

# Radio Journal

**ELECTRIC APPLIANCE**

**MUSIC-RADIO**  
Electric Appliances

*Glad Henderson*  
Editor

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

▲▲▲▲▲ **MODEL 16 . . . . \$81.50**

A lowboy console cabinet of rare beauty, finished in American Walnut... 7 tube Superheterodyne circuit... Screen Grid, Variable-Mu, Pentode Tubes... Uni-Selector... Tone Color Control... Turret-type Tuning Condenser... Full Range Volume Control... Power Detector... 12" Dynamic Speaker... 7 other models; list prices complete with tubes \$39.50, \$67.50, \$84.50, \$139.50, \$119.50, \$169.50 and \$225.

**T**HE Brunswick sales plan will help you move Brunswick instruments off your floor, and into the homes of satisfied customers—at a substantial profit to you... Ask us about it... Values are greater—prices are lower than ever before in Brunswick history... Now is the time to tie-up to Brunswick for both immediate and future profits.



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

# BRUNSWICK RADIO

NOVEMBER 1931

JOURNAL

JOURNA

# Yes, "TRADE-UP" if you want to stay in Business

**T**HIS season is the last stand for many radio dealers. If you don't make a profit this year can you survive . . . and can you make a profit on units of sale that are too small?

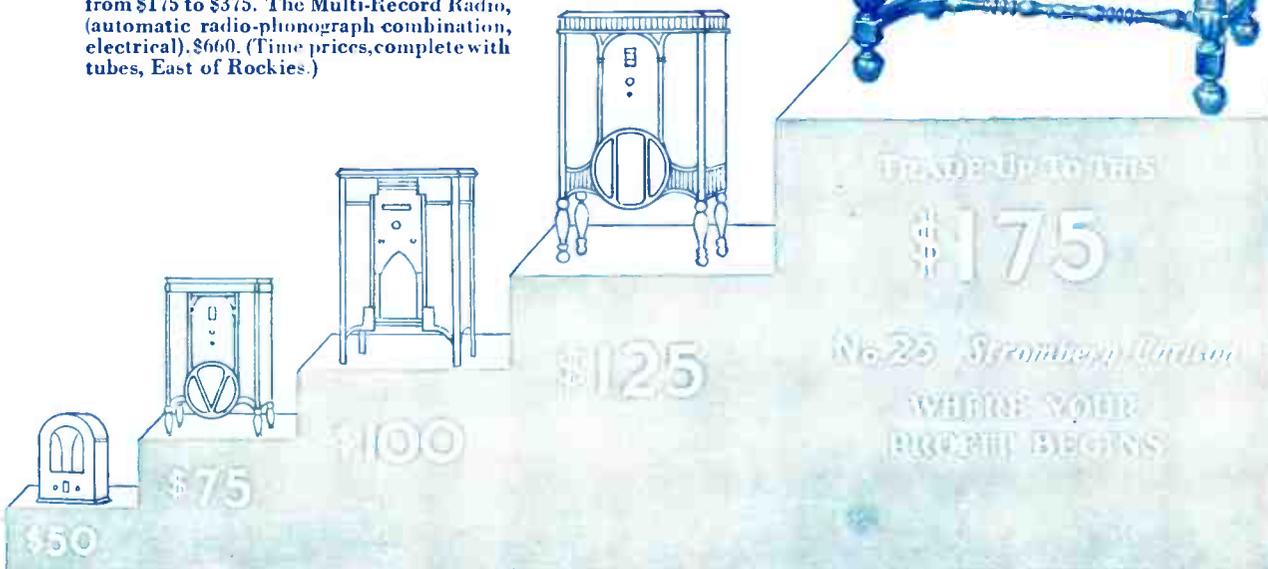
Stromberg-Carlson is a radio line where *quality* justifies to the public the price—and this price means a high enough unit of sale to make *net profit* a certainty.

Far-sighted radio merchants, in greater numbers than ever before in Stromberg-Carlson history, are seeking this franchise which leads other lines in profitable sales.

"Trade-up" with Stromberg-Carlson!

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

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



1894

# Stromberg-Carlson

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



1931

# Sales of Fada Sets for the first 7 Months of this year exceed the whole of last year



*F. A. D. Andrea*

**“And here’s the reason”**

—says the president and founder of the FADA Company!

—The FADA AUTOMATIC FLASHOGRAPH!

Because it insures accurate tuning, and perfect tone is automatic when red light reaches highest point in the Neon tube.

This amazing device added to genuine FADA quality at the lowest prices in FADA history will make bigger sales for you.

FADA Automatic Flashograph is exclusive with FADA. You have something to sell that the other fellow hasn’t got.

**Business is good with FADA—business will be better for dealers who sell FADA.**

And FADA prices give you something to shoot at clear across the market dial. No blind spots in this price range and FADA reputation for quality makes selling easier.



# FADA

*Radio*

1920 — SINCE BROADCASTING BEGAN — 1931

Here are values!  
Prices complete with tubes on the New Fadas

\$69.50	\$89.50
\$112.50	\$124.50
\$147.50	\$159.50
	\$175.00

**Forge ahead with FADA!**

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

# Going Over BIG

To Retail for



## The Movie Maker

using standard 16 MM film

*A real motion picture camera that everyone can afford—with real profits for you*

### THE CHRISTMAS GIFT SUPREME!

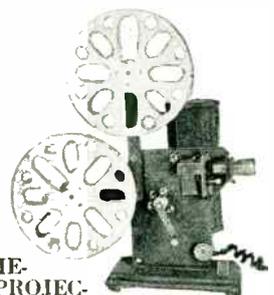
**A**LL sales records broken for home movie cameras. In just a few months the Movie-Maker has made real sales history. It has met with the instant enthusiastic approval of the public and sales are going ahead by leaps and bounds. Thousands have been sold by dealers everywhere and many have already re-ordered several times.

Here's a camera that everybody has been waiting for—an item that will bring the crowds into your store—a wonderful holiday item, yet also a fine all year round seller. No investment tied up. Quick turnover—and a very generous margin of profit for you.

The Movie-Maker takes exceptionally clear fine pictures. It is made of the finest materials—mechanically perfect—the result of years of research—fully guaranteed. The users of the thousands of cameras already sold have swamped us with enthusiastic letters telling us about the remarkably fine results obtained.

Get your share of this additional business. Act quickly—send the coupon for full details. Our national advertising has already started.

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. R

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.....

# ATWATER KENT RADIO

## For the Real HOLIDAY PROFITS

**N**OW as you come toward the holiday season, the sales peak of the year, do justice to your business and yourself—sell the line that nets a real profit, and builds an aftermath of year-round goodwill—Atwater Kent Radio.

This is the season when the spending public is *asking* for extra value. And you've *got it* to sell in the new Atwater Kent line. There's extra value in Automatic Volume Control, in the Atwater Kent Antenna Adjuster, in the powerful Pentode Output, in the new Golden Voiced speaker—in every one of the 17 striking features. And a generous, clean, full-size *net profit for you*. Three million salesmen—all satisfied Atwater Kent owners—are out to help you get it!

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

**GOLDEN VALUES** *with the* **Golden Voice**

# Price Range Alone Does NOT Make a *Build-Up* Selling Program

When you show a customer a \$99.50 washer in comparison with your \$69.50 or \$79.50 washer your hopes for a bigger sale and more profit must be pinned on something more substantial than a few extra nickel-plated trimmings on the \$99.50 washer.

Your customer must *see* and must *understand* extra value before she parts with her money. You must show her *extra service* in better, faster or easier washing.

Today we are selling to a public that is more critical and wise as to *Values*. Price alone is not the objective. To be effective—the low price must be offered in combination with natural assurance of quality and reputation as by the "Easy" Name.

Nobody can deny the importance of the low-priced washer in selling. You must offer a low-priced washer to meet "price" competition—but if you sell too many you're sunk. You haven't enough dollars in a sale to make a decent profit no matter what the discount may be.

The answer to this problem is the famous EASY "Step" Plan. No matter where you start with the EASY line, you always have some place to go. Begin at the bottom and step up—or at the top and work down—or in the middle and go both ways.

No other line of laundry equipment can compare with EASY in meeting this modern merchandising condition. Each EASY model offers *visible extra* time- and labor-saving features that *justify* the increased price.

Study the EASY line. Starting in with Model 3-F—the lowest-priced quality washer on the market—you have a model at each popular selling price up to the marvelous new EASY 2-Tub Damp-Dryer Washer that does many extra things *no other washer* will do.

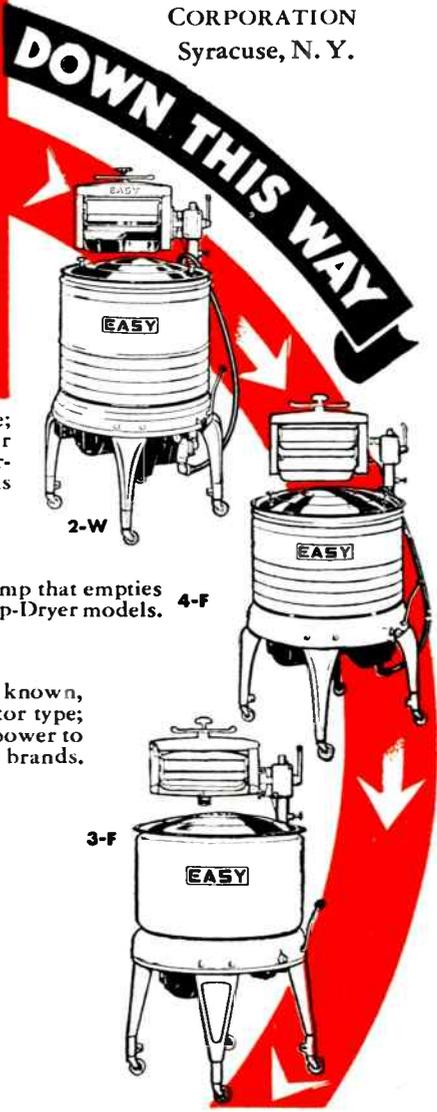
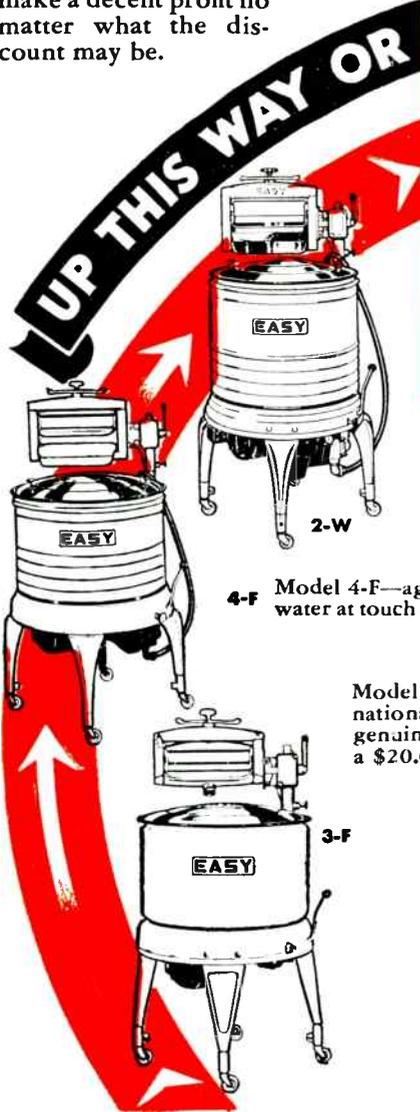
Get the facts on this business-building line of home laundry equipment now. Write for information today.

SYRACUSE WASHING MACHINE CORPORATION  
Syracuse, N. Y.



EASY 2-Tub Damp-Dryer Washer

Model 2-W—Vacuum-Cup washing principle; centrifugal electric pump to empty water; bigger capacity; bigger wringer with larger rolls; porcelain-enameled tub. Same color and beauty as Damp-Dryer models.



2-W

4-F Model 4-F—agitator wringer-type with centrifugal electric pump that empties water at touch of control button. Same color and beauty as Damp-Dryer models.

3-F

Model 3-F—the lowest price at which *any* nationally known, nationally advertised washer *ever* sold; wringer-agitator type; genuine EASY quality throughout. Has equal pulling power to a \$20.00 lower price on unknown makes or private brands.

## EASY WASHERS & IRONERS

# Big Volume EASY Washer Sales in the \$100 Class . . . .

**This new model with centrifugal pump justifies higher prices in wringer agitator washers—Increases dealer's volume—Adds to his profits.**

No matter how you empty an old-fashioned wringer-type washer, it causes mess, inconvenience or labor. There are only three ways to empty it:

1. Wheel washer to basement drain.
2. Without moving washer open drain valve and let water find own way to drain. Mop up mess afterward.
3. Hold bucket under drain valve. Lift or carry heavy bucket and pour out.

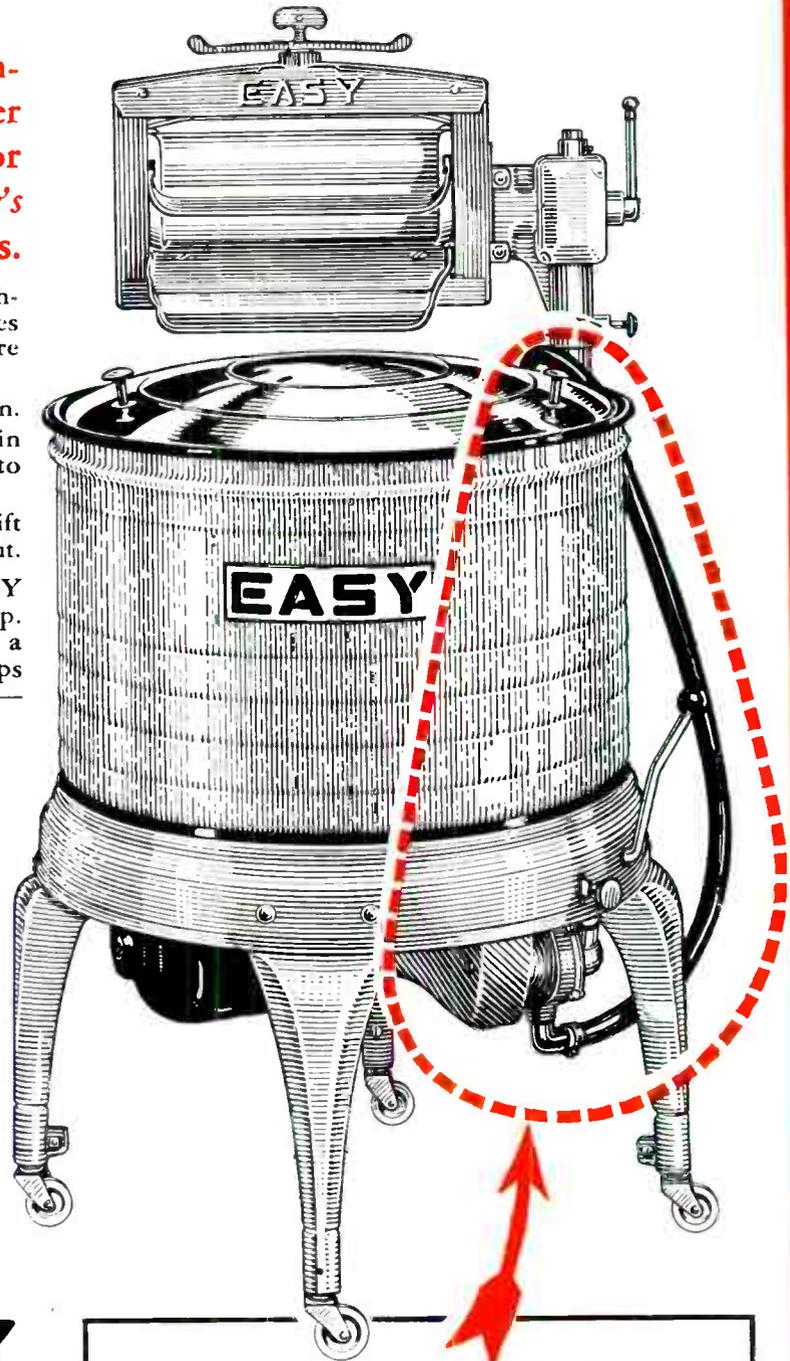
All this eliminated by the New EASY Model 4-F with centrifugal pump. With this new EASY simply turn a lever and the washer swiftly pumps itself empty. No mess—No labor—No inconvenience.

Think what this pump means in rinsing! Everybody knows the thoroughness of the mechanical rinse. This method is impracticable with old fashioned washers because of the work it makes. But—with the pump to empty the washer quickly and easily—clothes can be given the fast, efficient, mechanical rinse right in the washer without work or bother.

The centrifugal pump is a tried and tested improvement. It is identically the same pump offered heretofore only on EASY Damp-Dryer models. Over 600,000 already in use.

*The pump and its extra service are visible features which the customer can understand. Demonstrate the pump right in your store. See how it pushes up your unit sale and increases your profits.*

*Features in addition to centrifugal pump: Bigger wringer. Bigger balloon rolls. Greater washing capacity. Beauty of appearance. Same color and finish as Damp-Dryer Models.*



# EASY WASHERS & IRONERS

**DEMONSTRATE THIS  
EXTRA VALUE**  
*Increase your sales and your profits*

# New 30-minute record *Going Over Big!*

... Has caused rebirth in  
phonograph music. Dealers  
predict new field of profits.

**IT** is bound to take America by storm ... this marvelous new Victor record that plays half an hour! And it will! Dealers everywhere say it's just the thing the industry needs!

It plays 15 minutes on a side ... nearly four times longer than the ordinary type. It affords *a complete symphony on one 12-inch record*. It is made of Victrolac, a new material that is lighter, more flexible, and minimizes surface noise.

