

Radio Journal

ELECTRIC APPLIANCE

MUSIC-RADIO
Electric Appliances

Glad. Henderson
Editor

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

An announcement
of tremendous importance to
the radio music industry
appears in this issue
on page 27



BRUNSWICK RADIO CORPORATION

DIVISION OF WARNER BROTHERS PICTURES, INC.

120 WEST 42nd STREET, NEW YORK, N. Y.



Is YOUR *Sales Cost* HIGHER THAN YOUR *"Mark-up"?*

THE average cost of selling a radio set has stayed way up compared with the "mark-up" on an average priced radio set. If you doubt that statement just divide your cost of doing business last year by the number of sets you sold and get a surprise.

Suppose the average cost of making a sale and delivery is \$35 per set (in addition you have the trade-in problem). Assume you average 40% gross profit on the sale—what does that leave you when your average sale drops even to \$125?

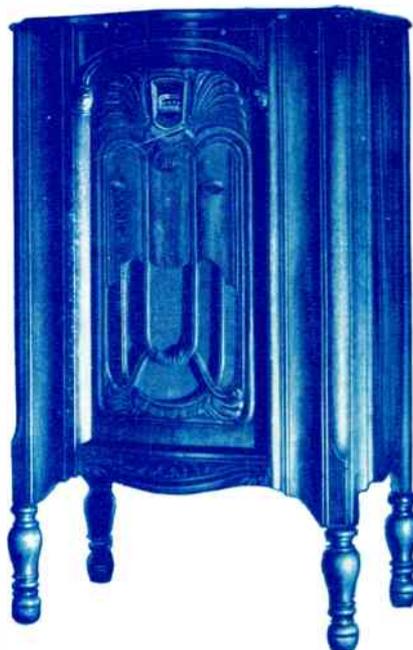
You are sure of a profit on Stromberg-Carlson sales, because the lowest priced Stromberg-Carlson radio is \$175.

Dealers have discovered, too, that practically every radio prospect believes: "There Is Nothing Finer Than a Stromberg-Carlson."

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

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

No. 19 Superheterodyne
(illustrated). Mahogany
finish.



1894

Stromberg-Carlson

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



1931

Announcing SPARTON REFRIGERATION

 HIS will serve to formally announce Sparton's entrance into the Refrigerator Field on January 1, 1932.

 HIS is only a logical step, following thirty years of manufacturing precision products.

 WE ARE pleased to accept dealer and distributor applications for open territories.

The Sparks-Withington Co.
Jackson, Michigan, U. S. A.

SPARTON of CANADA, LIMITED
London, Ontario



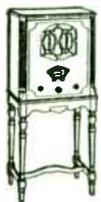
Licensed under patents and applications of R. C. A., Hazeltine, La Tour, Lowell & Dunmore, and Boonton Research Corporation.

Majestic

Superheterodyne

RADIO

offers you TEN great models from which to choose



CHELTENWOOD

Majestic dealers can carry the entire line to satisfy every possible whim and budget of their prospects or can put on their floors an assortment of cabinets which, from experience, they know will "go" well in their neighborhoods.

Every Majestic is a superheterodyne . . . every model incorporates Multi-Mu and Pentode tubes. The Majestic dealer, however, has the

additional exclusive advantage of Spray-Shield tubes, Twin Power Detection and the "Modulated" superheterodyne circuit. These are features which Majestic gathered and perfected from all over the world.

You do not have to explain who the manufacturer is . . . you do not have to "talk up" the quality. Over 3,000,000 Majestic sets have made the name and performance known the world over. It will pay to have a talk with the Majestic distributor.

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



HAVENWOOD



SHERWOOD



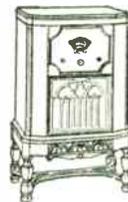
FYFEWOOD



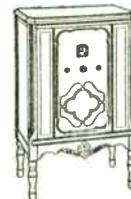
CASTLEWOOD



BRUCEWOOD



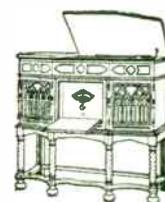
BRENTWOOD



ELLSWOOD



COLLINGWOOD



ABBEYWOOD

Majestic Electric Refrigerator

Perfectly balancing the seasonal sales of radio is the now famous Majestic Refrigerator . . . Mighty Monarch of the Arctic. A quality product . . . priced right . . . it took

hold with the public as have few products in recent years. It is made in the three most popular sizes . . . is exceptionally attractive in appearance . . . and carries a 3-year guarantee.

