in striking colors and designs.

**6. Counter Displays.** Counter cards, list price cards, Replacement Guides.

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One of the Famous Tung-Sol Products

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

Licensed under patents of the Tung-Sol Corporation of America

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## "BARGAINS" vs. VALUE

THE only bargain that looks good to a real radio dealer is the one that let's him put away a decent profit and keep a customer's friendship.

And the only sale that brings both profit and friendship is the sale based on VALUE.

"That transaction makes me feel good all over," said a dealer as the customer smiled his way out of the store. "He bought an Atwater Kent, and that means satisfaction for him. I made a fair profit, and it's not going to be frittered away in service expense. That means satisfaction for me."

It's a one-way street to two-way satisfaction, when you join up with Atwater Kent to sell radio for its VALUE.

"In times like these," or any other times, the best deal for your customers is the best deal for you!

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1700 Wissahickon Avenue • A. Atwater Kent, President • Philadelphia, Pa.

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Model 89



Model 80

← CONSOLE MODEL 89—  
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← COMPACT MODEL 80—  
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CONSOLE MODEL 85 →  
Exquisite American walnut lowboy with automatic volume control and antenna adjuster. \$96.00, complete with tubes.



Model 82



Model 85

GOLDEN VALUES with the GOLDEN VOICE