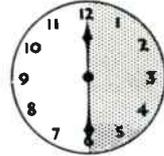
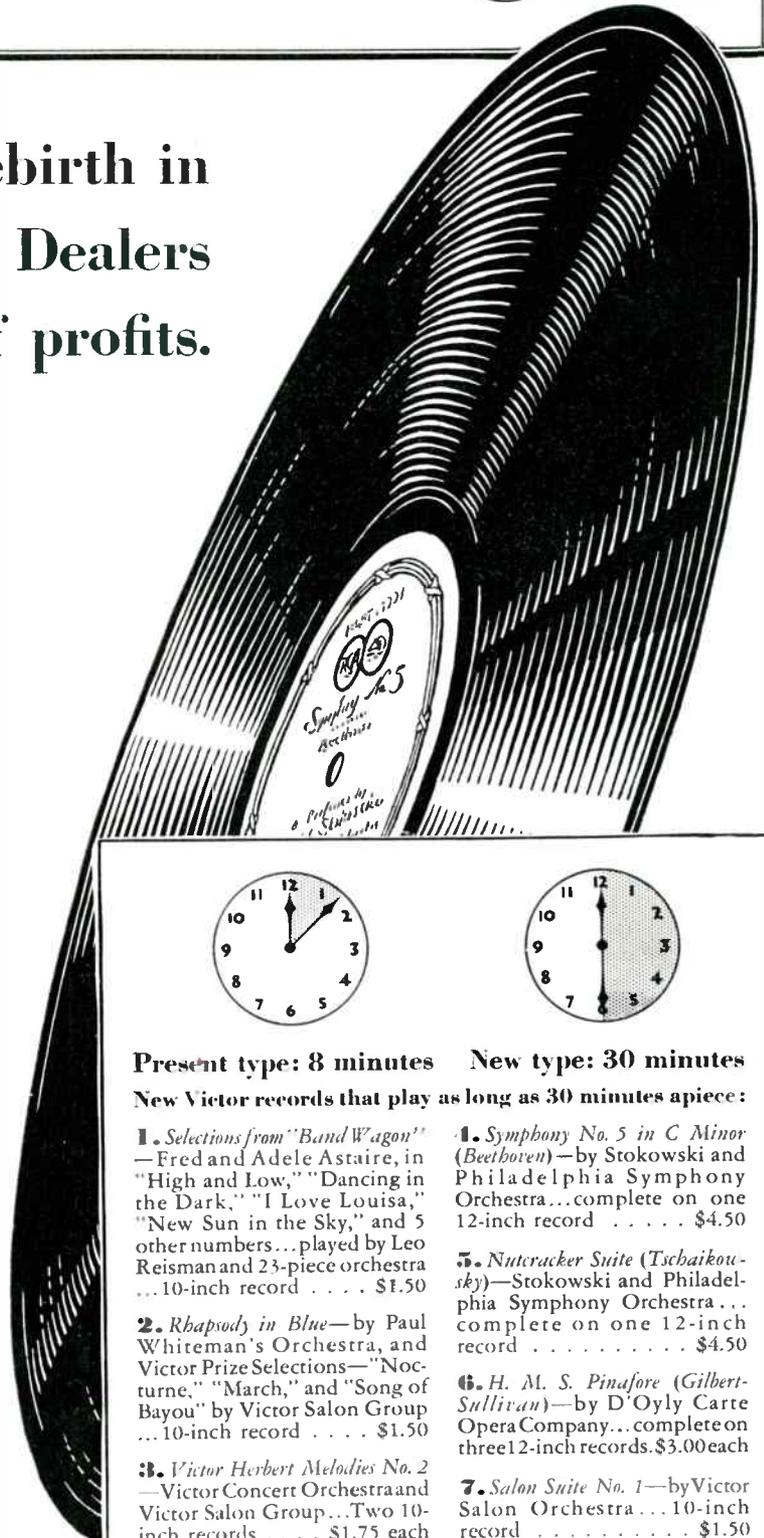
Cash in on this new product, and enjoy a profitable repeat business. Put in a sample stock of records right away. Call up your RCA Victor distributor today. RCA Victor Company, Inc., Camden, N. J., *A Radio Corporation of America subsidiary.*

## RCA Victor

### Victor Records

Radios

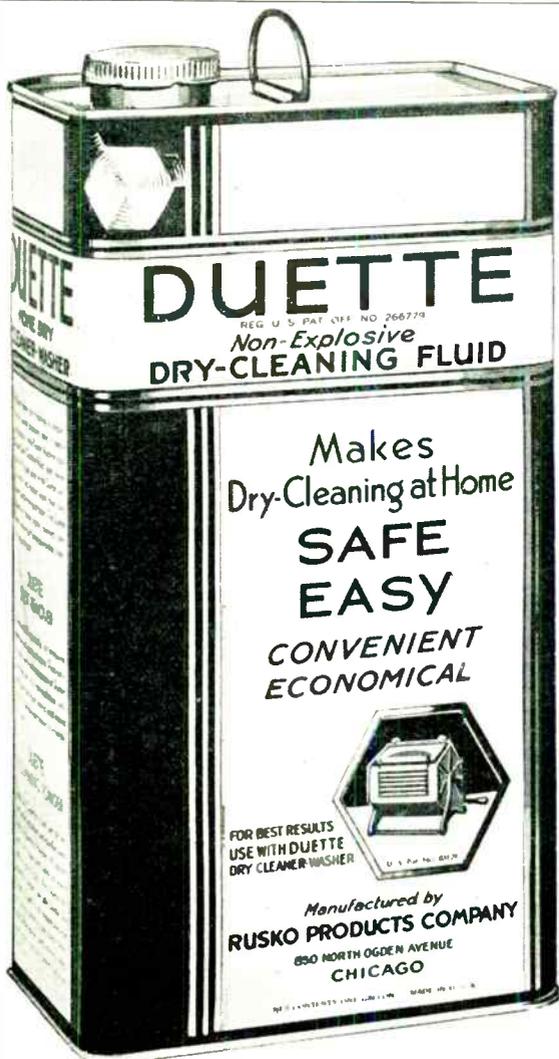
Phonograph Combinations



**Present type: 8 minutes      New type: 30 minutes**

**New Victor records that play as long as 30 minutes apiece:**

- 1.** *Selections from "Band Wagon"*—Fred and Adele Astaire, in "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*—by Paul Whiteman's Orchestra, and Victor Prize Selections—"Nocturne," "March," and "Song of Bayou" by Victor Salon Group ... 10-inch record . . . . \$1.50
- 3.** *Victor Herbert Melodies No. 2*—Victor Concert Orchestra and Victor Salon Group... Two 10-inch records . . . . \$1.75 each
- 4.** *Symphony No. 5 in C Minor (Beethoven)*—by Stokowski and Philadelphia Symphony Orchestra... complete on one 12-inch record . . . . \$4.50
- 5.** *Nutcracker Suite (Tchaikovsky)*—Stokowski and Philadelphia Symphony Orchestra... complete on one 12-inch record . . . . \$4.50
- 6.** *H. M. S. Pinafore (Gilbert-Sullivan)*—by D'Oyly Carte Opera Company... complete on three 12-inch records. \$3.00 each
- 7.** *Salon Suite No. 1*—by Victor Salon Orchestra... 10-inch record . . . . \$1.50



Demand for D U E T T E Fluid GROWS and GROWS and GROWS!

**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 CLEANS IN 5  
AND DRIES IN 15 MINUTES**

# HERE IS A CASH LINE

WITH EVER INCREASING  
REPEAT BUSINESS

← Every Duette Machine Sale Means a Permanent, Ever Increasing Fluid Business. All Cash!

### *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 salability and quality.

MARSHALL FIELD  
JOHN WANAMAKER  
B. ALTMAN  
LORD & TAYLOR  
FRANKLIN SIMON  
L. BAMBERGER & 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**

Send me full particulars about DUETTE PRODUCTS.

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

REAJ

# THE KOLSTER POLICY

# Justified!



## MODEL K80

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

List \$129.50 with tubes

*Backed by the Financial  
and Engineering Re-  
sources of Mackay Radio  
and Telegraph Company.*

**Dealers everywhere quick to sense increased selling possibilities of Superheterodyne REFINED!**

● Just a few short months ago we announced the New Kolster International for the first time ... announced it as a set that had been built up to certain predetermined standards of performance ... as a set in which the basically sound principle of the superheterodyne had been REFINED through advanced engineering and non-skimping manufacture.

Today the New Kolster International is establishing itself everywhere. A great distributor and dealer organization has sprung into existence. Consistent national advertising is carrying the message of Kolster performance everywhere. The public is proving that it will pay a fair price for a quality product. The Kolster policy of non-skimping manufacture has justified itself. The New Kolster International is off to a flying start. There's no depression at Kolster International Headquarters!

The New Kolster International is being sold *only* through distributors and dealers of recognized standing in the industry ... and *only* on a basis that will insure a fair profit for all concerned. Write today for full information *direct* to Kolster Headquarters, International Telephone & Telegraph Building, 67 Broad Street, New York City.

## KOLSTER RADIO INC.

International Telephone and Telegraph Building  
New York Office:

67 Broad Street, New York City

In Canada: Kolster Radio Ltd.  
Toronto, Canada

Factory: 360 Thomas Street  
Newark, N. J.

The New

# KOLSTER INTERNATIONAL

*Consider  
Your Profits*

• • • INVESTIGATE THIS  
UNPARALLELED OPPORTUNITY

**C**REATING a new market for Radio dealers has won first rank position for the L. Tatro 32 Volt Superheterodyne. Quick sales to hundreds of thousands of farm light plant owners are waiting — so we say investigate this unparalleled opportunity without delay. Write or wire for full details of our unusual profit-making dealers sales plan.

**FEATURES**

A 9 tube Superheterodyne with 9 tuned circuits employing the new variable voltage tubes; namely, four No. 336 Screen Grid Tubes, three No. 337 General Purpose Tubes and two No. 338 Power Pentodes in push-pull audio arrangement developed by L. Tatro engineers to give greater sensitivity and 25% more undistorted volume. Economical operation using less than 35 watts from the light socket and in addition to give surplus volume it employs a 90 volt plate supply unit which is guaranteed for 8 months. 10 kilocycle selectivity, shadow tuning, tone control, static modifier, full size chassis, 12" dynamic speaker and finely finished cabinets of walnut and contrasting woods. Pioneer in the field. Time tested and proven.

**NEW LOW LIST PRICES**

Nationally advertised. Leading national and sectional farm papers throughout the country are carrying L. Tatro advertising — More than 10,000,000 sales messages for you to cash in on.

**L. TATRO PRODUCTS  
CORP. Dept. T.M.  
DECORAH ❖ ❖ IOWA**



**L  
TATRO** **32  
VOLT  
SUPERHETERODYNE**



## QUALITY PROVEN IN AUSTRALIA!

**From the other side of the globe comes another report of the superiority of National Union radio tubes... the superiority which has made them famous as "the Standard Tube for Standard Sets."**



**T**he supreme test of a radio tube is its ability to give perfect reception... crystal-clear tone... all the subtle notes of even the most complicated orchestration.

National Union tubes have that ability. They not only bring in programs where many other makes of tubes fall down, but they bring them in clear as a bell... without crackle or hum or buzz.

Even away off in Australia National Union tubes have demonstrated their definite superiority.

Mr. Charles E. Forrest, Managing Director of the International Radio Co., Ltd., of Sydney, says: "It was impossible to get daytime programs in one entire section of our country, because of the atmospheric conditions. Many makes of tubes had been tried; all had failed.

"National Union tubes were installed, and

an amazing example of their superiority was recorded. For the first time," according to Mr. Forrest, "reception equally as good as night-time reception was obtained throughout the day."

Why did National Union tubes provide such reception when other tubes could not? Simply because of the technical perfection built into them by Dr. Ralph E. Myers, the famous National Union engineer, who has developed these tubes on revolutionary scientific principles.

Thus distant Australia discovered what set engineers in this country already knew. For American experts by the score have selected National Union tubes as standard equipment. Their endorsement has helped to account for National Union's spectacular rise to second place in sales among all tube manufacturers.

National Union tubes are the best that money can buy. And behind their excellence is the National Union Sales plan, which is making profits for thousands of dealers. Write and let us tell you how you, too, can make money out of this booming line of tubes... "the standard tube for standard sets."

**NATIONAL UNION RADIO CORP., 400 MADISON AVE., NEW YORK CITY**

# LYRIC *paves the way to*

**BETTER BUSINESS AND BIGGER PROFITS**  
with  
**AMERICA'S MOST BEAUTIFUL CLOCK RADIO and a**  
**MAGNIFICENT DELUXE SUPER-SET**

For real profits on bigger sale, feature Lyric's new clock model and S-10 Deluxe Console.

The S-62 Lyric Clock model encases a superb Lyric Superheterodyne chassis—seven tuned circuits, Pentode and Variable Mu Tubes. The cabinet is true colonial in design, finished in hand-rubbed walnut with insets of burl walnut veneer. The clock is a Hammond Electric with metal etched dial and numerals that can be easily read at a distance. A beautiful piece of furniture—a splendid radio—a big value—giving Lyric dealers a real opportunity to cash in on the growing demand for clock sets.

The Lyric S-10 is a Deluxe creation for those who desire the finest radio set that experience can produce and money can buy. Here, briefly, is the "ne plus ultra" of superheterodyne performance encased in an exquisitely finished six-leg cabinet of authentic Gothic design. Its ten tube circuit and special acoustically correct tone chamber produce a tone that is thrillingly beautiful from the faintest whisper of reception to auditorium volume.

With Lyric's S-6, S-7, S-8 and S-61, and these two new models round out a complete line that is unequalled in appeal—and in profit making opportunity.

Write or wire for details of the liberal Lyric Franchise.

## ALL-AMERICAN MOHAWK CORPORATION



10 Tube Lyric Superheterodyne  
\$139<sup>50</sup>

complete with RCA Radiotrons

Push pull Pentodes and Variable  
Mu Tubes  
Automatic Volume control  
Tone control  
Acoustically perfect tone chamber  
Great range and power  
Hair-line selectivity  
Hum-free, anti-static reception  
Six leg, hand-rubbed Gothic cabinet  
Spotlight dialing.

S-62  
\$89<sup>50</sup>

complete with RCA Radiotrons

Lyric Superheterodyne chassis  
Seven tuned circuits  
Pentode and Variable Mu Tubes  
Large dynamic speaker  
True Lyric tone  
Hum-free reception  
Critical selectivity and sensitivity



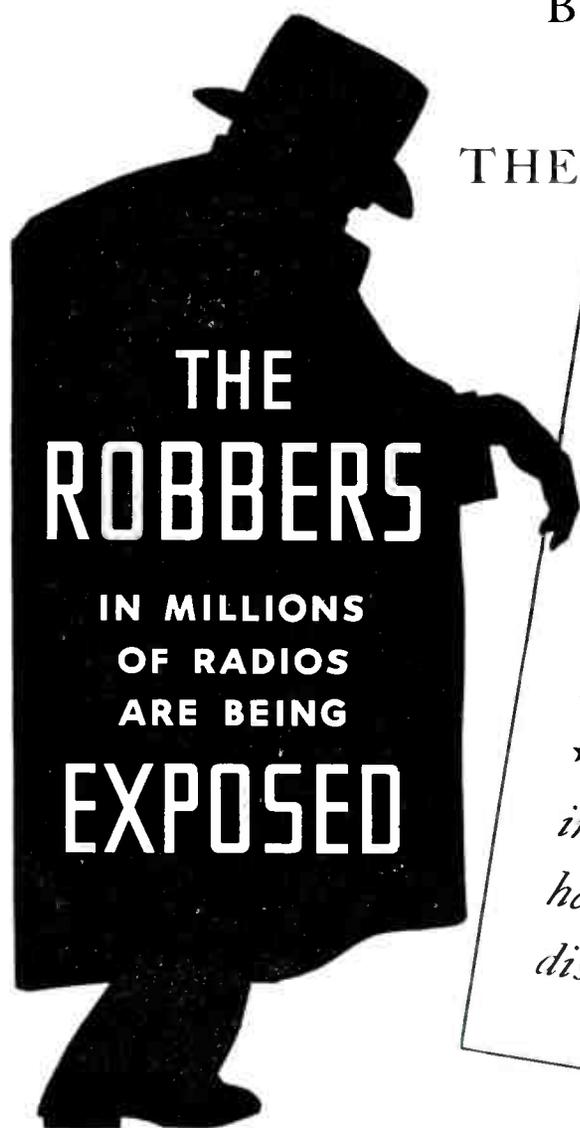
# LYRIC

**RADIO**  
**PRODUCT OF WURLITZER**

# Ken·Rad Leads

*In Modern Tube Merchandising!*

BLAZES THE TRAIL TO  
GREATER PROFITS!  
THE TALK OF THE INDUSTRY!



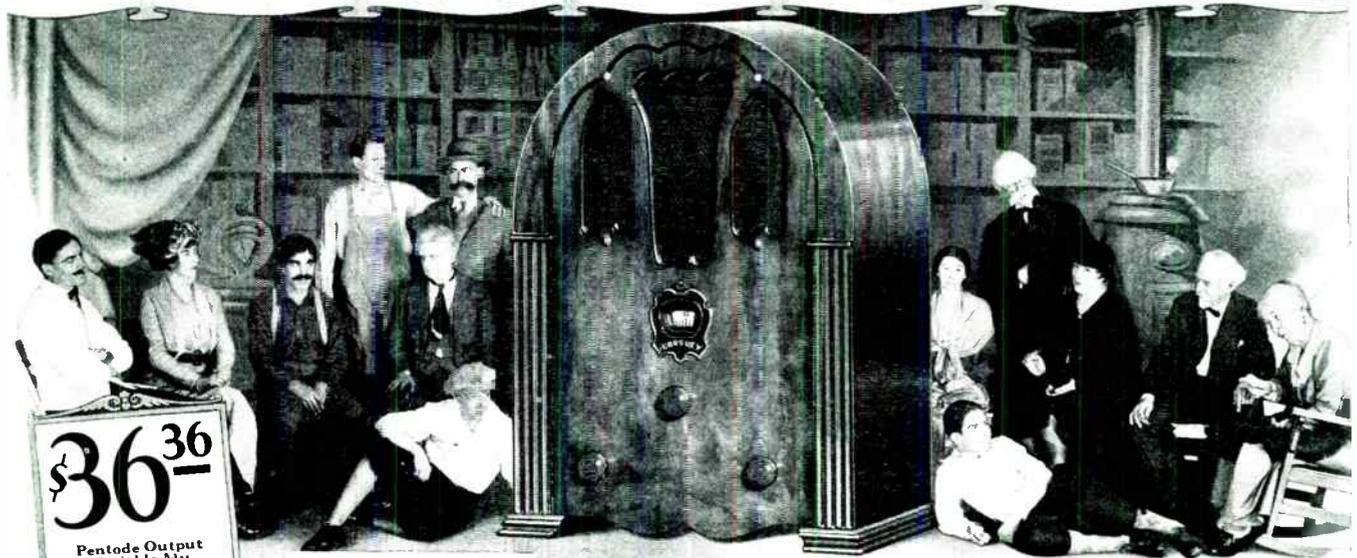
*Never before in the history of the tube industry has there been a merchandising plan as powerful and sensational as that which is built around the marvelous Ken-Rad Acrometer*  
★ ★ *It has changed the tube buying habits of the nation* ★ ★ *It has changed the tube merchandising methods of the industry.*

## Ken-Rads Are the Fine Tubes of Radio

Ken-Rad gives you the fine tubes of radio—plus the “big idea;” the sensational Ken-Rad Acrometer sales plan that moves tubes faster than they have ever moved before. Write for the amazing story of the successes dealers are enjoying with Ken-Rad Tubes, the Acrometer sales plan and the powerful merchandising and advertising ideas built into it. THE KEN-RAD CORPORATION, Incorporated, Owensboro, Kentucky.

*There Is Only One ACREMETER and Ken-Rad Has It!*

# YOU'RE THERE WITH A CROSLLEY



**\$36<sup>36</sup>-**  
 Pentode Output  
 Variable Mu  
 Superheterodyne  
 Complete  
 with Tubes

## The Crosley LITLFELLA

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

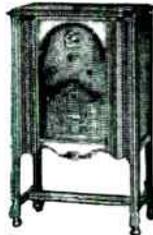
When that happy, everyday, tremendously human group of "REAL FOLKS" broadcasts every Monday night over a nationwide N. B. C. network —You're THERE with a Crosley.

## The Crosley LITLBOY

An exquisite lowboy console housing the same type 5-tube Pentode, Variable Mu Superheterodyne radio receiving set and Crosley full size full floating dynamic speaker as The LITLFELLA. Front panel is of American black walnut. The posts and stretchers are finished in walnut. The sides and top are of 5-ply walnut veneer. An unusual radio value.

**\$48<sup>50</sup>**

Complete With Tubes



CROSLLEY sweeps aside all precedent in offering the sensational Crosley LITLFELLA, a compact table model Pentode Output, Variable Mu SUPERHETERODYNE, at a price that is almost unbelievably low. Some of radio's greatest engineers, artists and technicians have been taxed to the utmost of their ability to produce this sensational, super-performing, extremely low-priced SUPERHETERODYNE which is already causing a furore among radio dealers. Not content to ride along with the easy success of the amazing Crosley LITLFELLA, and determined to uphold the enviable reputation gained through producing sensation after sensation in the radio industry, Crosley has designed and developed the 8-tube, 121 Series, Push-Pull Pentode Output, Variable Mu SUPERHETERODYNE. This marvelous line incorporates all of the most recent radio refinements and is priced sensationally low. The Crosley TENSTRIKE and the Crosley HAPPY HOUR, 10-tube Push-Pull, Pentode Output SUPERHETERODYNE with METER TUNING and Automatic Volume Control round out this sensational line. Compare Crosley, feature by feature with other radio receivers, then you'll know you're getting the greatest value per dollar with a Crosley. See your Crosley distributor. Or write the factory direct.