Champion

Grouping *versus* "Bunking"

Results are coming fast to those who have joined the "de bunking" parade.



Champion

Group Prices

RADIO TUBES

YOUR KEY TO PROFITS

OCTOBER 24, 1931 SCHEDULE

50c GROUP LIST PRICE	\$1.00 GROUP LIST PRICE	75c 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	
\$1.50 GROUP LIST PRICE	230 1.00	\$3.00 GROUP LIST PRICE
233 \$1.50	231 1.00	210 \$3.00
236 1.50	232 1.00	250 3.00
238 1.50	237 1.00	281 3.00

CHAMPION NEVER CONCEALS THE TUBE IN THE BOX
CHAMPION WILL NEVER CONFUSE THE PRICE

CHAMPION RADIO WORKS, DANVERS MASSACHUSETTS

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

CHAMPION RADIO WORKS

Dan Vers, Mass.

Just *made* for a Christmas Gift!

This new Victor Record that plays 30 minutes is bound to perk up your holiday sales

HERE'S a novel, entertaining, and inexpensive product that answers to the question thousands will ask this Christmas: "What shall I give?"

It's something that few people have as yet. It's something that *anybody* will enjoy if they have a combination radio-phonograph that can play it. It's the new Victor long-playing record!

You can also make a nice follow-up profit by selling records to customers who have bought combinations. To spur your Christmas business, Victor now offers many new musical releases on the long-playing and standard records. Some are included in the list at the right. Order today from your RCA Victor distributor. RCA Victor Company, Inc., Camden, N. J. A Radio Corporation of America Subsidiary.



CURRENT RELEASES

Raggedy Ann's Sunny Songs for Children.

L-7001—*Symphony No. 5 in C Minor (Beethoven)*—by the Philadelphia Symphony Orchestra, dir. Leopold Stokowski (*Long Playing Record*).

L-4504-4505—*Foster Melodies, Suite No. 1* by Nathaniel Shilkret and Victor Orchestra (*Long Playing*).

L-24003—*Gems From The "Band Wagon"*—Leo Reisman and his Orchestra (*Long Playing*).

M-116—*Debussy Album*—Leopold Stokowski and the Philadelphia Orchestra.

7142—*Shepherds' Christmas Music*—Parts 1-2, Stokowski and Phila. Orch.

20246—*Oh Come All Ye Faithful and Joy To The World*—Trinity Choir.

19816—*Christmas Fantasy*—Parts 1 and 2, Mark Andrews (*Grand Organ*).

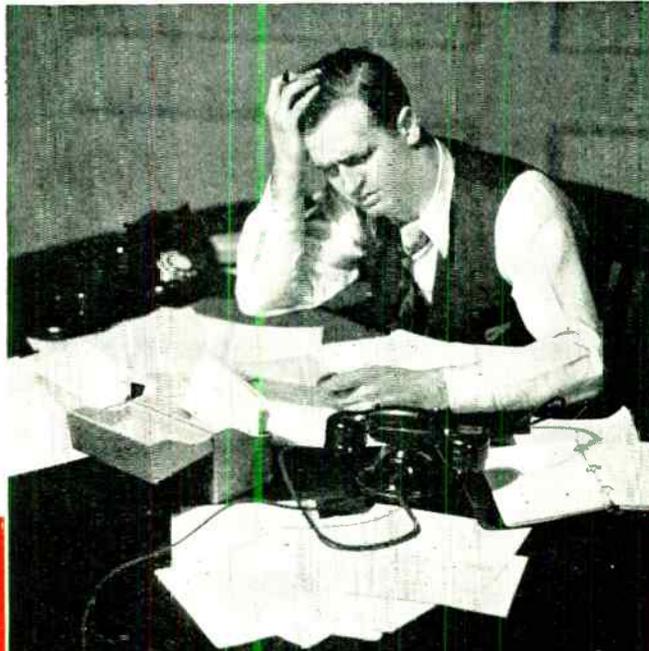
22834—*Cuban Love Song*—Waltz (From the motion picture "Cuban Love Song")—*Tell Me With a Love Song*—Paul Whiteman and his Orchestra.