## 8-Tube Push-Pull Pentode Output SUPERHETERODYNE

### The Crosley PLAYBOY

An exquisitely designed all wood table or mantel model, 17" high, 17 1/2" wide, 10 1/4" deep. Front panels of imported Oriental wood finished in two-tone effect. The solid side panels and arch top are of high-lighted walnut finish. Incorporates the new Crosley 8-tube push-pull Pentode output, Variable Mu Superheterodyne chassis and latest Crosley full floating moving coil dynamic speaker. Embodies all the new Crosley features. Never before such superlative radio performance at so low a price.

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

Complete with 8 Tubes



### The Crosley CHEERIO

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 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



## 10-Tube Push-Pull Pentode Output SUPERHETERODYNE with Meter Tuning and Automatic Volume Control

### The Crosley TENSTRIKE

An unusually attractive and compact table model receiver incorporating the new Crosley 10-tube push-pull Pentode output, variable Mu Superheterodyne chassis with METER TUNING and Auditorium size Crosley full floating moving coil dynamic speaker. Stump walnut veneer front panel with burl maple overlay. Walnut finish sides, top and pilasters. Grill openings covered and backed with chambray cloth. Dimensions: 20 1/2 inches high, 16 inches wide, 10 inches deep.

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

Complete With 10 Tubes

### The Crosley HAPPY HOUR

Front panel of this magnificent six-legged console is of beautiful figured stump walnut veneer arched with burl maple in two tone effect and high-lighted. Carved pilasters of especially selected stump walnut veneer. Six turned and fluted legs, capped with oval medallions in contrasting shades. The spindle units of the stretcher extend in a fan-like manner from the base rail to each leg. Incorporates the new Crosley 10-tube push-pull Pentode output, variable Mu Superheterodyne chassis with METER TUNING and Auditorium size full floating moving coil dynamic speaker.

**\$99<sup>50</sup>**

Complete With 10 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)



# MR. RADIO DEALER!

*Are You Giving Your Service Department  
An Even Break?*

**You're careful about your**

- sales records because you must know what you sold.
- list of prospects because you wish to sell as many receivers as possible.
- bookkeeping records because you must know the condition of your business.

## BUT WHAT ABOUT YOUR SERVICE DEPARTMENT?

Selling a receiver is not sufficient. You must give service. Are your service department records in such shape that your men can operate with utmost speed and accuracy. These records mean just as much as any of the others. Your service department costs money to run. Good service men and good service data will make your service department self supporting. Give your service men an even break to show what they can do. Give them the service data they require to do good work—fast work—profitable work.

The "PERPETUAL TROUBLE SHOOTER'S MANUAL" prepared by John F. Rider is the manual recognized by the entire radio receiver manufacturing industry. It was prepared with the cooperation of the radio receiver manufacturers who supplied the original service diagrams and other data. It is as accurate as the original manufacturers service manuals because the pages were photographically reproduced.

### Here Is An Idea Of What You Will Find In Rider's Manual

1. More elaborate and accurate service information covering commercial receivers than you will find in any other manual.
2. Service data coverage of the period between 1919 and inclusive of 1931.
3. Instructional data upon Trouble Shooting.
4. Information about Continuity Test Methods.
5. Service information in explanatory form about superheterodynes, automatic volume control systems, power supply devices, loud speakers.
6. Explanation of voltage distribution in series filament DC receivers.
7. Instruction in the basic design and use of set analyzers and set testers.
8. Information about the changes made in commercial receiver chassis.
9. Information about the peculiarities to be encountered in radio receivers.
10. Schematic or electric diagrams.
11. Chassis or factory wiring diagrams.
12. Chassis layouts.
13. Socket layouts.
14. Electrical values of resistances and condensers.
15. Test voltage data.
16. Color coding of transformer connections, connecting wires, resistance markings, condenser markings, speaker markings, etc.
17. Tube Voltage Tables.
18. American Broadcast receivers inclusive of Midgets.
19. Canadian Broadcast receivers.
20. Power Amplifiers.
21. Eliminators and Power Packs.
22. Commercial Set Analyzer Wiring Diagrams.
23. Short Wave Receivers.
24. Kit Receivers.

*We know of its accuracy—of the fact that it is recognized—of the fact that it is acclaimed by the entire radio industry. . . . That is why we offer you this manual. . . . We know that you need it—that you will make good use of it—that it will be a good investment—with a good return.*

The "PERPETUAL TROUBLE SHOOTER'S MANUAL" with its 1000 pages arranged in loose leaf form is the manual acclaimed by thousands of service men. . . . Ask your service man. . . . He will tell you that this manual contains every bit of information which will enable him to work faster and with more profit to you. . . . The fact that the original material is supplied by the radio receiver manufacturers make possible the great amount of information to be found in this book. **EVERYTHING UNDER ONE COVER!!**

The "PERPETUAL TROUBLE SHOOTER'S MANUAL" contains more than diagrams of the circuit wiring. . . . It contains *the chassis diagrams and layouts—voltage data—peculiarities in receivers—socket layouts—color coding—the internal connections of units sealed in cans. . . .* Everything which will save time for your service man. . . . Everything which will enable him to service whatever receiver is brought into your place. Why not service all receivers. The income will help carry the service department.

You Mr. Radio Dealer will find the "PERPETUAL TROUBLE SHOOTER'S MANUAL" the greatest aid to your service department. . . . Here is a chance of securing *all of the required service information under ONE COVER. . . .* No longer will it be necessary to hunt through a maze of loose and separated pages. . . . No more bother with torn or lost pages. . . . Remember Rider's "PERPETUAL TROUBLE SHOOTER'S MANUAL" is everything in service under one cover.

What better recommendation is there than its use by hundreds of radio dealers in United States, Canada, Mexico—by thousands of radio service men the world over—by hundreds of radio schools, colleges, libraries—wherever the men require a compilation of radio service data for reference, school work or actual practical service.

Rider's "PERPETUAL TROUBLE SHOOTER'S MANUAL" is modern—up to the minute—*up to date.* Just what your service man and department needs. . . . You cannot appreciate this manual until you have seen it. . . . Once you deliver it to your service department—it will work for you—just as it is working for many thousands of other men.

Do not delay—Get your copy TODAY. . . . It will be the most profitable investment you ever made. . . .

**1000 pages  
2000  
diagrams  
illustrations  
layouts, etc.**

**Book Department**  
RADIO & Electric Appliance JOURNAL  
5941 Grand Central Terminal  
New York City

Here is \$5.00 for which you are to send to me postpaid, one copy of Rider's PERPETUAL TROUBLE SHOOTER'S MANUAL.

Name .....

Street .....

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

# The New Majestic Line has had the most astounding **PUBLIC ACCEPTANCE** in Majestic History

- Exclusive Features
  - Dramatic Merchandising
  - Unequaled Values
- did it!

Majestic's alert, aggressive engineering department gave the current line of Majestic sets three outstanding engineering developments that were *exclusive*. These advantages were then presented to the public in such a way that the tremendous importance of these features was fully appreciated by millions of families. Majestic's unrivaled manufacturing facilities made possible Values to be found nowhere else in the industry.

Majestic dealers are capitalizing on those three great features — Spray-Shield Tubes, Twin Power Detection and the "Modulated" Circuit. Each of the eight models is superheterodyne—each employs Multi-Mu and Pentode tubes. Let a Majestic Distributor give you *all* the advantages of a Majestic franchise.

GRIGSBY-GRUNOW COMPANY, CHICAGO, ILL.  
World's Largest Manufacturers of **COMPLETE** Radio Receivers

*All prices slightly higher West of the Rockies.*



MAJESTIC BRUCEWOOD

**Just Announced**  
A value in grand-father clocks — amazing in performance as a radio . . . perfection as a piece of furniture.

# Majestic

Licensed under patents and applications of R. C. A., Hazeltine, LaTour, Lowell & Dunmore and Boonton Research Corporation.

## Superheterodyne **RADIO**

MULTI-MU and PENTODE . . . of course

3 of the **EIGHT** Great Models



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

**MAJESTIC ELLSWOOD**  
A lowboy of early English design. Equipped with Majestic superheterodyne chassis of monitor construction, using Spray-Shield and Pentode tubes, "Modulated" circuit, tone control and Grand Opera Speaker. Complete with tubes \$59.50



**MAJESTIC 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

# now you can sell

## AMERICAN BOSCH

*Latest model*

### SUPER-HETERODYNE RADIO



**SUPER-HETERODYNE**

MODEL 31-H

Other models from \$43.50 to \$139.50  
complete with tubes.

FOR  
\$ **67** 50  
COMPLETE  
WITH TUBES  
*and*  
**HERE  
IT IS!**

**Read These  
American Bosch  
1932 Features**

SUPER-HETERODYNE  
PENTODE POWER TUBES  
MULTI-MU TUBES  
SCREEN GRID TUBES  
FAST-HEATER TYPE TUBES  
FULL RICH TONE  
PERFECTED TONE  
CONTROL  
VOLUME CONTROL  
INSTANT STATION  
FINDING  
ELECTRO-DYNAMIC  
SPEAKER  
COMPLETELY SHIELDED  
LARGE CHASSIS —  
NOT A MIDGET  
IS REAL FURNITURE PIECE  
—39 INCHES TALL

And best of all it is American Bosch heavy duty built — built to stand up and not to go out of balance after short usage. Protect your radio reputation — sell right this season. This quality radio is the achievement of engineers who think in terms of radio which will last — not how cheaply it can be built.

Sell this radio now while this low price is in effect. Write to the factory now or the nearest branch for details on the American Bosch Radio line.

**UNITED AMERICAN BOSCH CORPORATION**  
SPRINGFIELD, MASS. • Branches: NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO

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



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

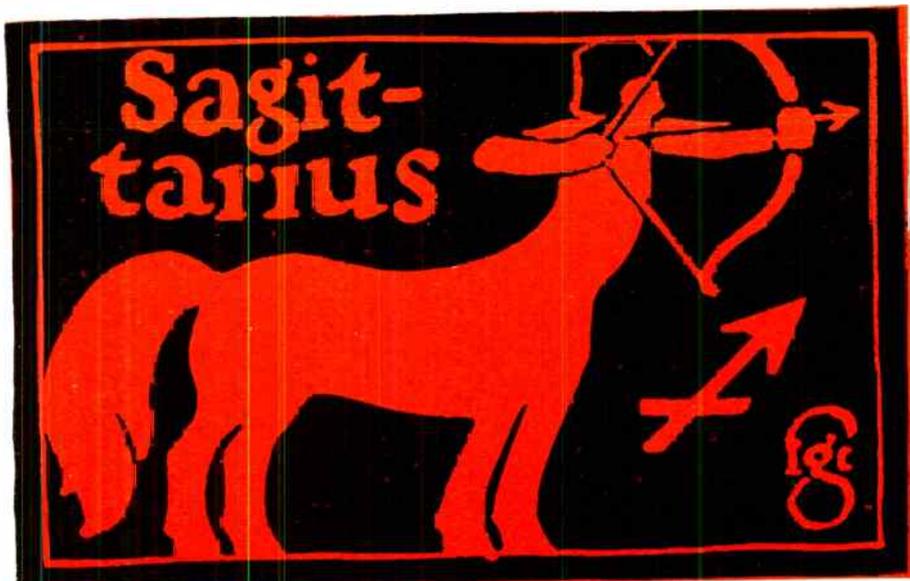
Glad. Henderson, *Editor*  
Daniel Webster, *Managing Editor*  
Raymond Ganly, *News Editor*  
H. E. Speare, *Electric Appliance Editor*

Vol. XXXI  
No. 5

NOVEMBER, 1931

50c a copy  
\$5.00 a year

Archery may be a bit old-fashioned, but it had one guiding principle that every dealer should remember. The archer always shot at a definite mark. Taking a tip from him, the wise merchandiser always aims at *carefully selected prospects.*



# As we see the business

**“PRICE REDUCTION”** AS A reason for buying goods doesn't have the power of action that it had last year, for everyone is talking price. A washer recently reduced from \$37.50 to \$27.50, but the new price didn't prompt the dealers to go to work, for there is less profit to them at the new price than at the old. Maintenance of the original price, plus so much advertising per washer, or a PM to the salesman, would be much more stimulating. Constant reductions of list prices on tubes has not developed sales, because the customer is not familiar with prices in the first place. Tube sales growth came from the style to have MORE tubes per set in order to get better music, and this trend is the factor—not whether the set sells for \$124.50 or \$123.25. Lower prices stimulate up to a certain point, but not beyond it. We believe the low-price average for radio sets and tubes was made last Spring. Since then, the unit of sale has increased considerably. The \$125 model



of a famous line is the leading seller, although a \$62 set is also made; the \$36 midget of a line is a dud, with the \$49.50 selling like football “extras”; the leading seller of one big line is \$95, and so it goes. Dealers are tired of working for nothing and they are exhibiting signs of aggressive selling, which means that the unit of sale is bound to get larger.

**I**MAGINE OUR FEELINGS WHEN AT a refrigerator wholesalers' meeting, a meter manufacturer offered to give a 25-year guarantee, which makes a 3-year refrigerator guarantee look like a radio man on the last day of a Convention. And as for a 60-day guarantee on radio, let's not mention it. The vicissitudes of 25 years of business life prompted most of these men to pass over the “25-year guarantee” as manufacturer's enthusiasm, and not one of them believed it. But people do believe in the 3-year guarantee on refrigerators,

and when a line is not built right—one refrigerator jobber we know sold 1,000 refrigerators in six months and replaced the units on an average of two and an eighth times during the next six months—no three-year guarantee is necessary to make good.

**B**UT FEW REPLIES CAME TO A radio manufacturer, who, to test the market, offered a 11-tube set (7 tubes and 4 on short wave) in a six leg cabinet, complete with tubes, for \$24, net, to department stores and other “big” buyers. The net profit to this man on a deal like this, in quantities, was 45c, B.T.D. (before tube drop). Ordinarily, stores would stand on their head to get this merchandise, but today they prefer TRADE-MARKED radio sets. The public must feel acquainted with the set, before the store can run a sale. The store can only work by helping to destroy the reputation which was secured by the manufacturer over a period of years. The moral to the foregoing, if looking for morals instead of sales, is that the manufacturers of trade-marked profits are better off today than at any previous time in the history of the business, for when radio sets as “merchandise” cannot be sold, the trade-marked manufacturers can feel encouraged to develop their own prestige. When the radio industry arrives at the point mentioned above, it is the sign for better days, believe us and believe us.

**S**OME TIME AGO A MANUFACTURER brought out a modified form of grandfather’s clock and radio set, and an expert exploitation job was done but as the price was near \$200, only about 8,000 were made and sold. Several other houses brought out grandfather clocks and sets, but none seemed to “click.” On the coast, a firm was formed to produce grandfather clock sets but it went out of business. Crosley, on the other hand, designed a grandfather clock and set at \$95, complete, which was put out in a mild manner in

order to test the demand. The unusual merit of the Crosley clock is producing an unheard of volume of sales with the indications that 60,000 of these will be sold during the last five months of 1931. Talking to twelve Crosley jobbers from all over the country, the unusual demand is reported from each territory, with no attempt to sell them by the wholesaler. No campaign, outside of regular work, has been put on this model and dealers sell them easily. “What makes it sell?” is the question in everybody’s mind. In appearance, it is a good looking grandfather’s clock; in operation, it is a good set, is our summary. Other makers, seeing this big market develop, are introducing models of similar style, but at present most of the clock market is a Crosley concession.

**A** RADIO JOBBER IN NEW HAVEN, Conn., bought a car-load of washers on his own initiative, without asking anyone about the brand, and got hooked beautifully. He could have spent a 2c stamp to The JOURNAL, and that order for \$4,000 worth of washers wouldn’t have gone out. The factory promised plenty of co-operation before the order but after the \$4,000 was paid the factory acted like a chorus girl whose boy friend lost his roll. The result was a chastened jobber, who thinks washing machine manufacturers are ogres or worse but the lesson was not entirely un-educational, as this jobber thinks the radio business is “the best on earth.” Good washers are profitable, to both jobber and dealer, but one had better know which are the good ones.

**“F**REE TRIAL” ON REFRIGERATORS is the latest move of several wholesalers, the latter putting in a box for a dealer at a cost of \$2 for ten days. The determining factor of the “trial” is the credit standing of the prospect. During March, April and May, 7 out of 10 boxes stayed sold. During June, July, August and September, 9 boxes out of 10 were

sold. After the first three months, the 10-day trial was cut to 3-days with better results. During this time, 1,000 boxes were put out on trial all told, but 150 came back, which shows that at \$2 per box cost, free trial plan is proving profitable. The purpose of the trial is to show the customer that he can afford it and to give an idea of what he has been missing. Perhaps a similar or modified plan could be put into operation by radio jobbers for radio dealers, if they can get the radio dealers to loosen up for the two-spot. The radio boy is the guy who dies with his grandfather's boots on—and he has had to follow that plan.

**W**HEN A MANUFACTURER makes a whirlwind success, the wind comes in so many directions that it is practically impossible to "stay on the bridge." When orders start to drop, and the jobbers begin to get "loaded", then is the time to stop production. For a factory to operate on a ten-day schedule is considered perfection by anyone, yet a ten-day production of 8,000 sets, daily, is 80,000 sets. "Radio sale fodder" is only produced by the same type of action that prompts a man, feeling good after half a pint, to try to consume a quart.

**N**OT HAVING RECOVERED YET from hearing "25-year guarantee on meters," it is almost impossible to deliver a tinctured oration on the 3-year refrigerator guarantee. So many jobbers and dealers that we have talked with are against the 3-year plan, because they are the boys that will officiate at the ceremonies. Give us a little time to recover from that 25-year meter guarantee!

**D**URING THE PAST FOUR AND A half months, the Journal editor has traveled 17,000 miles, visiting many cities, many manufacturers, many jobbers and many dealers. This does not in-

clude the tremendous mileage of our reporters and advertising hounds, which aggregate about 4,000 calls a month. We cite this to show the reason for the huge amount of information and facts about the business which appears in The JOURNAL and in no other trade journal. There isn't a shiny pair of trousers in our entire organization, although most of us need new shoe soles and heels. It is this close contact with the trade that enabled The JOURNAL in a year's time to become the second largest radio trade paper in the country, with a volume of monthly billings exceeding the sales of last year. Most of the other papers are off in volume, one or two being off as much as 50%. Some of the biggest men in the business tell us that they read The JOURNAL closely, and no others, for it is the only paper with facts. (Adv.)

**A**ND TALKING ABOUT METER plan of selling refrigerators. All October Journals are out of print due to the demand for information on meter selling in that issue. The Meter-ice was the original 25c plan; another meter permits use of half dollars or quarters; another has a clock with 25c slots; another uses a bank for quarters. Some retailers require \$10 down payment plus the meters, but this down payment cuts sales in halves. Big stores in large cities can use this plan more profitably than small dealers, for with the latter, dealers do not like to cut the income of their salesmen. Incidentally, the quarter-a-day plan is not new to old timers in refrigerators, as this was used seven or eight years ago and the trade thought they had finally got rid of it. Installment paper on the quarter a day plan must be held for 60 days by the dealer before it can be discounted. Everyone in the business is watching the meter plan of selling for it is doing exceptionally well for its users. Bloomington's sold three car-loads of refrigerators (about 150) in a week. Gimbel's in Philadelphia sold about 200 in nine days, and so it goes.



Don Gildersleeve

# Push one appliance at a time

That's how we add a profitable ten per cent to our total sales

*Says Don Gildersleeve*

*President, Grand Rapids Radio Co.*



**T**O SELL electric appliances, stock a variety, only nationally-known merchandise and push only one thing at a time, says Don Gildersleeve, president of the Grand Rapids Radio Co., Grand Rapids, Mich. Mr. Gildersleeve is primarily a radio dealer, but today about ten per cent of his sales are electric appliances. On these sales his costs are less than on radio for he carries a small stock and pays his salesmen straight commission.

"Specifically, as to selling electric accessories, or household goods, one idea is to work according to seasons. Pushing one item at a time. Take the early spring, house-cleaning time: mid-summer, fan time: fall and winter, heaters, heating pads, and in between and all the time washers, ironers, waffle irons, flash-lights, percolators, toasters, curling irons. The line is a big one, but the fact that it is diversified helps to increase our sales.

"The plan that works well is to take one district of homes at a time, say 200 selected homes known to be in the buying class for the items offered. We take vacuum cleaners as the spring item. A personal letter, not a cheap, poor imitation that will go directly into the waste basket, is sent to this 200 list, and is followed by the salesmen. The letter states that Mr. Johnson is going to call, and when Johnson does call, he says to the house manager: 'You had a letter about me. I'm Mr. Johnson.' That direct introduction helps."

At least 10 calls a day are made, on the average. Thus

four salesmen can cover the 200 names in about five days, although the 200 "blocks" are usually figured as one week's work.

"We have something timely, and waste no effort. After we cover our trading area on the vacuums, along comes fan time, and now we are getting ready for the wonderful new lines of electric heaters. I look for a big sales volume in these. My windows will be made up as living-rooms, a radio, the heater, red lights at night. Cozy, inviting, cheerful."

*The radio dealer's service man is a scout for electric appliance sales.*

HARPER, Geo. A. 98

Date Report. 8/11/31

OWNS Washer Ironer, er, Vibrator Percol

INTERESTED IN, Heat

REMARKS Has Majesti see the husband aft

The electrical appliance salesmen receive 20% commission, as an average, no salary, with semi-annual bonuses on certain total sales averages, which have fluctuated somewhat during the past year.

The electrical appliance salesmen specialize on electric appliances, but can also sell radios, on commission, no salary. They are 100 per cent outside men. On radio sales where outside

RADIO'S

*Majestic*

REFRIGERATORS

## GRAND RAPIDS RADIO &amp; ELECTRIC COMPANY

D. L. GILDERSLEEVE

1135 WEALTHY ST., S. E.

GRAND RAPIDS, MICHIGAN

September 15, 1931

men bring customers to the store these salesmen receive their usual commission.

"There is one factor to be developed more than at present. What does our service man know about the electric accessories? He should be well posted; he gains entry to a home where the solicitor, as such, may not. Once within that home a check-up on the electrical equipment can be made. Is there a washer, an ironer, a flat iron, or heater? I suggest report cards giving a list of electrical appliances in the home, as a solid foundation for our mailing lists.

"And for Mazda lamps the service man can get a bunch of orders, for this is a home necessity, and often the service man can sell Mazdas right from the service truck, in dozen lots. This one idea pays and pays big.

"The service man may not be a keen salesman, but he can get tips and leads which

5 Seminole Drive.

1 Phone 37891

Sewing Machine Toast-  
ator Refrigerator  
ing Pad, Heater

and is friendly-  
or 5.30

Reported by  
D. G.

nominal commission is paid on these sales to service men. The service man is a prospect "scout." His instructions are to create a friendly relationship, stressing the fact electric appliances can be purchased from Gildersleeve and serviced as are the radios. Tactful queries and investigation often uncover an appliance need, or desire. "I wish I could afford a washer, ironer," or whatever it may be.

No special printed forms are used, merely memos on regular 3½ x 5 bristol filing cards—alphabetically arranged, and these leads distributed according to territories, to salesmen.

"I suggest as the Christmas combination a percolator, waffle iron, and toaster. These can be grouped, because they are suggestive of good menus, quick breakfast, eas-

ily prepared, fine gifts for winter mornings, and for all purposes. Give a thought to the added lines for the holidays, work them in with radios, and when we itemize our profit incomes on January 1st, we'll find, as I have in the past, the added lines, the electrical accessories, have been a mighty strong help.

Gildersleeve's service men do sell, but make no special effort along that line, aside from Mazda lamps, a stock of which is carried in the service cars. A

ily prepared, fine gifts for winter mornings, and for all purposes. Give a thought to the added lines for the holidays, work them in with radios, and when we itemize our profit incomes on January 1st, we'll find, as I have in the past, the added lines, the electrical accessories, have been a mighty strong help.

"I think many of us fall into a rut, by being satisfied with existing conditions. We feel we are getting about all we can expect, but we do not expect enough; we are not go-getters. A well trained, fine appearing body of solicitors, on a commission basis, cost nothing if not productive, and surely do pay, if productive. Back 'em up with the best letters that it is possible to produce, and work systematically, small districts, one seasonable item at a time."

Gildersleeve's position as succesful radio dealer gives him this advantage with electric appliance. He has the store, the space and location, which would be devoted to radios primarily, diversified lines mean extra profits. National and local newspaper advertising by radio firms brings in folks who might otherwise not come simply for the appliances. The radio angle, with radio home demonstrations and radio service, as outlined, offers a special opportunity to secure inside information.

Mrs. Jerome H. Redding,  
961 Fuller Ave., S.E.,  
City.

Dear Mrs. Redding,

This year, as never before, Christmas thoughts turn to the practical, useful type of gifts.

I know nothing which will prove more acceptable than an Electrical gift, long lasting, a constant reminder of your discriminating thoughtfulness.

I am now offering the latest types and designs in Hot Point Percolators, Waffle Irons, Toasters, Flat Irons and for those who may be ill, or invalids the Terrib Heating Pads.

In order to anticipate your needs, and to eliminate any "shopping trouble" on your part, I have instructed Mr. Harry Desmond, who is thoroughly conversant with the lines and prices of my entire line, to drop in and have a chat with you. Free demonstrations in your own home are always a source of greater satisfaction.

Thanking you for any consideration you may extend to Mr. Desmond when he calls,

Very sincerely yours,

GRAND RAPIDS RADIO & ELECTRIC CO.,

N-B For the entire family the supreme gift is a Majestic Radio, may I send one to your home so you can judge for yourself just why it is the one radio you should invest in? D.G.

# Coughenour almost gave up refrigerators

By Harvey Noss

**D**ISAPPOINTED in the results he was able to achieve by adding electric refrigeration to his radio business, V. J. Coughenour, of Springfield, Ohio, three years ago almost threw out the department. By completely revamping his sales efforts, however, he doubled his sales of refrigerators each of the three years. During the same period, his radio business has shown a smaller, but steady, growth.

Mr. Coughenour dates his success with refrigerators from the time he started to go after this business aggressively instead of trying to handle it like a side-line. He signed a franchise for Copeland refrigerators, and appointed Carl Windel, an expert refrigerator salesman,

in charge of the department. Mr. Windel is the kind of a man who can sell with the best, can train and hold an efficient sales organization, and can don overalls and superintend a commercial installation.

With Mr. Windel as the nucleus of a growing refrigerator department, nothing was left undone to uncover every possible sale in Springfield. Past customers were converted into assistant salesmen through the granting of a five dollar credit to all leads supplied that later developed into sales. Coughenour has always featured his service department, and he doesn't charge for refrigerator service calls. The service men, as a matter of fact, call regularly on old customers. This policy has uncovered hundreds of leads from satisfied customers.

Every possible form of advertising is used to feature the store's refrigerator business. Newspaper and direct mail copy constantly tells the story, and now billboards have been added. House-to-house canvassing is perhaps the most important single source of sales. Windows are given special attention by a local trimmer, at the cost of \$2.50 a window.

Cooking demonstrations are valuable lead-providers. Last Spring, Coughenour displayed his refrigerator at a cooking school sponsored by a local newspaper. For a week's display and demonstration, including the giving away of a refrigerator on a "Lucky Number" contest, the total cost was \$255. The names deposited in the contest were checked each evening during the week and immediately followed. Over a thousand excellent prospects were secured.

V. J. Coughenour, who three years ago nearly gave up refrigeration, now directs an active and successful organization of ten men. In addition to Mr. Coughenour and Mr. Windel, there are J. B. Brugger, accountant; Brooks Reeder, refrigerator service manager; E. U. Snyder, radio sales manager; Robert McDonald, credit manager, and the following salesmen: E. C. Roehll, E. J. Doyle, F. Kenney, Robert McGregor, N. A. Powell.

As proof of what a hard-hitting refrigerator sales organization Mr. Coughenour controls, in a recent contest his men were able to close in ten weeks 90 per cent of the amount of sales previously made in six months.

"Our experience has shown conclusively that the combination of radios and electric refrigerators is an ideal set-up for a successful all-year-round business on a profitable basis," says V. J. Coughenour. "Our radio business of the past three years has shown a slight increase in volume in spite of the depression, while our refrigeration business has almost doubled each year for the past three years.

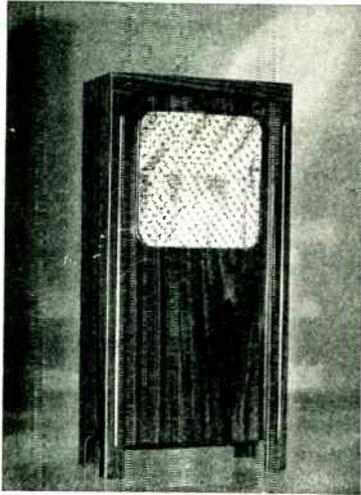


## H. A. Bell

The JOURNAL presents  
as prominent member of  
the radio industry for  
November, 1931, H. A.  
Bell, President, Jackson-  
Bell Co., Ltd.

November, 1931





Swartzbaugh

# RED-HOT sellers for the winter

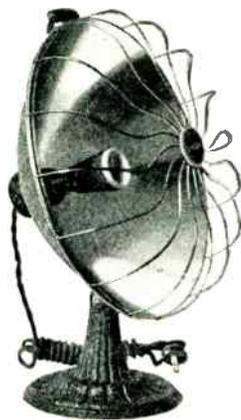
**R**ADIO dealers who are making a success of selling electric appliances tell us that one of the greatest of sales assets is the timeliness of the product. Featuring the thing which is in the back of your customer's mind is the quickest way to side-step sales resistance.

The next three months will see half of the year's total of heaters sold. Now is the time to jump into this business with both feet and cash in on the incipient demand. Last year nearly a quarter of a million electric heaters were sold, bringing in over a million dollars to dealers' tills. This year, according to manufacturers who have been sizing up the potentialities of their market, should set a record. Even the economic situation is working for the sale of more heaters, many families and landlords cutting down on their coal bills and concentrating heat in necessary spots or rooms.

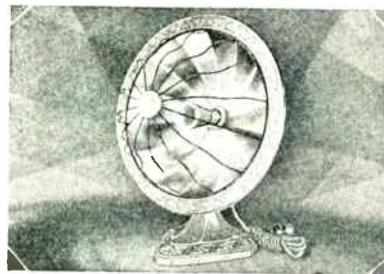
If you are going to sell electric heaters, clean out your mind the concept of the old-fashioned appliance that was an eyesore, a dust-gatherer and an inefficient consumer of current. The heaters on the market today have been so tremendously improved, both in appearance and operation, that they are practically different appliances. Present them to your prospects accordingly. Show the handsome designs, explain the economical operation. Talk about them as marvelous new developments, which they are, and work up enthusiasm for these modern purveyors of electric heat.

Heaters should be valuable cash sellers for the radio dealer. They sell from about two dollars to over fifty dollars, giving a wide range that permits an excellent opportunity for a "build-up." Many families will purchase a second and third heater, so there is practically no saturation possible in this field and each sale may lead to another. It is estimated that four out of five wired homes have no heater, indicating the vast potentialities of this market.

To make a big noise about electric heaters, get a few of the most unusual models and feature them. It will start your prospects talking and make them "heater-



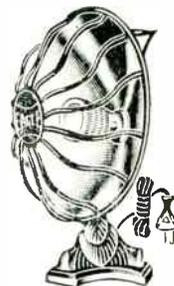
American Gas



Samson United



Carborundum



Eagle



Westinghouse



Hotpoint Focalipse

conscious." The modern electric heater is offered in many amazing forms to help you attract attention. For instance, there are wall models which swing on hinges. There are heaters with fans to blow warmed air in any direction, required. There are designs which throw heat in three directions, insulating only the back of the heater. There are the electric-steam radiators which combine the adaptability of electric heat with the advantages of steam.

Radio dealers selling automobile radio sets will be interested in the electric heaters for cars. Models selling from eight to forty dollars will keep the family automobile warm this winter. They are easily installed and smart radio dealers find that they are practically without competition in this field.

It is the unusual item in the dealer's store or window which attracts attention. Featuring something novel, something mechanically interesting and something which fills a very definite need, the modern electric heater will make your store discussed by the neighbors.



*Therma*



*Kalender*



*Anderson-Pitt*



*Parade*



*Prometheus*



*Standard*



*Morse Electric*



*Hemlock*



*Emerson Handheated*



*Fingervald*



*Glendale Electric*



*Hot Glow*



*Adams Bros.*



*Coardley & Winslow*



*Sage*



*Marble*



*Nobilit Sparks*



*Metal Ware*



*Kump-Monroch*



## Add offices to your list of prospects

*Shaw-Walker desk equipped with General Motors radio. In the front of the chassis is the speaker, which is silenced when the drawer is pushed in.*



HERE are more ways of making money in the radio business than standing in your store waiting for customers to buy sets. The dealers who have armed themselves with technical information and gone out to sell centralized installations have proved this point. Frequently they

found, too, that with the assistance they received from the manufacturer's engineering division the past experience was not as vital as the ambition which brought them outside.

Business offices are becoming a very important place in which the live dealer can find sales. At the recent New York Business Show, where all kinds of equipment for the efficient office was displayed, great interest was focussed in an executive's desk which included a built-in radio set. Actually, it took very little skill to install the set. A General Motors chassis, turned on its side with the controls shifted, was encased in a metal cabinet that fitted the desk's deep drawer. Aerial and power lines were led in through the back of the drawer. It was the type of special installation that any good service man could handle, yet it created enthusiasm among many business executives.

Radio promises to be an important adjunct to the modern office. To date there have not been enough business features on the air to interest executives, but brokerage houses are beginning to broadcast special services for the advertising value. Additional features will doubtless follow as the demand for them grows.

Unbusiness-like as it may sound, the World Series

and other sports broadcasts, as well as political speeches, are tremendously valuable in selling radio sets to offices. The inference that a busy executive cannot spare the time to attend these events in person will often close the sale. Of course, the sheer novelty of having a radio set built into one's desk will close many of the people who insist on being first in everything.

More than radio can be sold, once the office doors have been opened to the radio dealer. For instance, the new window ventilators which admit air but exclude street noises were also featured at the Business Show and were carefully inspected by thousands. This item fits the radio dealer's stock, if he plans to carry his salesmanship into offices.

Refrigerator specialties are finding a wider acceptance into modern offices. Ice-coolers may be an important part of the refrigerator line you now represent, but how big it looms on your horizon depends on the amount of work you give it. Similarly, the new room coolers, although out of season at the moment, will be sold to thousands of offices next Spring and Summer. If you are preparing the way now, you should be ready to get in on a good share of this business.

Incidentally, contacting men in their offices in this manner will do your regular business a great deal of good. You may try to sell an important person a radio for his desk and wind up by having him take a refrigerator as a Christmas present for his wife, or even a midget radio for his son. Give one outside man the job of contacting offices and discover for yourself the undeveloped possibilities awaiting on Main Street.



**T**HE thousands who have always wanted a Brunswick Radio at a price they could afford are pre-disposed to buy now . . . For never before in Brunswick history have prices been lower, choice of cabinets wider, values greater.

It is good business to recognize the preference for Brunswick that exists in the radio buying public's mind—and to cash in profitably on this preference by concentrating your sales efforts on the new 1932 Brunswick line.

Brunswick offers eight new models at prices to meet every purse—\$39.50 to \$225 with tubes.

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

# BRUNSWICK RADIO

**MODEL 12**

**List Price \$84.50**

Complete with Brunswick Tubes, 7 tube Superheterodyne in miniature highboy cabinet.



**BRUNSWICK RADIO CORPORATION**

**NEW YORK · CHICAGO · TORONTO**

*Division of Warner Bros. Pictures, Inc.*

# Find 2 Profits

where only ONE grew before



RCA Victor Radio Phonograph Model RAE-26. 9-tube Super-Heterodyne with complete 10-point Synchronized Tone System. Slow-speed clutch, automatic record changer with 10-record capacity . . . . . **\$247<sup>50</sup>** Complete

## Look into the Back!

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

RCA Victor Radio Phonograph Model RAE-56. 10-tube De Luxe Super-Heterodyne, complete 10-point Synchronized Tone System. Slow-speed clutch for playing new Program Transcriptions. Automatic record changer with 10-record capacity. New Home Recording unit . . . **\$350<sup>00</sup>** Complete



### OTHER

RADIO PHONOGRAPHS  
AT FROM \$129.50 TO \$995

These are the Kind of Dollar-Stretching Values the Public Wants—and the Kind of Full-Profit Numbers the Radio Business Needs. Two-in-One Instruments at Prices the Public Will Pay.

The BIG SWING this year is to combinations. Because they mean bigger values! Because they mean complete entertainment! Because Victor's sensational new long-playing records — Program Transcriptions with 30 minutes of music on a 12-inch record—open up a wholly new kind of finer-toned, more convenient music-in-the-home!

With these instruments, you can get the cream of this profit-

able business. They're both radio and phonograph—in one cabinet—at one low price—with one down payment—sold at the cost of making one sale and yielding a profit that's worth working for.

So get busy. See your RCA Victor distributor. Get these instruments in and go after profitable business! RCA Victor Company, Inc., "Radio Headquarters," Camden, N. J. A Radio Corporation of America Subsidiary.

### DOUBLE YOUR RECORD PROFITS!

Your trade gets nearly 4 times as much music from the new Victor Program Transcriptions as from old records of the same size. They pay only about twice as much. It's a bargain for them...and it's a bargain for you, for every Program Transcription sale pays roughly twice the profit of an old-style record sale!



## RCA Victor

RADIOS . . . VICTOR RECORDS  
PHONOGRAPH COMBINATIONS



# central station RETAIL SHOPS

*Sheepheadman*  
editor

## How New York System finances dealers' refrigerator sales

By C. L. Law

General Commercial Manager, The New York Edison Co.

SOME time ago a rather detailed survey of the refrigerator field in New York was made by the New York Edison System (consisting of five companies, namely: The New York Edison Company, Brooklyn Edison Company, United Electric Light and Power Company, New York and Queens Electric Light and Power Company and The Yonkers Electric Light and Power Company) in view of the determining of potential possibilities of that market, and as a result of this investigation it seemed quite evident that there was a large field for the sale of refrigerators that under the present system had not as yet been reached. This field consists of the older apartment houses of which there are a great number in the City, that is, those apartments built prior to the time when it became customary for the owner to install electric refrigeration as a part of the equipment. The owners of these apartment houses were rapidly losing tenants to the newer and more modern buildings and it seemed very evident that in order to maintain a fair percentage of occupancy it was necessary to place these buildings in the competitive field by modernizing them.

The terms that were offered by refrigerator companies which were normally 10 percent down and one year for payment could not be met by many of these owners and we realized that, if this large group of prospective customers was to be reached, it could only be through more favorable terms than those that were being offered at the time. It was determined, therefore, that in cooperation with four companies, the companies of the Edison System would offer to finance such installations where the credit was acceptable to us on a basis of three years with a down payment of 10 percent and with no finance charge except simple interest at 6 percent on the unpaid balance.

At that time there were four companies who were working in cooperation with the System Companies in their normal sales activities; those were Copeland, Frigidaire, General Electric and Kelvinator, and our suggestion to them met with a very hearty response and a promise of very active cooperation. These four

companies agreed with us on a standard method of procedure which seems to have been working very satisfactorily.

In no case is the representative of the utility to make the sale, as all of these sales are made by the dealer's salesmen. When the contract is signed for an apartment house installation the dealer secures all credit information obtainable and submits this contract to us for our approval. If we find that the credit is satisfactory and that the current account of the customer is good, we then notify the dealer that we will accept assignment of this contract. The contract is then assigned to us, using a standard form and as deliveries are made against this contract the dealer collects and retains the down payment, sending to us the acceptance of delivery and an invoice covering the total price of the refrigerators delivered at that time, less the down payment and the interest charge. Payment is made directly to the dealer while we collect monthly from the purchaser for the period named in the contract. It was thought advisable not to include this in the regular bill for electrical service so a special bill is sent out to each purchaser about the first of the month.