RCA Victor

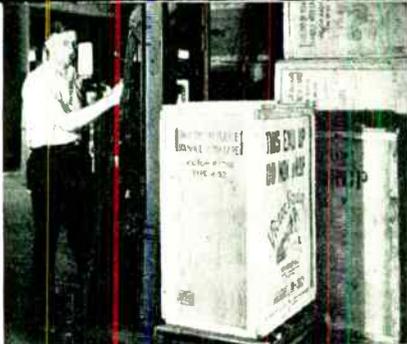
Victor Records

R A D I O S . . . P H O N O G R A P H C O M B I N A T I O N S



YOUR CUSTOMERS

FIGURE THE FREIGHT



Radios must be amply protected against transportation hazards, yet every pound added in packing increases the cost of freight. Added freight makes your radios harder to sell.

Now, by the Atlas Laboratory Method of Packing Case Selection, you can eliminate the surplus pounds that pad your customers' freight bills. Laboratory tests which duplicate every hazard of the road check the packing needs of your sets. They enable Atlas engineers to design cases which have ample strength, yet weigh not one pound more than is necessary for complete protection.

The services of the Atlas Laboratory are offered without charge or obligation. They will save money for you as they have for every other manufacturer who has taken advantage of our offer. Our new booklet, "Why You Can Be Sure of a Better Packing Case," tells what the Atlas Laboratory is and how it will help you. The coupon will bring it promptly. Clip and mail it today.

Laboratory tested Atlas cases give radio cabinets complete protection in transit without surplus weight to increase freight bills.



ATLAS PLYWOOD CORPORATION PARK SQUARE BUILDING BOSTON, MASSACHUSETTS

We are interested in any plan that will cut shipping costs. Please send us, entirely without obligation your booklet

on the work of the Atlas Laboratory.

NAME

COMPANY

ADDRESS



THE SIXTH ANNUAL
RMA TRADE SHOW
AND 8TH ANNUAL CONVENTION
MAY 23-26, 1932
CHICAGO



THE ONLY OFFICIAL R M A TRADE SHOW—
RADIO'S BIG ANNUAL CONCLAVE

Held by and for the Industry—Advanced to May, for Early Trade

NOTE—The May, 1932, Trade Show is the only Radio Show sponsored by the RMA and under its management, for RMA members, Jobbers and Dealers.

IMPORTANT

Radio sales will be helped greatly by the 1932 Presidential Election Campaign!

The Republican and National Conventions are planned next June. Therefore, the annual "JUNE" trade show and Convention of the R. M. A. is being advanced to the week of *May 23rd, 1932*—for the Radio Industry to start early, before the Presidential nominating Conventions and Campaign.

Everybody in Radio will be at Chicago during the week of May 23rd.

This is the Radio Industry's own and largest annual meeting! Thirty thousand (30,000) square feet of Radio Exhibits in the Stevens Hotel. Public not admitted. For the trade only.

All Exhibitors *required* to show current merchandise—no vacant booths.

Twenty thousand (20,000) radio manufacturers, jobbers and dealers to attend.

Reduced railroad rates—Special trains.

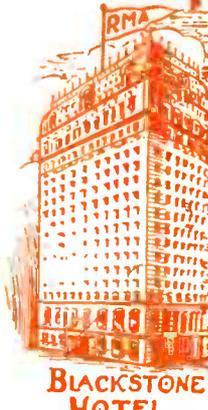
Official Hotels—Stevens Hotels and The Blackstone—
together on Michigan Avenue.

Joint meetings—Radio Wholesalers Association, National Federation of Radio Associations and other industrial organizations.

Invitation credentials for the Trade Show will be mailed about April 15th, 1932. **REMEMBER THE DATE—MAY 23rd—AT CHICAGO!**