If there is a delay in payment the dealer is notified and if subsequent efforts to collect are not successful the contract reverts to the dealer, he paying us the balance due. We have been very fortunate, however, reducing these reverts to a minimum and so far they have not exceeded one half of one per cent.

Although this activity was designed for the apartment house field alone, we were later convinced that if more liberal terms were granted for retail sales, i.e. the sale of not more than two refrigerators, that the activity might be desirably stimulated. We therefore agreed with these dealers to finance the sale to individual users on a basis of not more than two years and with a small down payment. In a case of this kind, the procedure is about the same except that the contract, invoice and delivery receipt are sent to us at the same time and if our current account is satisfactory, payment to the dealer is im-

(Continued on next page)

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

# Finances Refrigerator Sales

(Continued from page 29)

mediately made. This contract, of course is assigned to us in the usual way with the understanding that in case of default, the dealer will repurchase the contract from us at the balance due.

We have also extended this same plan to cover small commercial installations, i.e. those not exceeding \$1,500, and in the very limited time during which this has been undertaken, a considerable number has been brought to us for financing. Our co-operation with the dealers is not confined to financing alone, but we have undertaken special promotional work which we also feel has been very successful. Special advertising and circularization has been carried on which has been very effective and in addition to that our Refrigeration Divisions have been considerably enlarged and a crew of men formed who contact apartment house owner only. These men do not attempt to sell anything except the idea of electrical refrigeration and having interested a prospective user in the installation of refrigerators, the leads are turned over to the dealers who usually consummate the sale.

We are also making a complete survey of all of the occupied apartment houses on our lines to determine, first, whether electrical refrigeration is installed, and second, if it is not, whether the class of building and occupant indicates that there may be a prospect of so equipping the building. As these surveys are completed, they are turned over to the dealers whose salesmen immediately contact the owners. Our men also call on the owners as quickly as possible and in this way nothing is left undone to secure this business.

As we felt that it was not entirely fair to include only the four refrigerators in this plan, we decided that any machine of proved reliability and well backed financially might be included soon as we were entirely satisfied that the performance would be satisfactory to our customers. This has led us to include several others which our investigation indicate are worthy of inclusion in the plan. Of course the success of any undertaking of this kind is shown by the results and as in the past twelve months we have accepted 17,200 contracts for 61,000 refrigerators, at a total cost of about \$11,500,000 and an estimated annual revenue from current consumption of \$2,200,000, we feel that this plan has been successful.

The total contracts submitted to us during this period are 19,120 for 82,439 boxes, the aggregate price of which is \$15,192,500 and from which a revenue of \$2,940,300 may be expected when deliveries are completed. For various reasons 1,160 contracts have been rejected for financing, representing 9,737 refrigerators whose price is approximately \$1,600,000.

There are 35,000 employees in the New York Edison System and as the importance was realized of utility employees adopting for their own use the equipment that we are selling to our customers, a plan was put into effect, whereby for a limited period, special terms were given to all employees who desired to purchase refrigerators for their personal use. As this plan was conceived by President M. S. Sloan it became known as "The President's Plan". With the cooperation of the same four companies, it was agreed that we should offer each employee of the System an opportunity to purchase a refrigerator at an attractive price and on easy terms and at the same time these employees were

urged to furnish to us the names of friends who might be interested in a purchase.

In our agreement with the companies, it is understood that definite limits would be prescribed for discounts offered and this was arranged so that no company might take undue advantage of another. The prices to the employees were list less 20% to 25% and as an added contribution, the companies furnished a certificate which when signed by the employee was received in lieu of the down payment. This was equivalent to approximately an additional 4% discount. The Companies agreed to finance all these sales giving the employee two years in which to complete payment. To encourage the employees in the second part of the plan, the dealers offered substantial prizes for all leads turned in that resulted in sales. The prize being in form

---

**Since this article was written, figures to September 3 show: 23,680 contracts for 82,460 refrigerators with an annual current consumption of \$2,290,000 accepted, and 25,780 contracts for 105,889 refrigerators submitted.**

---

of some electrical device selected by the employee which listed at a price of approximately \$10.00. In organizing for this undertaking, a general chairman was appointed in each Company who in turn organized his Company into a general committee consisting of a chairman from each department and in the larger departments these in turn were broken down into sub-committees, the groups being so small that each sub-committeeman could make direct contact with each employee with whom he was associated. Through this organization, dealers' folders were circulated so that each man was entirely familiar with the plan and with the product of each of the four Companies. As soon as the plan got well under way, it was found that a very healthy competition sprung up among the departmental chairman and although there was no attempt to coerce any of the employees, a rather intense selling spirit soon developed and very keen interest was shown in the departmental results and percentages as they were reported each week. In order to put over the story of electric refrigeration in the strongest way, many meetings were held by different departments which were addressed by representatives of the dealers and by Dr. G. W. Allison, Manager of the Refrigeration Bureau of N E L A headquarters. Many small meetings were held in Company time and the larger meetings were always held after hours and very frequently in addition to the talks given, some rather interesting entertainment features were also included, each department taking care of all of the details connected with these gatherings,

they themselves securing the speakers and entertainers. A careful account shows that 374 meetings were held during the campaign which were attended by 47,000 employees and it has proven that these meetings were responsible for a large part of the enthusiasm that was shown in this campaign.

The campaign continued in this manner for eleven weeks and during that time 6,298 employees purchased refrigerators and 732 refrigerators were sold through leads furnished by the employees, a total of 7,030. As a further result of this activity subsequent to the time that it was actually in progress, the leads that were turned in have been continually producing results and it has been reported by the dealers that 750 refrigerators have been sold to prospects since the campaign closed. We are certain that there is a continuing benefit resulting from this activity for we must consider its educational value, for during the time when it was being conducted every employee in the Company was made to realize the advantages of electrical refrigeration and he in turn will continue to spread word among his friends.

Heretofore we felt that many of the employees disregarded any thought of the advantages and benefits that might be derived from electrical appliances but this undertaking seemed to bring a new thought home to them for since the close of the campaign, we find considerable increased activity among the employees in bringing in names and addresses of people they have come in contact with who may be prospects for household devices of any kind.

The success that was attained in the prior Campaigns for leads submitted by Company employees was so marked that at the termination of the period assigned to the President's Plan, one of the dealers requested that he be permitted to extend this feature for an additional period of two months. As we believed that this might be productive of further good results, we agreed that such a plan might be carried on for this subsequent period.

Briefly the plan is this: Every employee was furnished with what was called a lead card, and on this he was supposed to note the name and address of a prospective customer for an electric refrigerator.

It was not our thought to attempt to make a refrigerator salesman out of each of 35,000 employees of the System, but rather to so interest our people in this matter that they would discuss it with their friends and acquaintances, and if any interest was shown their name, with the prospect's consent, was submitted through the Company to the dealer. The dealer's salesman immediately called on the prospect and if he was successful in making a sale, a stated number of credits were assigned to the submitter of the lead.

These credits were cumulative and the certificate that was issued for each 500 credits could be, at the end of the Campaign, turned in to the dealer to be exchanged for prizes ranging from an automobile to a cigar lighter depending on the number of credits.

During the two months in which this Campaign ran, about 3,300 leads were turned in by the employees and approximately 700 refrigerators sold during that time representing 21 per cent of the leads submitted. Of course it was often a difficult matter to close a sale promptly, so that although this very respectable number were sold during the Campaign probably more than double that were sold after its termination.

# How to Service *Electric Refrigerators*

**T**HE idea of Radio Dealers or Service Men servicing refrigeration units is self-evident and the thought has occurred to perhaps untold thousands ever since electric refrigeration started. Yet nothing was done, because the average man knows little or nothing about refrigeration. Compared with servicing a radio set or wiring a home for electricity, the servicing of a refrigerator is absurdly simple, once you get the "hang" of it.

The OFFICIAL REFRIGERATION SERVICE MANUAL has been edited by L. K. Wright, who is an expert and leading refrigeration authority. He is a member of the American Society of Mechanical Engineers, American Society of Refrigeration Engineers, The National Association of Practical Engineers, etc.

In this Refrigeration Service Manual every page is profusely illustrated; every refrigerator part carefully explained; diagrams are furnished of every known machine; special care is given to the servicing end. The tools needed are illustrated and explained; there are trouble shooting charts, and other important service data.

Remember there is big money in the refrigeration servicing business. There are thousands of firms selling refrigerators every day and they need to be cared for periodically. Eventually there will be more refrigerators than radios. Why not increase your earnings now with a spare or full time business by servicing electric refrigerators.

Here are some of the important chapters:

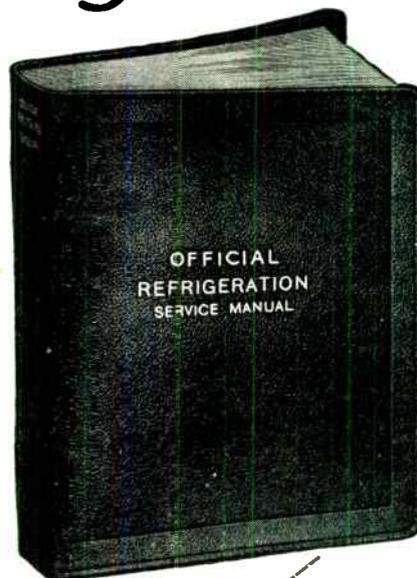
- Introduction to the Refrigeration Servicing Business
- History of Refrigeration
- Fundamentals of Refrigeration
- Description of All Known Types of Refrigeration
- Service Tools and Shop Equipment
- Motors and Trouble Shooting
- Unit Parts, Valves and Automatic Equipment
- Makes and Specifications of Units
- Manufacture of Cabinets
- Refrigerants and Automatic Equipment
- and Many Other Important Chapters.

Already hundreds of copies of the OFFICIAL REFRIGERATION SERVICE MANUAL have been sold; and there still remains the greatest opportunity for thousands more to learn how to make more money in a short time through openings in this new field.

**To Radio and Refrigeration Dealers  
and Service Men This Book  
Is Invaluable** -----

**OVER 1,000 DIAGRAMS**  
352 Pages  
Flexible Looseleaf Binder  
9 x 12 Inches  
Complete Service Data

**\$5<sup>00</sup>** The Copy



**Coupon  
Should Be  
Mailed  
NOW!**

Book Department  
RADIO & Electric Appliance JOURNAL,  
5941 Grand Central Terminal Bldg.,  
New York City  
Enclosed herewith find \$3.00 (check or money order  
preferred) for which you are to send me im-  
mediately one copy of the OFFICIAL RE-  
FRIGERATION SERVICE MANUAL.  
Name .....  
Address .....  
City and State .....

# C O L U M B I A

## T E L E - F O C A L R A D I O

Superheterodyne Models with  
Multi-Mu and Pentode Tubes

These headliners of the Columbia line are showing dealers how to make more out of radio.

Follow the line of least sales resistance—it's a fast moving profit maker.



Model C-34

In this model, the glorious voice of Columbia Radio is housed in a strikingly beautiful cabinet of the Sheraton style of design. The offset front posts are fluted and are ornamented at top, and bottom by cross hatching. The legs are turned and fluted. The front of the cabinet in rich butt walnut veneer center matched, is relieved by corner carvings at top and is framed by a shaped moulding and base rail finished with red wood burl. Serpentine tie rails and turned stretcher complete the picture.

Dimensions: 39 1/2 ins. high, 23 ins. wide, 13 1/4 ins. deep.

List Price, Complete with Columbia Rapid-Heating Tubes, \$87.50.

Model C-33



A compact radio in a rich cabinet of distinctive design, suggestive of Hepplewhite. The carved shell-and-spray ornamentations, at the top, flow into the graceful grille opening of slender straight-line simplicity. At the base of the grille members, small carved ornaments further enhance the effect. Truncated ball feet give an air of sturdy solidity, while the butt walnut panel sets off the whole. A thoroughly distinctive and beautiful piece of furniture, this, with a pure tone quality insured by the heavy ply construction.

Dimensions: 19 5/8 ins. high, 15 1/16 ins. wide, 10 5/8 ins. deep.

List Price, Complete with Columbia Rapid-Heating Tubes, \$67.50.

Write for details of the Columbia Radio Line, complete specifications, folders, window cards, etc. to

COLUMBIA PHONOGRAPH COMPANY, INC., 55 Fifth Avenue, New York

# C O L U M B I A



# R A D I O S

# Baltimore

## Parks & Hull Acquire Kolster Line

Parks & Hull, Inc., prominent Baltimore distributing organization, has just taken on the Kolster International radio line, with exclusive distribution for the entire State of Maryland, the District of Columbia, Jefferson, Berkeley, Morgan, Hampshire, Mineral, Grant, Hardy and Pendleton counties, in West Virginia, and the northern section of Virginia.

S. Gordon T. Parks is president of the fast-moving concern, and he assumes direct supervision of its radio merchandising activities. Covering Baltimore and the surrounding areas will be E. W. Ament, connected with Parks & Hull radio distribution for a number of years; Robert Lee Riley, a newcomer to the Parks & Hull selling staff, will look after Kolster International sales in the Capital City and vicinity. A branch warehouse is maintained in Washington. In addition, a special sales and show room will be arranged for the purpose of allowing the dealers to inspect the new Kolster International line.

Mr. Parks' firm also distributes Westinghouse electric refrigeration.

## Moeser & Jordan Ken-Rad Agents in the South

Moeser & Jordan, Inc., well-known merchandising specialists, will represent Ken-Rad in the South, announcement comes from Richard E. Smiley, general sales manager of The Ken-Rad Corporation, of Owensboro, Ky.

"We are indeed pleased to have Messrs. Moeser and Jordan with us as representatives," declared Mr. Smiley. "Their years of experience in radio circles, combined with the personal relations they have had with many of the largest accounts in the Southern States, brings to The Ken-Rad Corporation a firm with established business connections and sales capacity."

Messrs. Moeser and Jordan are indeed very well known in radio circles because of their former connections, besides present affiliations. As Ken-Rad representatives, they will have a wide range of activity in promoting the sale of Ken-Rad tubes and in presenting the Acrometer tube merchandising plan to radio dealers in their Southern territory.

Harold Jordan, one of the members of the firm, recently visited the Ken-Rad factories in Owensboro, and was much impressed with the modern equipment, quality production, and up-to-date facilities evident there.

## George C. Beckwith Dies

The trade was shocked to learn of the loss of one of its most popular members when George C. Beckwith, head of the radio distributing company in Minneapolis, bearing his name, met with a fatal accident while hunting.

## Eastern Hdwe. Executive Quotes Some Fine Advice

Howard McCarthy, presiding over the refrigeration department of the Eastern Hardware & Supply Co., which among other things handles the Copeland electric refrigerator, draws the attention of the local trade to some very pertinent remarks made recently by W. D. McElhinny, vice-president of Copeland Products, Inc., manufacturing the Copeland product.

Naturally Mr. McCarthy is very enthusiastic over the remarks of the Copeland executive and he believes that they are worth quoting, *in toto*. Mr. McElhinny's comments are as follows:

"Radio was one of the most salesable devices ever offered to the public. But radio and refrigeration are purchased on two very different principles or sales appeals. Refrigerators are not bought through feeling or emotion, but with very definite reasoning. The family budget, with due regard to initial investment, operating costs, and conveniences obtained as compared with any previous type of refrigeration used, are all taken into consideration. Because electric refrigeration sales are based on reason rather than emotion, many merchandisers have been bitterly disappointed in the results of their selling efforts. In the first place, many of them were disappointed in selling efforts that hardly can be classified as efforts. In the second place, where sincere efforts have been made, they were in many instances improperly planned, ill timed, and were simply made with the hope that they would produce something and with a vague idea that a true course would finally be charted through a maze of obstacles, lack of knowledge, misinformation, and misunderstanding. Again the human element has entered in. Some salesmen, dealers and field men are not fitted to the refrigeration business or are unwilling to pay the price of hard work that at least initial success in this business demands.

Electric refrigeration is sold on an entirely different basis from radio. It furnishes a service in the home, a utilitarian and not an entertaining service, one that is a basic need. It deals with food, and in our modern life it has become a necessary part of practically all the foods that we eat.

Very few people have ever bought an electric refrigerator because they wanted to make ice cubes and thus get away from the iceman. They buy electric refrigeration because they want properly preserved food and low temperature. They want cleanliness and sanitation. They want convenience. They want a plentiful supply of ice cubes and the ability to make frozen desserts. They want to be independent of all outside sources. They want the utmost in convenience. They want to be modern, and they take pride in ownership.

"There are some 28 major bases of appeal in selling electric refrigeration. Seldom is there a spontaneous impulse on the part of prospects to buy. The entire

## Kaufman Joins Ollendorf-Hirsch Sales Ranks

I. Kaufman, winner of the fifth prize in the recent National Radiotron contest, has joined the sales personnel of Ollendorf-Hirsch, Inc., distributors of RCA Victor product, with branch houses in Washington, D. C., and Richmond, Va.

"Mr. Kaufman comes to us not only with all the experience necessary for the promotion of RCA Victor products, but also with dealer confidence that is beyond compare," announces George Ollendorf, president of the wholesaling concern. "For the past several days, I have been busy accepting mutual congratulations upon our acquisition of Mr. Kaufman from the dealer clientele in Baltimore and Washington."

Mr. Kaufman was formerly associated with a prominent radio distributing organization in Baltimore in the sale of RCA products for the past 8 years and is recognized throughout the territory as a keen and progressive selling personality.

## Gilham Electric Co. New Clarion Distributor

The Gilham Electric Co., of Atlanta, Ga., has been appointed distributor for Transformer Corp. of America, manufacturers of the Clarion radio. P. C. Gilham, president of the jobbing firm, made his first connection in radio wholesaling 25 years ago as sales manager for Carter Electric Co. About 15 years ago, the Gilham Schoen Electric Co. was formed and 9 years later the name was changed to Gilham Electric Co., with Mr. Gilham retaining control.

"We have been impressed with the Clarion line for some time," declared Mr. Gilham, "and are only too glad to distribute the radio that is known for its remarkable service record. Clarion's service percentage, 2-10ths of 1 percent, is probably the lowest in the industry."

sales organization must be geared up to high-grade specialty selling. A very large amount of time must be devoted to educating the trade to sell refrigeration, and continual pressure should be applied to every organization, no matter how good it is, in order to gain best results.

"Competition is keen. Differences in price of a few dollars seldom amount to anything. Proper coverage, proper advertising, proper sales education, proper field contact, proper service layout, proper finance plan, and the most intelligent supervision are the major parts of a properly co-ordinated sales plan, which should be like a series of concentric circles. The largest circle embraces the factory sales and advertising organization plan and execution. Practically the same plan but in a smaller way should be applied to zone territory, which represents the second circle. The third, fourth, and fifth circles represent distributors' set-ups with dealers, depending on their size, and so on down through the individual salesman."

FOR THOSE WHO WANT THE FINEST

# COPELAND

DEPENDABLE ELECTRIC REFRIGERATION

**DISTRIBUTORS**

## Baltimore and Western Maryland

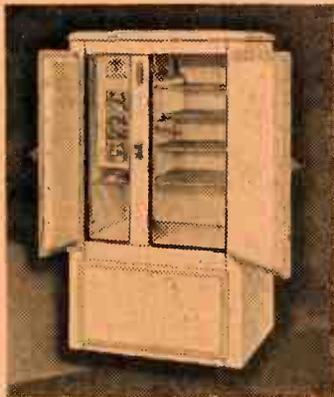
*The Eastern Hardware & Supply Co.*

BALTIMORE, MARYLAND

Every refrigerator test that has been thought of has been given to the COPELAND Refrigerator, and it stands up 100%.

But no mechanical test is as pleasing to the Copeland dealer as the ease of selling Copelands. The "sparkle" of the Copeland is a plus-factor of this long established refrigerator, and the proof of the selling test is gained the day one starts as a Copeland dealer.

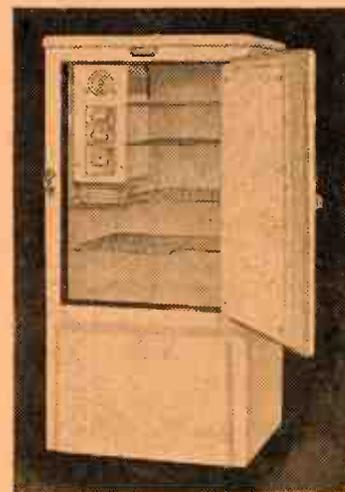
Write us now for full particulars and let us tell you all about the value of being a Copeland dealer.



The  
Eastern  
Hardware  
&  
Supply  
Company

*Copeland  
Distributors*

Baltimore  
Maryland



# Parks & Hull, Inc.

1031-35 Cathedral Street

Baltimore, Md.

*Wholesale Distributors of*

*The New* **KOLSTER**  
INTERNATIONAL

We are proud to announce our appointment as Distributors of The New KOLSTER radio line, which is sponsored under the financial and engineering resources of Mackay Radio & Telegraph Company.

In The New KOLSTER radio is found everything you need for making a profit with radio, especially as the trend of higher unit sales is the "style" for radio selling. Kolster prices are low, too, but every model gives to the customer a completed radio set including every known practical improvement. The New Kolster is of unusual value to those dealers, who, after they sell a set, associate socially with the customer without fear of complaint or loss of personal prestige. You can look at your customer, after you sell The New KOLSTER, KNOWING he is highly pleased—the greatest asset a radio dealer can enjoy.

**Baltimore**  
**Radio Distributors**  
**Endorse**  
**The JOURNAL**  
**Because They Know**  
**Baltimore Dealers**  
**Endorse**  
**The JOURNAL**

# New Models

Here are the latest additions to the lines offered by manufacturers

## Fada



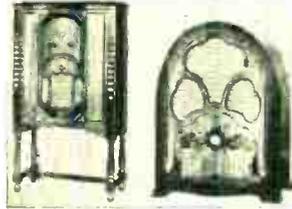
A 10-tube DeLuxe console and two models for European operation come from Fada this month. The 65 lists at \$124.50 to round out the Fada line ranging from \$69.50 to \$175. It is a lowboy, open-face console, 38 1/4 inches high, 22 1/2 inches wide and 14 inches deep. With the other DeLuxe models (48 and 49) 65 has a 10-tube superheterodyne circuit, automatic Flashograph tuning, automatic volume control, tone filter, pentode tubes in push-pull and a tuning silencer.

Fada models 61 and 63, for export, operate on 200 to 550 meters with a switch-over to 1000 to 2000 meters. Model 61 is a midget cabinet and 63 a console. Chassis is a five-tube circuit including two 35's, one 24, one 47 and one 80.

## RCA-Victor

The new RCA Victor combination model for playing slow-speed records, listing at \$350 complete, should be described as RAE-59 instead of RAE-56 as it appears in the advertisement on page 28 of this issue. This model has the 10-tube DeLuxe superheterodyne circuit with the 10-point synchronized tone system, slow-speed clutch for playing the program transcription records and an automatic record changer with a ten-record capacity. Model RAE-26 is a 9-tube superheterodyne, automatic phonograph combination with a slow-speed clutch, to list at \$247.50.

## General Motors



A midget, a console and a converter have been announced by General Motors Radio Corp. The converter transforms a tuned radio frequency set into a superheterodyne and also provides remote control. It is built to resemble a smoking stand, standing about 22 inches high with a glass ash container. It is said to bring to tuned radio frequency sets the sensitivity and selectivity of the superheterodyne circuit. Its remote control feature is operated entirely electrically and requires no preliminary setting. The converter is easily and quickly attached to any receiver.

"Little Corporal" is the name of the new General Motors midget, which lists at \$39.50. A 24 is used as first detector, with a 27 as oscillator and a 35 in the radio frequency. Second detector is a 24 with a 47 in the audio. Tuning dial is vernier drive and volume control regulates amplification of receiver as well as antenna input circuit. Walnut-finished cabinet contains a 6-inch dynamic speaker.

The "Salem" is a seven-tube superheterodyne console listing at \$69.50. A 35 tube is first detector and intermediate amplifier. A 24 is second detector, with a 27 as oscillator and 47 in the output and a 27 gives automatic volume control. The 40-inch high cabinet contains a 3-inch dynamic speaker.

## Electric Iceman

Claiming that it will sell ten to fifteen times more refrigerators than other merchandising plans, the Electric Iceman is one of the new 25c. a day refrigerator clocks. It can be used with any model electric refrigerator and the manufacturers claim that it presents the installment-paying plan to the housewife in such a convincing manner that she welcomes the salesman.

## Easy Washers



Two new Easy washers have been announced to the radio-electric-appliance trade to give a low-priced leader and a high-priced feature. Model 3F is presented at "The lowest price ever placed on any Easy washer and the lowest price ever offered on any nationally-advertised nationally-distributed washing machine of any make." It is a wringer-agitator type with the following features: Special-design wringer with halloon type rolls; family-size capacity; standard Easy agitator gear case; new Easy agitator; a new color combination of mottled gray porcelain enamel tub with satin silver base, legs and wringer.

Model 4F is announced because, "The dealer needs higher-priced models with extra features to build up his retail dollar volume and to increase

his profits." Its outstanding feature is the Easy electric pump which is offered for the first time on an Easy selling for less than \$165. Other special features include: bigger wringer with bigger, softer balloon rolls; greater capacity; bigger agitator; standard Easy agitator gear case; greater beauty with Easy beige porcelain enameled tub with French gray base, legs and wringer.

## Lyric



A new clock model, a new ten-tube superheterodyne and a new four-cubic-foot refrigerator are announced by Lyric-Mohawk. The clock is Hammond-equipped and contains the Lyric Super-Superheterodyne. The cabinet is hand-rubbed Walnut, 69 1/2 inches high, 14 inches wide and 9 3/4 inches deep, occupying only a square foot of floor space. It is cataloged as Model S-62, and lists at \$89.50 complete with tubes.

Model S-10 is the new Lyric ten-tube superhet. It is contained in a six-leg, burl walnut cabinet in Gothic design. The chassis employs push-pull pentodes and variable mu tubes, spot-light dialing, automatic volume control, tone control.

The Mohawk Model 4 refrigerator stands 51 1/2 inches high with legs, 22 3/4 inches wide and 22 inches deep. Cubic foot capacity of four feet and shelf area of 6.6 square feet. Two ice cube trays with a capacity of 18 cubes each are provided. The motor is the one-fifth horsepower, low speed type and the refrigerant is Methyl Chloride. Interior is seamless porcelain and exterior is baked lacquer.

# Champion

# Debunks the



## Champion Group Prices RADIO TUBES

YOUR KEY

Champion  
Group  
List-price  
Chart.  
Oct. 24, 1931  
Schedule.

### OCTOBER 24, 1931 SCHEDULE

<b>50c</b>		<b>\$ 1.00</b>		<b>75c</b>	
GROUP LIST PRICE		GROUP LIST PRICE		GROUP LIST PRICE	
171A	\$.50	224A	\$1.00	112A	\$.75
201A	.50	235	1.00	227	.75
226	.50	247	1.00	245	.75
		V199	1.00	280	.75
		X199	1.00		
		230	1.00	<b>\$3.00</b>	
		231	1.00	GROUP LIST PRICE	
<b>\$1.50</b>		232	1.00	210	\$3.00
GROUP LIST PRICE		237	1.00	250	3.00
233	\$1.50			281	3.00
236	1.50				
238	1.50				

CHAMPION NEVER CONCEALS THE TUBE IN THE BOX  
CHAMPION WILL NEVER CONFUSE THE PRICE  
CHAMPION RADIO WORKS, DANVERS, MASSACHUSETTS

# Radio Tube List Price "Racket"

## Grouping *versus* "Bunking"

### THE TUBE SITUATION TODAY

Chaos reigns in the Tube industry. All kinds of *prices, discounts, qualities, wild claims, bonuses, free meters, free goods*—have confused the dealer and public. Few in the trade know today where they stand in respect to cost and SELLING. Tube sales are consummated with customers, only after a careful study, with knitted brows, of either list or net prices.

### WHAT CHAMPION IS DOING

Champion senses the opportunity for constructive leadership. Champion believes there is a genuine profitable market for Tube selling. Champion knows many dealers will welcome a solution of standardized prices with legitimate discounts; therefore, Champion is grouping all Tubes at 50c, 75c, \$1.00, and \$3.00.

### WHY CHAMPION DOES THIS

Quick reference to the Champion Group list price chart—easy to remember as time goes on—discloses but five list price *groups*. This will permit Champion to establish a price in the minds of the public. Salesmen, dealers, and the consumer will become familiar with Champion prices, thereby establishing a non-confusing standard prices.

### HOW THE CHAMPION PLAN BENEFITS YOU

As a dealer, you sign no complex papers, and you need no adding machine to tell you whether you are profit-making, because every Champion Tube sold gives you INSTANTLY the standardized spread for profits. Mystic lures of "volume business" in the prospective, which are never realized and are insulting at the start, are eliminated in favor of conducting Champion's method of Tube sales. Prices are divided into five GROUPS. Consumers ask for Tubes, and Champions—because of the list price grouping. "PRICE GROUPING" belongs to Champion. "PRICE GROUPING" saves the day for dealers' profits.

As a wholesaler Champion List Price "GROUPING" permits you to buy and sell in the open, you secure the highest standard of quality Tubes at the lowest prices and net a proper profit. Champion's GROUP LIST PRICE assures distributors of Permanency, Protection and Profits.

Let your early inquiry be evidence of your endorsement and acceptance of Champion's endeavor to establish the sale of Radio Tubes on a sound merchandising basis.

## CHAMPION RADIO WORKS

DanVers, Mass.

# Quick Heater RECOGNITION



**T**HE quick-acting principle in a. c. tubes is now, more than ever, accorded full appreciation by set and tube manufacturers, jobbers, dealers—and, most important, consumers.

Arcturus pioneered that principle over three years ago, in May 1928—with the famous 7-second action tube.

This Arcturus contribution met with immediate success as users no longer were willing to tolerate the delay in getting reception caused by the old slow-heater. The demand for quick-heaters has become so insistent that the old slow-heater type has now been relegated to an inferior classification and must of necessity be priced appreciably lower. This difference in list price is evidence that the superior merits of the quick-heater are fully appreciated.

A lower price for slow-heaters is unimportant to set users. They will not sacrifice efficiency for price. So they demand quick-acting tubes.

Arcturus Blue Tubes are all quick-acting—the same as the original “7-second tube”. Arcturus quick-acting tubes are positively not affected by “hum”. Arcturus quick-acting tubes have become the standard of the industry.



ARCTURUS RADIO TUBE CO., Newark, N. J.

# ARCTURUS

## Dayrad Testers



Two new Dayrad tube testers feature a big dial which gives the prospect an immediate report on the condition of his tubes. The dial gives a reading of poor, weak and good tubes, easily understood by the non-technical customer. The size of the testers is such that they fit the new merchandisers offered by RCA Radiotron Co., Inc.

Model 375 direct reading tube analyzer furnishes direct current to the plate and grid circuits of the tube by means of an accurate power pack and rectifier circuit contained in the instrument. It places a signal voltage and frequency on the tube approximately the actual working of the tube in a set and the meter measures the ability of the tube to perform in any well-designed set. There is a socket for each type of tube and a few spares for future tubes. Net price to dealers, \$174.

Model 360 uses the same big meter and gives instant reports on the quality of the tube. Net price to dealers, \$75.

## Sentinel



New detector-oscillator system has been designed for the Sentinel 116, five-tube super-heterodyne. Cabinet is 15¾ inches high, 13¼ inches wide and 8 inches deep. A 24 tube is used combined in first detector and oscillator, a 24 as second detector, a 35 in the intermediate-frequency, and a 47 in the output.

## Revere



Two models, the Patrician and No. 39, both midgets, have been added to the console No. 59 of the Revere line. The Patrician departs from usual midget design by setting back a speaker tower from the cabinet body. When in operation, the speaker grill is illuminated

## Pam-O-Graph

Complete home-recording phonograph model for either commercial work in offices or entertainment at home is being offered by Samson. All that is necessary to operate the Pam-O-Graph is to plug it into a socket and talk into a microphone. A neon light bulb guides the voice level. Separate tone arms are supplied for recording and reproducing. Records are made on aluminum discs, six to twelve inches wide. Packed complete with tubes, microphone, microphon-stand, cable, recording needles and playback needles it lists at \$325.



## Telechime

Instead of a buzzing doorbell or telephone, “Telechime” is being offered to give a pleasing call to attention. It can be connected to doorbell or telephone, or may be used as a dining-room announcer. As a novelty for radio-electric-appliance dealers it gets great interest from customers.

with a soft red glow. The cabinet is crotched walnut, hand-rubbed. List \$47.50 complete.

No. 39 has the standard Revere 5-tube super-pentode circuit, in a crotched walnut cabinet. List \$39.95 complete. Model 59 is a full-sized console of American black walnut with recessed tuning panel of bird's-eye maple. Standard Revere 5-tube pentode circuit. List \$59.50.

# Detroit Sells "Better Radio" Idea

The local radio trade benefitted tremendously by the recent newspaper campaign informing the buying public that it is the better part of wisdom to invest its money in up-to-the-minute receivers.

C. R. Moores, president of State Distributors, Inc., was one of the leading factors in the drive, and it was his suggestion that the distributors cooperate with the newspapers in such action that started the ball rolling towards betterment of radio merchandising conditions.

"After holding meetings with all distributors, leading retailers, stations and theatres, the newspapers told the Committee that if the rest would cooperate they would go ahead without any obligation from either distributors or dealers and put on an extensive promotional campaign along lines similar to those suggested originally by Mr. Moores, the newspapers furnishing of their own free will large display promotional ads and news notices featuring such an effort. As a result the 'Better Radio Season,' emphasizing the slogan, 'In a radio you get only what you pay for,' was pushed with great vigor by the Detroit papers, *Times*, *Free Press*, and *News*, and broadcasting stations, advertising dealers and the Public theatres. Improved broadcasting demands the latest in radio was the thought hammered home."

With Sam Lind acting as chairman of the Dealers' Committee. The distributors contributed cards, which the dealers exhibited in their windows. Every co-operation was offered the Public circuit, which reciprocated by screening a trailer four times daily at their 10 houses, advertising the campaign to movie-goers. Stations regularly featured the drive, and are, as a matter of fact, still doing so.

Terming the newspaper support as "marvelous," Mr. Moores declares that "the campaign has proven to be the largest campaign of its kind ever inaugurated in the U. S., as far as we are able to learn, where newspapers have cooperated to as large an extent in promoting any single commercial industry." News items appeared in the *Times*, *Free Press*, and *News* practically every day from Sept. 27th to Oct. 18th, concentrating on this high-class promotional copy. During the three weeks they did not feature commercial radio ads.

As a follow-up reward, the distributors and dealers contributed a special radio section on Sunday, Oct. 18th, to the newspapers, and thus secured more cooperation for manufacturers, distributors, and dealers than was possible in the past.

Large display promotional ads, consisting of beautiful hand art work and excellent make-up, were furnished by all three newspapers in all sizes up to several full-page spreads. The *News* featured a special \$700 Slogan Contest, offering prizes to those who would furnish the best slogan as to why they should purchase the latest type of receiver. This contest received almost daily publicity during its run. In addition, the *News* printed 500 window posters and gave them to the dealers to promote the contest.

Ten or 12 similar plans are being organized in Michigan at the present time. The only other one now in operation is in Grand Rapids, where the *Herald* and *Press* are cooperating to the fullest extent in the same manner as the Detroit papers. Publicity began on Oct. 22nd.

## A GOOD PROGRAM DESERVES A GOOD RADIO

Editorials from Recent Issues of THE DETROIT TIMES

and in Grand Rapids and other cities that are of a similar size or similar, an extra feature is being promoted, with very good success, according to Mr. Moores. Window cards have been placed in all merchants' stores, and in many cases the merchants are cooperating by permitting the display of a radio receiver at the same time, thus tying in the whole publicity of the town on this special radio campaign. In Grand Rapids, the campaign was called "A better reception

their own wonderful 65-piece orchestra was seated up in the middle of the power pack, and later on the entertainment consisted of 16 dancing girls, who danced in the lighted tubes. The whole effect was very beautiful and startling, and, of course, goes without saying, was a wonderful radio tie-in."

Mr. Moores also complimented the local lighting companies upon their cooperation. "In practically all of the towns where this campaign has been started," he said, "the local light company is very anxious to cooperate with and further this kind of campaign, as they are very much interested in securing a larger load for their lines, and are particularly interested in promoting any high-class campaign of this kind."

Mr. Moores has received many requests from other cities for complete information and personal help to inaugurate similar campaigns in other cities. "So far as it is possible, I will be very pleased to help in every way in any place where the information or help is needed," he states.

At the request of H. G. Erstrom, executive secretary of the Radio Wholesalers, Mr. Moores made a special trip to Chicago last month and presented the plan to a regular meeting of the Chicago Wholesalers. They unanimously requested that arrangements be made immediately to start a similar drive in Chicago. The plan was also presented to the 100,000 Club at its annual convention at the Stevens.

"Information from distributors and dealers in the Detroit area confirms everyone's opinion and belief that the campaign in Detroit is actually producing results in spite of all the apparent handicaps to any campaign of this kind being presented at this time," Mr. Moores informs the JOURNAL. "It is not a cure-all for poor business—there is really nothing new about it, but it is simply a coordinated and concentrated effort on the part of everyone in the business, with the object to educate the public that it cannot expect to get the same performance from a cheap radio as it can from the better ones; also that its own set is not what it should be."



with a better radio," while in other towns the phrase, "A new radio means better reception," was called into play.

The Public chain, under the direction of its Detroit manager of publicity, Arthur Schmidt, was most cooperative. "The plan put over by the Michigan Theatre was most outstanding and extraordinary," Mr. Moores reports. "They displayed 12 of the leading makes in their beautiful lobby the week of Oct. 3rd-10th, and they built up their entire vaudeville program around the radio industry, which was very ably handled and featured through the leadership of Gus Van, who was the headliner on the bill that week. The entire stage set-up was most unusual. Cut out of a huge chassis, with mammoth tubes, power packs, etc.,



**Thomas Alva Edison**

Died October 18, 1931



Some of the 252,573 attendance at the New York Radio-Electrical show as they thronged into Madison Square Garden to discover what radio set, refrigerator or electric appliance to buy.



May Murray showed visitors to the show how to make home recordings at the RCA-Victor booth.



Rolling around the lobby of the French Lick Springs Hotel, French Lick, Ind., during the Norge convention. The flashlight exposes Alonzo Levy of Buffalo, Glad. Henderson, JOURNAL Editor Harry Montague of Philadelphia, H. E. Blood, President of Norge, Jack Waddell of Boston, Herbert Brennan of New York, the back view of French Nestor of Jacksonville, and the Gambill son and father of Nashville.



Tompkins & Hart, Inc., of Brooklyn, report that one of the best ways they have found to reiterate their message is to put it on their own delivery truck.



A coin-operated beverage-vending refrigerator has been announced by Copeland Products, Inc., which occupies only 17 inches square of floor space. W. D. McElhinny, vice-president of Copeland, says this is the first of its kind ever to be produced.



Namm's, during Brooklyn Week, displayed a television window, installed by the Insuline Corp. of America. One portion showed transmitting, one disclosed actual television reception, and one displayed television's history.

# what do you think?

Here is the radio and music trade's arena of controversy, where anything (nearly) can be said on any subject without even being shot at. What is your "pet" aversion or your opinion on a trade topic? All dealers have a certain number of problems, and here is the space in which to discuss them. Editor—The Journal.

## Tube Replacements and Prices

Dear Mr.—

I have before me your night letter announcing a substantial reduction in prices on tubes.