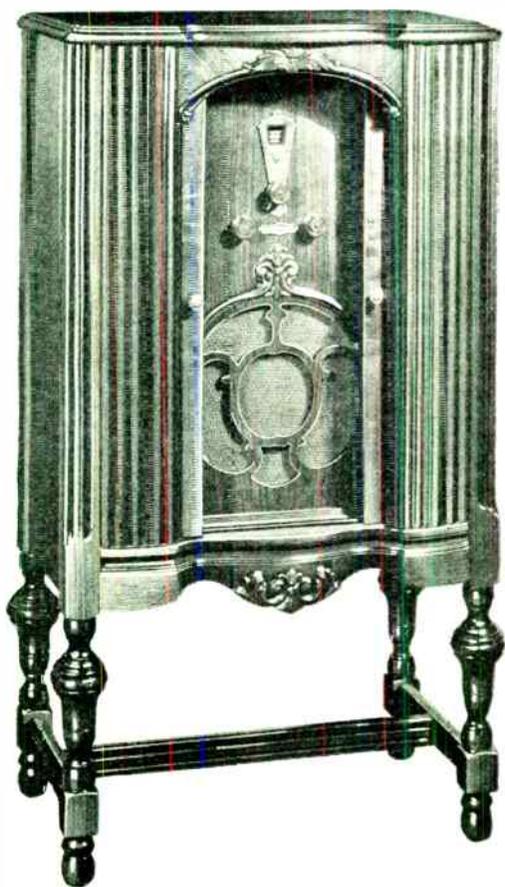


STEVENS HOTEL



BLACKSTONE HOTEL

RADIO MANUFACTURERS ASSOCIATION
11-W. 42ND ST. N.Y. CITY 32 W. RANDOLPH ST. CHICAGO



A
NEW
 OPPORTUNITY
to **DOMINATE**
the field

MODEL 31-G SUPERHETERODYNE WITH SLIDING DOORS \$87.50 COMPLETE WITH TUBES

AMERICAN BOSCH RADIO

● **The New American Bosch Superheterodyne in the Most Beautiful of Sliding Door Cabinets for \$37.50 complete with Tubes**

One of the finest examples of the cabinet maker's art—a real furniture piece with sliding doors that will attract buyers to your store and put profits in your bank balance. This fine Superheterodyne is American Bosch precision-built, which means everything that is modern in design and superior quality in manufacture. Tone, selectivity, sensitivity—all the features of performance which keep radio merchandise sold are built into this new model as only American Bosch knows how to build. This is new and timely merchandise which carries a full profit so write or wire at once.

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

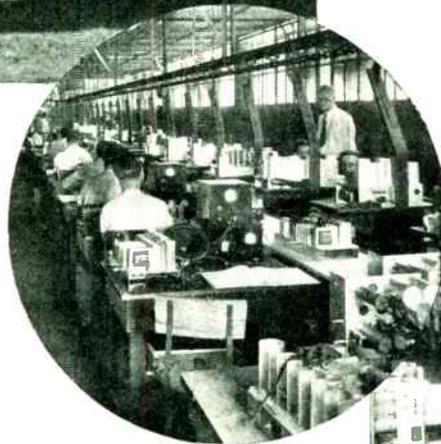
American Bosch Radio is licensed under patents and applications of R. C. A. Western prices slightly higher.

PERFORMANCE BACKED BY REPUTATION WILL SELL IN *Any* MARKET



MODEL K10

Completely shielded, nine tube, band pass superheterodyne with automatic volume control, push-pull pentode output. The cabinet by Jan Streng suggests the influence of Seventeenth Century English design. Oriental walnut top rail and apron. Matched butt walnut pilasters. Decorative instrument panel. Spool stretcher. Lacquer finish. List \$129.50 with tubes



Above: Final testing of the New Kolster International chassis just before installing in cabinets.

At right: Final assembly line in the Kolster plant, Newark, N. J.

Just a few short months ago the New Kolster International was an *idea*. It was backed, of course, from both a financial and an engineering standpoint by one of the largest communications companies in the world, Mackay Radio and Telegraph Company. Yet, after all, at that time it was just...an idea.

Today, with precision manufacturing in a completely modernized plant...with a new and complete line of sets that have already established new standards of radio performance...with a steadily expanding distributor and dealer organization...the New Kolster International is forging ahead. It is proving that performance, backed by reputation, will sell in *any* market.

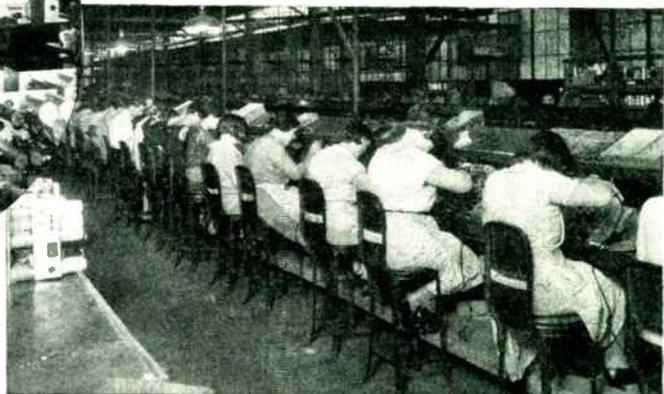
The New Kolster International is being sold only through distributors and dealers of recognized standing in the industry and only on a basis that will insure a fair profit for all concerned. Distributors and dealers who can qualify on that basis should write today for full information.