In my estimation, the sale of radio tubes by the dealer and distributor alike at these prices can only be profitable if a sale is made on a basis of finality. By that I mean that to continue to handle tubes on the existing replacement basis will not alone absorb what profit there is for the distributor, but will occasion the distributor an actual cash loss.

I have been of the same opinion for well over two years, which opinion has been strengthened greatly in the past year—that the existent racketeering on replacement will ultimately divorce distributors from the sale of radio tubes.

Similarly, I do not believe that any manufacturer can make a profit on tubes by continuing to give the same liberal replacement policy which you have had in force for so many years. When radio tubes sold for \$5 and \$6 each, with a questionable life because of inexperience in manufacture and engineering development, it was your duty and obligation to the public to guarantee your tubes for a reasonable period of time, and from that guarantee developed the now existing perpetual replacement program.

The present price of merchandise does not warrant a contribution of any such guarantee. It is my earnest recommendation that your company and the leaders in the field of tube sales by virtue of advertising and public acceptance, take the initial step which is incumbent upon you because of your responsibility of leadership.

This step should be the definite testing of the tube by the dealer to the consumer at the time of sale. Such tube, if then operating properly, becomes a final sale,

without recourse. Similarly, the jobber should test his tubes before shipment to the dealer, and all claims by the dealer must be made within five days, tubes to be identified by the jobber before shipment to the dealer, in order to eliminate the abuse which the dealer is making of the return privilege.

An analysis shows me that in our tube business, we handle a tube on an average of seven times for each sale. We purchase a tube from you, and it is handled once upon its initial receipt. It is handled again upon shipment to a dealer. Our replacement shows that for each tube sold, the dealer returns it to us, necessitating a third handling. We, in turn, handle the tube in our shop a fourth time to determine whether the dealer's claim is justifiable or not. It is then handled a fifth time by our shipping department in making a replacement to the dealer. It is then handled a sixth time by shipping the defective tube to —. And it is finally handled a seventh time upon its receipt from —.

As regards the transportation costs, we stand the initial transportation costs on our purchases. We stand the replacement transportation cost to the dealer, as the dealer definitely and finally will not pay more than one transportation on an item which he buys. We handle a third transportation cost in shipping the tube from our stock to your laboratory. We absorb a final fourth transportation cost upon your shipment of the replacement tube from your laboratory to our stock.

Obviously, at the present price of tubes, any such handling charges not alone absorb our initial profit, but leave us in the red, without taking into consideration our internal overhead charges of shipping room, shop, packing, and accounting.

The handling of the proposed 20 per cent bonus effects a further handicap on us for not alone will we sell 20 per cent less tubes because of this bonus, but we

will have a 20 per cent additional replacement factor on which we will absorb the various overheads outlined above.

It should be apparent to you that other than the transportation items, you incur all of the expenses which we incur in your own shipping and replacement departments, to say nothing of the cost which you incur by the replacement of defective merchandise with new.

Our experience shows us that a hundred tubes which we take out of stock for use in our own stock for testing purposes, gives us a life of three months minimum, with not more than 5 per cent of actual defective tubes. Between this 5 per cent and the number of tubes which are rehandled by us for our dealers' accounts is a percentage running in various territories, from my observation and inquiry from 20 per cent to 50 per cent. These additional claimed defects should be branded for what they are—namely, dishonest racketeering.

I believe that a dealer is essentially honest, but there is some strange quirk in his makeup which permits him to sell a customer a replacement set of tubes, take in from that customer a used set, which has given normal service, without allowance to his customer for any sum against the new purchase price, return these used sets to his distributor, and expect a 100 per cent replacement, and then deliberately sell them over his counter for full price.

Both the distributor and manufacturer is being victimized. No individual distributor can stop this abuse. But — and the —, because of their position of leadership in the industry, can and should accept their moral responsibility for the correction of this abuse.

I believe that this letter is of general interest. I believe that the responsibility is squarely on your shoulders. I believe that it is time that these abuses were stopped. And I believe that it is time that the manufacturer protect his distributing organizations by taking a stand which will insure his distributors a reasonable profit for the efforts they expend.

I am, therefore, forwarding a copy of this letter to the various trade journals in the hope that they may editorially be of value and service to you in moulding public opinion towards the acceptance of this policy. I realize that it is a question of public education and that in taking this step you will be entitled to the support of the industry in helping you mould public opinion to the realization that they are not entitled to any further guarantee on a radio tube than they are on their Mazda lamp. It is for this reason that I feel that the trade journals can be of value to you, and it is with the hope that you will rapidly and promptly give your serious consideration to this problem that I am addressing my communication to you.

With my kindest and most cordial personal regards, I am,

Most sincerely yours,

STERN & COMPANY, INC.

F. E. Stern, President

## TRAV-LER

RADIO RECEIVERS  
AUTO-RADIO RECEIVERS  
AND  
TELEVISION RECEIVERS

LICENSED BY R.C.A. & AFFILIATES

---

TRAV-LER MFG. CORP.  
• SAINT LOUIS •

### ADVERTISING MANAGER OR DEALER COOPERATION MAN

Several years' experience in phonograph, radio and hardware fields as advertising manager for two retailers and a manufacturer. Knows how to produce sales promotion literature and how to get the cooperation of the dealer. "Knows how to get the most out of the advertising dollar." Box C. H. c/o Radio & Electric Appliance Journal, 5841 Grand Central Terminal, New York.

## AUDIOLA

"Known for Its Tone"

SUPERHETERODYNES  
AND MIDGETS

High Grade Set Builders  
Since 1921

AUDIOLA RADIO CO.  
CHICAGO

# Echophone

through its Quality gives

# PUNCH

to your  
Sales Effort  
and Sales Story



Model "90" 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 Panels . . .

\$89.50 complete



Model "60" Superheterodyne, (Left) 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—8 inches deep

\$69.50 complete

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



## ACTION IS THE THING!

Get in touch with our nearest distributor or write us direct for complete details. Our new line is outstanding in quality and is the finest we have yet produced. Feature the quality that gives you the sales punch.

## ECHOPHONE RADIO MFG. CO., LTD.

Executive Offices and Factory  
WAUKEGAN, ILLINOIS

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

# The Last Word

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

## Champion Astounds Industry With New Group Tube Prices

By J. C. Hall

Professors of mathematics have been fired from the Champion tube factory at Danvers, Mass., by that "old marster" of tube selling, Frank W. Marsh, and group tube prices on Champion tubes have been announced. Instead of having a different price for each tube, with discounts of various colors and hues, plus a bonus, President Marsh has seized the tube bull by the scruff of the neck, with the result that Champion dealers and jobbers have only five tube prices, 50c., 75c., \$1, \$1.50 and \$3 to remember. No more need dealers and jobbers be obliged to face an astrological chart on their desk to discover a tube price. In addition, will be another "one price" for obsolete tubes, which will be priced so low, regardless of former lists, that Mr. Depression, himself, will leave by the rear door.

Herewith is one of the first Champion announcements by Gimbel's, one of New York's noted stores (original size of one foot high by 6 inches wide) in which the people of the Metropolitan centre were acquainted with the new Champion plan. This shows the type of tube, the old list price and the new Champion method of list prices, in five groups.

In a chat with F. W. Marsh, he said: "Our main ambition in promoting this new group plan of selling is to make the work of the dealer and the jobber more profitable. This saves a lot of time in figuring prices and eliminates confusion on the part of the public. I realize that conditions in the tube business perplex the trade and I also know, judged by the expressions of opinions of dealers and jobbers, that simplicity of prices, plus a first-class guaranteed tube, with rational discounts, is the one type of tube product, giving dealers sufficient time to sell tubes. I think one of the main troubles of the tube business during the past year has been the uncertainty of major plans and policies which, added to the rumors that are constantly circulated, prompt trade members to put their attention to other products and only being what tube business is required by voluntary orders.

"The Champion plan is based upon sane methods, whereby dealers and jobbers get good sized discounts, and the use of group prices. We believe that the retail and wholesale tube business, based upon turnover and only a fair amount of attention to selling, results in good-sized profits. There is no need to make tubes the football of radio, and many dealers deplore a condition that creates an overhanging fear that 'something is going to happen.' Profits can be secured by selling Cham-

**GIMBELS**  
312 E. Broadway - Philadelphia 6-5100

We Announce . . . . .  
**NEW LOW PRICES**  
on the famous  
**Champion**  
**RADIO TUBES**



Prices comparable to P.P. and only \$6.50. Personal Service, in person or by mail, at our store, below the address by mail. Under \$10.00 \$1.00 or over only.

Model	Old Price	New Price	Type	Old Price	New Price
50	\$1.00	50c.	50	\$1.00	\$1.00
75	\$1.50	75c.	75	\$1.50	\$1.50
100	\$2.00	1.00	100	\$2.00	\$2.00
150	\$3.00	1.50	150	\$3.00	\$3.00
200	\$4.00	2.00	200	\$4.00	\$4.00
250	\$5.00	2.50	250	\$5.00	\$5.00
300	\$6.00	3.00	300	\$6.00	\$6.00
350	\$7.00	3.50	350	\$7.00	\$7.00
400	\$8.00	4.00	400	\$8.00	\$8.00
450	\$9.00	4.50	450	\$9.00	\$9.00
500	\$10.00	5.00	500	\$10.00	\$10.00

Gimbel's makes the first announcement of Champion prices.

pion tubes and we are exerting every influence we can not only to make a reliable product but to merchandise Champion tubes in a modern, efficient manner."

When interviewed in New York, Gregg Hallam, sales manager, Champion tubes, had just finished reading a number of letters from dealers and jobbers who had been advised of the new Champion policy, and they were mighty pleased. Mr. Hallam said: "When customers endorse our move as they do, it is mighty gratifying to the officials of the Champion Co., as it shows that we are on the right track. Considerable thought was given to the plan by Frank W. Marsh, our president, myself and other members of the company, with the basic aim in mind to help dealers. We think the average dealer can double his tube business if he is encouraged, and the first thing to do is to simplify the routine of his getting goods. So many hokus-pokus plans of marketing have been offered to him, and so much of his time has been spent puzzling over this, and over that, that it has made great inroads on his time, most of which can

be spent more profitably getting business. We have yet to see a dealer who deliberately wastes his time, but we have seen many dealers misled on future possibilities of adequate returns from tying up money in equipment or merchandise that is entirely irrelevant to direct tube selling. Much of the tube replacement business is secured from emergency calls, and with the dealer now feeling confident that the Champion group plan of prices gives him everything that is possible to get, he can stop his bewilderment of the past and go to work with but five tube prices in mind."

Mr. Hallam has had considerable experience in the marketing of products in the department store field; he is familiar with the trials and tribulations that come from the so termed "easy selling" life, and most of them in his opinion, are but a little sugar over a mighty bitter pill. Mr. Hallam believes that the intelligence of radio dealers must not be insulted by manufacturers, for every dealer in the country knows that things that are free absorb an awful amount of expense before the final results are known.

## Jimmie Davin in East for Norge

Jimmie Davin, who needs no introduction to JOURNAL readers, has been appointed New York State and New England district manager for Norge. Jimmie is busy now calling on the thousands of friends he has known in the trade since 1914.

Seventeen years ago James came to the trade under the banner of the New York Talking Machine Co. and since then The JOURNAL has chronicled his successes with Reincke Ellis Co., in 1922, Ormes and Musical Instrument Sales Co., in 1924, Ampico Corp., American Piano Co., in 1926, Grigsby-Grunow Co., in 1928, and since the first of this year associated with Wm. C. Grunow.

Jimmie is associated with Geln O'Hara, Norge Eastern manager.

## L. S. Gordon, President DeForest and Jenkins

The DeForest Radio Company and the Jenkins Television Corporation of Passaic, N. J., announce the resignation of Charles G. Munn as president of both companies, and his election as chairman of the executive committee of both companies. Leslie S. Gordon, who has been identified with banking and manufacturing activities in Chicago, succeeds Mr. Munn as president of the DeForest and Jenkins companies. The personnel of both organizations remains the same.

**Cable Radio Tube Corp.  
Active in Television**

The Cable Radio Tube Corporation of Brooklyn, N. Y., manufacturers of Speed radio tubes, have set aside a large portion of one of their plants for the manufacture of various types of television tubes and other accessories embodied in the television field.

It is reported that Cable engineers have developed a radically new television tube called "The Tripe Twin." In addition to this intense activity on television, and radio production practically up to capacity, Cable is producing a large quantity of various types of photo-electric cells for commercial use. Executives of the Cable Radio Tube Corporation estimate that the coming season will show large increases over figures of last year.

**All-Wave Reception Popular**

**Ben Abrams Reports Huge Demand for International All-Wave Sets**

Ben Abrams, one of the most popular figures in the music and radio industry, with which he has been successfully identified for over fifteen years, reports that the 1932 trend towards all-wave reception is creating a great demand for the Duo receivers that the International All-Wave Radio Corp. announced a couple of months ago. Mr. Abrams is president of the company, which maintains sales offices both in New York City and at its factory in Ann Arbor, Mich. Associated with Ben are W. Keene Jackson, vice-president and Western sales manager, C. A. Verschoor, in charge of the factory, C. J. Fritts and Earl Cress in Ann Arbor, and Max Abrams, secretary and treasurer of the company, who is in charge of the New York office.



Ben Abrams

The original models of the International All-Wave Corp. show the amazing value this organization has been able to build into a receiver. For a price associated with only a midjet set, \$69.50, this company offers an eight-tube receiver, complete with tubes, for operation on both short and long waves. The chassis uses variable mu and pentode tubes: two 35's, three 24's, one 27, one 47 and one 80. Two tuning dials, one for short waves and one for long, are provided. In addition to the Duo models, a full line of superheterodyne sets, ranging in price from \$49.50 to \$79.50 are made by the same company.

**Unique Display Nets Sales**



Central Radio Corp., Newark, N. J., stages a powerful display that made sales of the new Crosley Playtime

**New 25c a Day Ice Meter for \$18.75**

A new ice-meter for 25c-a-day selling of refrigerators is being introduced at \$18.75 each by an Ohio manufacturer and will be announced in the December JOURNAL. This meter will be sold on a money-back-in-ten-days guarantee. 25c a day will permit the refrigerator to work for 24 hours, and a number of quarters may be inserted at one time. The unusual low price of \$18.75 is possible as this house has been making coin attachments for years.

**Stewart-Warner Shipping 1,200 Sets Daily**

The Stewart-Warner Corporation reports that its radio division is shipping 1,200 receiving sets daily and is far behind on orders. W. J. Zucker, vice-president, in making the announcement, said he viewed prospects for business as indicating steady improvement. The June quarter showed the company had net income of \$110,937, reducing the deficit for the first six months of the year to \$220,819, against a net income of \$1,528,-862 in the corresponding period last year.

**Greet Mayflower Delegates**

*Who's Who at the Mayflower Factory*



We are presenting on this page a few of the members of the Mayflower organization whom you will see at the Convention. From the President down, each of these men has but one thing to help you sell Mayflower Refrigerators and to do business with you as a retailer. This page is a part of "Who's Who" and that you will pick up with you directly with the right person and could help all your business prospects.



Executives of the Mayflower refrigerator organization, who greeted delegates to its recent convention

## Bureau Plans Bigger Refrigeration Sales



*Electric Refrigeration Bureau Plan Committee in session in Chicago. Left to right: C. E. Greenwood, N. E. L. A., A. C. Watt, Commonwealth & Southern Corp., W. H. Hodge, Byllesby Engineering, W. E. Underwood, Lord, Thomas & Logan, Inc., A. M. Taylor, Kelvinator Corp., M. E. Jacobs, Nebraska Power, Marshall Adams, Westinghouse, E. D. Doty, Frigidaire Corp., L. H. Rosenberg, Lord, Thomas & Logan, Inc., W. J. Daily, General Electric Co., G. W. Allison, Electric Refrigeration Bureau.*

### Berno Westinghouse Radio Sales Manager

Harry L. Berno, who has been associated with the Westinghouse Electric and Manufacturing Company for eleven years, has been appointed acting radio sales manager. Mr. Berno is a graduate of Ohio Wesleyan, majoring in business administration. For the past five years he has been associated with the merchandising department and for the last two and one-half years has been assistant to F. R. Kohnstamm, director of merchandise.

### Pilot Adds 6 More Distributors

C. M. Sherwood, general sales manager of the Pilot Radio and Tube Corporation at Lawrence, Mass., announces the following additions to their distributing organization: Farrar-Brown, 494 Forrest Ave., Portland, Me.; Splittorf, 5254 Brookline Avenue, Boston, Mass.; Varrick Company, Manchester, New Hampshire; Whittemore Bros., 122 Main Street, Worcester, Mass.; Lyons Battery & Electric Co., 2501 Union Avenue, Altoona, Pa.; R. J. Locke, Baltimore, Maryland.

### Houck Joins Kolster

After a ten-year association with the Dubilier Condenser Corporation and predecessor, Harry W. Houck has resigned as chief engineer in order to join Kolster, as assistant chief engineer.

**WANTED**—Sales Connection either Manufacturer or Distributor—Several years experience in New Jersey as Sales Representative for Manufacturer and Distributor Can furnish reference. Box L. L. c/o Radio & Electric Appliance Journal, 5941 Grand Central Terminal, New York, N. Y.

## A Record Selling Display

This Columbia record display did a record selling job according to Rudolph Fractman, proprietor of the Rialto Music and Radio House, 168 North State St., Chicago. Casual passersby simply had to

stop when confronted by a window so attractively dressed. Once stopped, the appeal of the merchandise drew them into the store. There it was easy to do the actual selling.



## Proven Television NOW



**ONLY \$19.75**

Price of scanning disc alone \$2.50

### SEE-ALL

### Televisor Kit

No need to wait any longer to enjoy modern television when SEE-ALL offers proven equipment at such low prices.

**Less than 20 minutes required to assemble it.**

All essential parts and simple instructions to assemble a fool-proof television included.

SEE-ALL Short-wave Receiver lists for \$39.50 -less tubes.

**Distributors — Dealers**  
Good territory still open.  
Write.

**TELEVISION MFG. COMPANY**  
OF AMERICA, INC.  
5 UNION SQUARE NEW YORK CITY

# COIN Meters

## for 25c-daily refrigerator selling

**H**ERE is a meter that shuts off the refrigerator if the customer doesn't drop in 25c daily, and it must not be confused with "bank type" of devices, which are merely receptacles for money and do not shut off current.

This is the lowest priced meter on the market. We have manufactured coin-meters for years, and our meter stands up under all tests. Our meter is easily attached, durable and is fool-proof.

Write us at once for the full story, telling about how many you think you want. Our prices about 25% less than any other meter.

**Frank E. Pierman**

Coin Meter Manufacturer  
Ottawa, Ohio



FRANK E. PIERMAN  
Ottawa, Ohio

Send me details of 25c daily meters.

Name .....

Address .....

### E. J. Dykstra Again Clarion General Sales Manager

Transformer Corporation of America announces the reappointment of E. J. Dykstra as general sales manager. He resigned due to ill health from the Transformer Corporation of America, prior to the June Show, but has returned fully recovered and in excellent spirits, to continue his work of extending Clarion distribution. Rex C. Atwood will continue as assistant sales manager, in charge of the field sales organization.

B. E. Klank, formerly director of publicity, is now advertising and sales promotion manager for Transformer Corporation of America. Mr. Klank, who

has been associated with Clarion for the past 18 months, was instrumental in increasing sales by his promotional efforts, and has successfully conducted several sales contests that created a spirit of enthusiasm and rivalry among Clarion's large distributor organization.

### Incorporate Stewart-Warner Film Mfg. Corp.

The Stewart-Warner Film Manufacturing Corporation has been incorporated in Delaware to carry on the color film manufacturing of the Stewart-Warner Corporation. The latter concern has been experimenting with color film for more than two years and will enter actual production in the near future.

### Duette Repeat Business Appeals to Jobbers

E. Paul Hamilton, general sales manager of Duette, the radio dealers' cash line, reports two new, live wholesalers: Standard Talking Machine Co., Joseph C. Rouseh, president, Pittsburgh, and Buffalo Talking Machine Co., O. L. Neal, president, Buffalo, N. Y. These two houses are well known in their respective territories, and their handling of the Duette and Duette fluid is a tacit endorsement of the value of these products.

Mr. Hamilton also said: "While dealers make a profit on the Duette, the bulk of the money comes from repeat business on the fluid, sales on the latter being a constant source of income."

**SALESMAN WANTED** to handle low price fast selling line, exceptional product and exceptional prices. Also want sales representative to handle department store trade. Address Box C.C., c/o Radio & Electric Appliance Journal, 5941 Grand Central Terminal, New York, N. Y.

**MANAGER**—Young married man with 12 years experience in the radio and music lines is desirous of making a change for improvement. Fully qualified to take charge of entire store or department. Has knowledge of modern merchandising, outside sales organization, profitable service department, collections, etc. Will go out of town if proposition warrants it. Box Z, Radio & Electric Appliance Journal, 5941 Grand Central Terminal, New York.



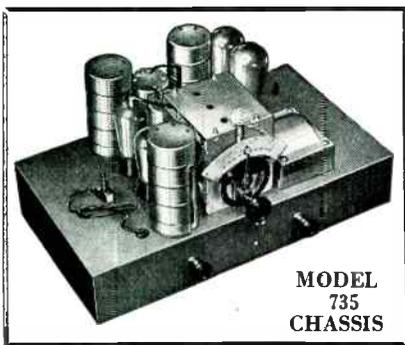
### THE MASTERPIECE

In Microphone Construction  
—The New Heavy Duty Model "BB"

A two-button microphone that has become the talk of the radio industry. It is 3 in. in diameter by 2 in. thick and is nearly twice as heavy as any other microphone in its class. Equipped with Extra Heavy 24 Kt. Gold Spot Centers. Duralumin diaphragms. Hair line precision of manufacture. Fully guaranteed. Finished in highly polished chrome plate. Compare this new, heavy duty Model "BB", listing at \$25.00, with any \$40.00 to \$50.00 microphone on the market.

**Model "BB"**  
List Price **\$25.00**

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



MODEL 735 CHASSIS

# DEWALD

PENTODE SUPER SERIES 1932

Licensed Under R.C.A. Patents

A Complete Line of Super-Quality Radios at New Lower Prices on Which You Can Make Bigger Profits

Why handle non-descript merchandise on which you sacrifice profits as well as your reputation, when you can buy the nationally known line of Pierce-Airo Receivers at new low prices, maintain your reputation for quality and service, make a better profit and offer

## A RADIO CHASSIS FOR EVERY PURPOSE

<b>Model 735</b> Pentode Variable-Mu Super Het chassis. Same chassis with 8 tubes Model 746 M. For A.C. current.	<b>Model 535</b> Pentode 5-tube Super-Tuned radio frequency, Variable-Mu chassis of tremendous power. For A.C. current.	<b>Model 637</b> Pentode 6-tube direct current chassis; employs all heater type tubes and provides for wide variation of line circuit.	<b>Model 547A</b> Pentode 5-tube Super-Tuned radio frequency, Variable-Mu. The mighty "Cub" of the Air. For A.C. current.
---	--	---	--

Write today for circular illustrating and describing the entire line of new 1932 DeWald-R.C.A. Licensed Receivers.

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



MODEL 547A NEW 5 TUBE MIGHTY CUB OF THE AIR

# WITH THE JOURNAL ADVERTISERS

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

DEALER

INDEX

<b>A</b>		<b>L</b>	
American Bosch radio	16	Lyric radio	11
Arcturus tubes	36		
Atlas plywood cases	47	<b>M</b>	
Atwater Kent radio	8	Majestic radio	15
Audiola radio	10	Movie-Maker motion picture camera	2
<b>B</b>		<b>N</b>	
Brunswick Panatope radio & records	Front Cover, 27	National Union tubes	10
<b>C</b>		<b>P</b>	
Champion tubes	31, 35	Pierce-Airo radio	46
Columbia phonograph	32	Pierman	45
Copeland refrigerators	Back Cover	Powell Mfg. Co.	47
Crosley radio	13		
		<b>R</b>	
<b>D</b>		RCA Victor radio	28
De Wald radio	46		
Duette dry cleaner	7	<b>S</b>	
		See-All Televisors	44
<b>E</b>		Stromberg-Carlson radio	Second Cover
Easy washers	4, 5		
Echophone radio	41	<b>T</b>	
		Tatro radio	9
<b>F</b>		Tractor radio	40
Fada radio	1	Tung-Sol tubes	Third Cover
Flyer motors	47		
		<b>U</b>	
<b>G</b>		Universal microphones	45
General Industries motors	45		
		<b>V</b>	
<b>H</b>		Victor records	6
Harrison Hotel	47	Vitascope home movie camera	2
<b>K</b>			
Ken-Rad tubes	12		
Kolster radio	9		



# Jobbers!

From the home of midgets comes the new **POWELL Midget Radio**

which is just 12 inches high and weighs a pound for every inch, 12 lbs. It has everything a good set should have, and the dealer price is \$14.70, less tubes. Made with high-gain litz wire coils; full vision dial; pentode tube; dynamic speaker; tone control with walnut cabinet. 4-tubes.

You get a quick turn-over of capital with the Powell, as dealers sell them easily, especially during the holidays.

Even a small amount of newspaper advertising on the Powell brings people into the dealer's store—truly an advertising leader in every way. It is the set that gives great value for the money and right in line with today's tendencies of the public to demand the most for the money.

No individual can buy the parts and produce a set like this Powell model for the money we sell it at, and we are living up to our slogan "most radio for the money."

**JOBBERS:**

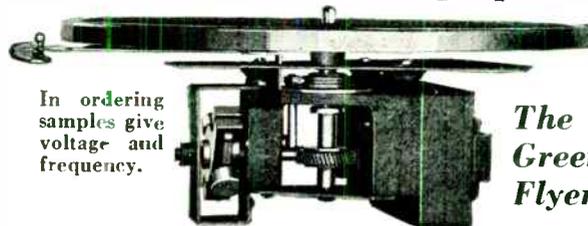
Send us an order for it. Start right away on the holiday business. Discounts are right. Dealer price \$14.70, per set, less tubes. Time is short and every day counts before the Christmas trade, so write, wire or telephone us today.

**POWELL MFG. CO.**  
6121 So. Western Ave.  
Los Angeles, Calif.



# FLYER

Electric Radio-Phonograph Motors



In ordering samples give voltage and frequency.

*The Green Flyer*

## They stick to FLYERS

RECOGNIZING their superior basic simplicity of design and balanced efficiency, leading builders of quality Radio-Phonographs were among the first to use Flyer Electric Phonograph Motors. They have kept right on using them . . . it will soon be three years. When better motors are made they will be Flyers.

The Green Flyer and its larger running mate, the Blue Flyer. For all A. C. Radio-Phonograph work. Ample powerful, operating on all commercial voltages and frequencies. Also the Green Flyer for direct current, either 110 or 220 volts.

And now . . . the Green Flyer can also be furnished in these new specifications:

- 78 R.P.M. Governor Speed Controlled or Constant Speed.
- 33-1/3 R.P.M. Governor Speed Controlled or Constant Speed.
- 33-1/3 and 78 R.P.M. within the same motor with either Governor or Constant Speed.



(No condenser required on Constant Speed)

The GENERAL INDUSTRIES CO.

3111 Taylor Street, Elyria, Ohio



# HOTEL HARRISON

CHICAGO'S NEWEST DOWNTOWN HOTEL

RUNNING ICE WATER IN EVERY ROOM  
\$2.50 AND \$3.00 WITH BATH NO HIGHER

RADIO IN EVERY ROOM

NO PARKING WORRIES

DIRECT ENTRANCE FROM HOTEL TO HARRISON PARKING GARAGE



HARRISON STREET JUST OFF MICHIGAN BOULEVARD

# CHICAGO

## TESTED SAFETY



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

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

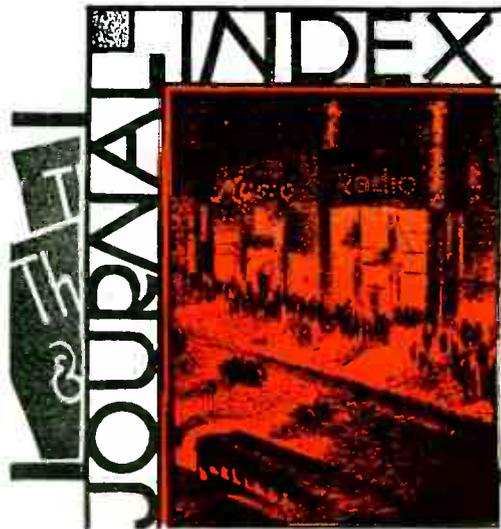
Write for our new booklet, "Why You Can Be Sure of a Better Case," describing this new method.



CARRY THE WEIGHT—SAVE FREIGHT  
ATLAS PLYWOOD CORPORATION

Park Square Building, Boston, Massachusetts

New York Office: 33 West 42nd Street  
Chicago Office: 649 McCormick Building  
Factories: Richton, Vt.; Montgomery Center, Vt.; Morrisville, Vt.; Greenville, Me.; Stockholm, Me.; Goldsboro, N. C.; Waterloo, Quebec. Branch Factories in Twelve Cities.



MORE THAN 20,000 CIRCULATION



ARTICLES, FEATURE STORIES, TRADE NEWS

### ASSOCIATIONS

#### RADIO MANUFACTURERS' ASSOCIATION

Bond P. Geddes, Executive Vice-President  
11 West 42nd Street, New York, N. Y.  
M. F. Flanagan, Executive Secretary,  
32 W. Randolph St., Chicago, Ill.  
President: J. Clarke Coit.  
1st Vice-Pres.: A. S. Wells.  
2nd Vice-Pres.: F. D. Williams.  
3rd Vice-Pres.: N. P. Bloom.  
Treasurer: L. F. Muter

#### RADIO WHOLESALEERS' ASSOCIATION

H. G. Erstrom, Executive Vice-President.  
32 West Randolph St., Chicago, Ill.  
President: Louis Buehn.  
Vice-Pres.: James Aitken, David Goldman, H. E. Richardson, D. M. Trilling, A. A. Schneiderhahn, F. A. Wiebe.  
Secretary: H. J. Shartle.  
Treasurer: Robert Himmel.  
Chairman: Harry Alter.

#### NATIONAL ASSOCIATION OF MUSIC MERCHANTS

Delbert L. Loomis, Executive Secretary.  
45 West 15th St., New York, N. Y.  
President: Edwin R. Weeks.  
Vice-Pres.: Jay Ginnell, C. H. DeAcres, W. W. Bradford, Phil A. Lehman.  
Secretary: Charles H. Yuhrling.  
Treasurer: Carl A. Droop.

#### NATIONAL ELECTRICAL MANUFACTURERS' ASSOCIATION

Arthur W. Berresford, Managing Director.  
420 Lexington Ave., New York, N. Y.  
President: Clarence L. Collins.  
Treasurer: R. H. Goodwillie.  
Vice-Pres.: F. R. Fishback, C. H. Strawbridge, S. L. Nicholson, D. R. Bullen, W. E. Sprackling.

#### VACUUM CLEANER MANUFACTURERS' ASSOCIATION

C. G. Franz, Secretary & Treasurer.  
1067 E. 152nd St., Cleveland, Ohio.  
Chairman: Julius Tuteur.  
Vice-Chairman: C. A. Parker.

#### WASHING MACHINE MANUFACTURERS' ASSOCIATION

J. R. Bohnen, Secretary.  
80 East Jackson Blvd.  
President: E. N. Hurley, Jr.  
Vice-Pres.: E. D. Hunt, A. H. Peters.  
Treasurer: W. H. Voss.

#### 16MM BOARD OF TRADE

A. D. V. Storey, Treasurer & Executive Secretary.  
Hotel Victoria, New York, N. Y.  
President: Julius Singer.  
Vice-Pres.: A. B. Ayers.

### CONTENTS for NOVEMBER 1931

As We See the Business .....	17
<i>By Glad. Henderson</i>	
Push One Appliance at a Time .....	20
<i>Says Don Gildersleeve</i>	
Coughenour Gave Up Refrigerators .....	22
Red-Hot Sellers for Winter .....	24
Add Offices to Your List .....	26
How New York Finances Dealers' Sales .....	29
<i>By C. L. Law</i>	
Central Station Retail Shops .....	29
New Models .....	33
Pictorially Speaking .....	38, 39
What Do You Think? .....	40
Last Word of News .....	42
Index to Advertisers .....	46

### GLAD. HENDERSON, EDITOR

DANIEL WEBSTER, Managing Editor

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

VAL VALERIUS, Business Manager

L. F. McCLURE, A. B. MILLS, Western Managers  
787 No. Michigan Ave., Chicago, Telephone: Superior 2802

H. F. NOSS, Cleveland Representative  
310 Citizens Building

HALLETT E. COLE, Los Angeles Representative  
1015 New Orpheum Bldg., 846 South Broadway, Telephone: Vandike 7886  
*Accredited news representative in leading cities in United States*

Vol. XXXI 5—Editorial and General Offices Henderson Publications, Inc.,  
5941-3 Grand Central Terminal, New York, N. Y. Telephones, Murray Hill 2-  
10486-10487. President, Glad. Henderson; Vice-President, G. A. Henderson;  
Vice-President, W. A. Valerius; Secretary & Assistant Treasurer, M. A.  
O'Rourke. Published monthly on the First. Price 50c the copy.  
\$5 the year. 3 years \$10. (Foreign postage, \$2.) Printed in U. S. A.

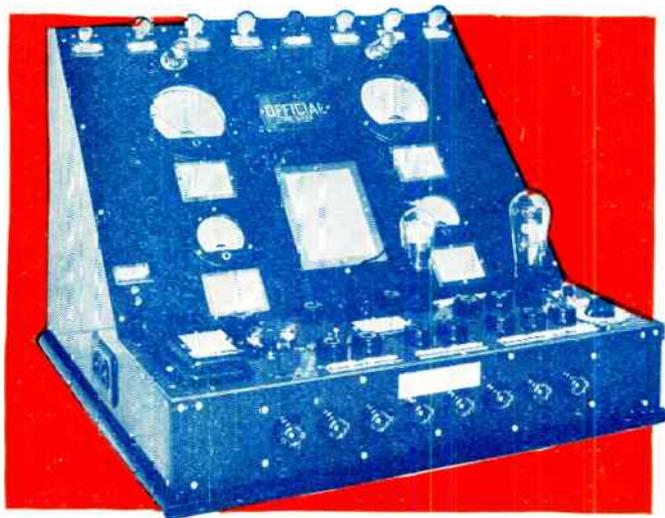
# SURE WAY TO INCREASE TUBE SALES!

## FREE!

### This \$750 Tube Tester!

Hickok Space 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 D.C. 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 A.C. line—requires no batteries of any kind.
10. Compensates for all line fluctuations.



Become a Tung-Sol Preferential Dealer and own this material free. For full information write at once to our nearest sales division.

## TUNG-SOL RADIO TUBES

*One of the famous Tung-Sol Products*

Made by Tung-Sol Radio Tubes Inc., Newark, N.J.

Licensed under patent of General Electric Corporation of America

## This Tube Tester Brings Them into the Store and Sells Them Tubes —and It Costs You Nothing on Our Tung-Sol Preferential Dealer Plan!

Let folks know that you'll test their tubes free and you'll make a lot of money out of tube sales. Handled rightly your tube business can pay your overhead and leave you that much more net profit.

The Tung-Sol Preferential Dealer Plan makes your store headquarters for tube testing and for tube sales. It is a definite "hook" for bringing old tubes into your shop for replacing with new.

This plan is arranged for you so that it works almost automatically.

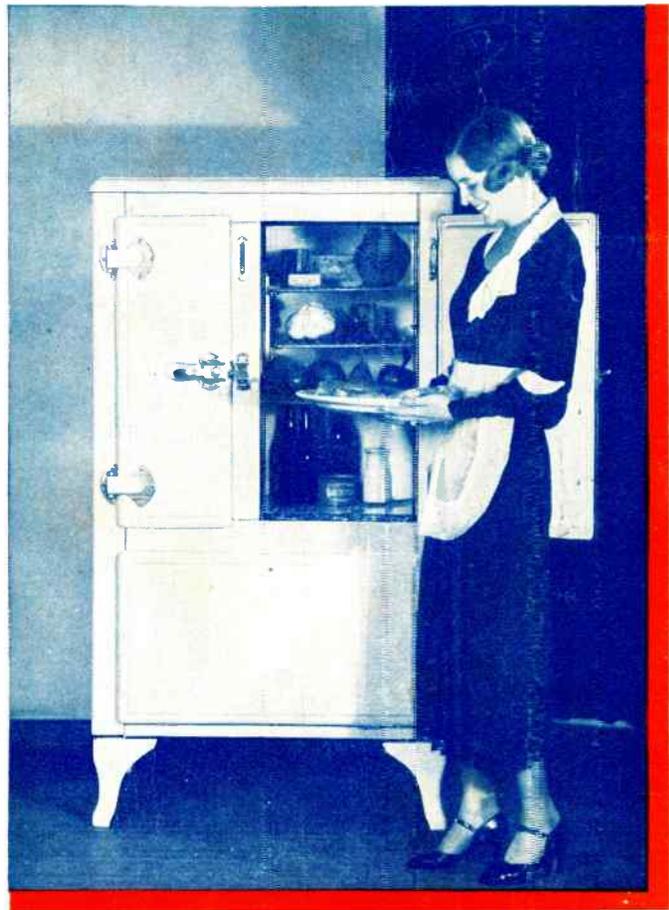
Here is some of the material you get FREE under this Plan:

1. Hickok A.C. 4301 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.
2. Hickok A.C. 47 (List Value \$125.00). A smaller and portable tester.
3. 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.)
4. Mailing Folder. Two colors, imprinted with dealer's name and giving latest list prices of all Tung-Sol Tubes.
5. Mats for newspaper advertising announcing free tube testing service by the dealer. Various types and sizes. Space for dealer's imprint.
6. Window Displays, Streamers, Pyramid Displays, Festoons, Transparencies and Hangers, in striking colors and designs.
7. Counter Displays. Counter cards, list price cards, replacement guides.

Sales Divisions:

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

**FOR THOSE WHO WANT THE FINEST  
— AND LATEST**

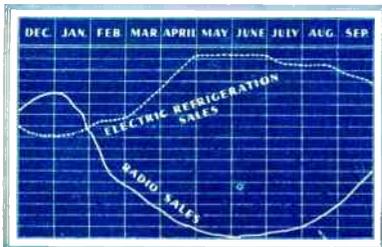


**TO  
RADIO  
MERCHANTS  
WHO NEED ADDITIONAL PROFITS**

A year ago we told you that "Copeland sales climb when radio sales decline."

We told you that Copeland knew its business when it came to helping radio dealers merchandise electric refrigeration.

Now we are winding up our most successful fiscal year. Sales for the first ten months of our 1931 period were far ahead of 1930—this in a year when other businesses have had hard going.



Copeland sales climb when radio sales decline

You, who wish to devote time and energy to profitable sales during the slack season in radio, can share in Copeland's success — can gain a substantial return.

As we approach 1932 we want to tell you that our plans call for even more intensive merchandising effort through radio outlets next year. Copeland was the first manufacturer of electric refrigeration to see the possibilities for radio dealers to make money in the refrigeration field. We have had five years' experience in building up practical procedures for radio dealers to follow in selling electric refrigeration. Now we are ready to put our resources to work for a still greater sales volume through radio merchants.

Here is a made-to-measure opportunity for you to share in Copeland's progress.

**COPELAND SALES COMPANY**

350 CASS AVENUE

MT. CLEMENS, MICHIGAN

**COPELAND**  
DEPENDABLE • ELECTRIC • REFRIGERATION