KOLSTER RADIO INC.

New York Office:

International Telephone and Telegraph Building
67 Broad Street

Main Office and Factory: 360 Thomas Street, Newark, N. J.
In Canada: Kolster Radio Ltd., Toronto, Canada

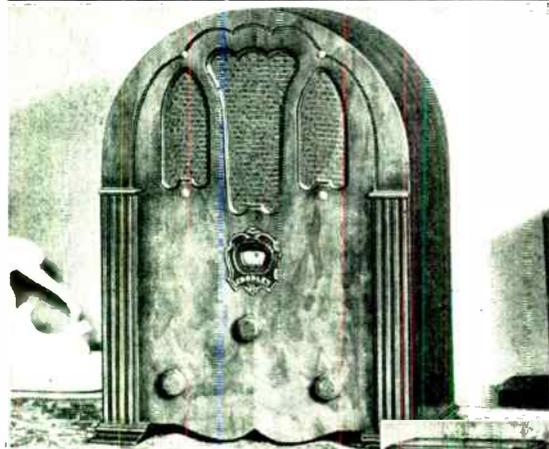


The New— **KOLSTER**
INTERNATIONAL

CROSLEY SUPERHETERODYNE RADIO RECEIVERS are the Greatest of ALL Radio Values

Pentode Output. Variable Mu Full Size Dynamic Speaker SUPERHETERODYNE

The Crosley LITLFELLA \$36³⁶
Complete with Tubes



The Crosley LITLFELLA (above) is an entirely new and utterly different 5-tube Pentode output, variable Mu Superheterodyne using a full size Crosley full floating moving coil dynamic speaker. Sensationally low priced for such super-performance. The attractive cabinet of beautiful veneers is only 17 inches high.

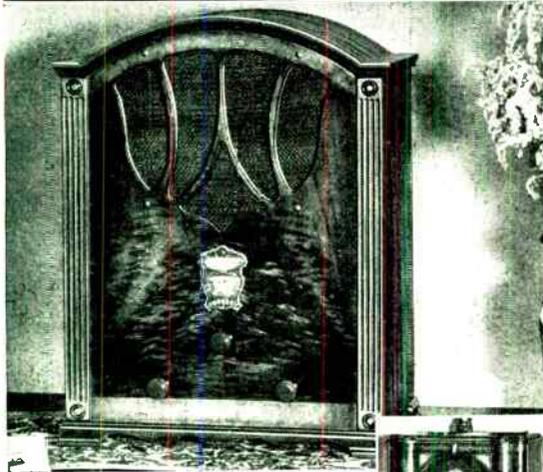
The Crosley LITLBOY

An exquisite lowboy console (right) housing the same chassis and dynamic speaker as The LITLFELLA. Front panel is of American black walnut. Posts and stretchers are walnut finish. Sides and top are 5-ply walnut veneer. **\$48⁵⁰**

Complete with Tubes

New 10 Tube Push-Pull Pentode Output Variable Mu. Dynamic Speaker Automatic Volume Control SUPERHETERODYNE

The Crosley TENSTRIKE \$69⁵⁰
Complete with 10 Tubes



A compact table model receiver (above) incorporating the new Crosley 10-tube push-pull Pentode output, variable Mu Superheterodyne chassis with meter tuning, automatic volume control and auditorium size Crosley full floating moving coil dynamic speaker. The magnificent all wood cabinet is 20 3/4 inches high.

The Crosley Happy Hour

A magnificent 44-inch six-legged console (right) incorporating the same chassis and features as The TENSTRIKE and an auditorium size full dynamic speaker. **\$99⁵⁰**

Complete With 10 Tubes

8 Tube Push-Pull Pentode Output Variable Mu. Dynamic Speaker SUPERHETERODYNE

The Crosley PLAYBOY \$49⁷⁵
Complete with 8 Tubes



An exquisitely designed all wood table or mantel model (above) 17 inches high, 17 3/4 inches wide, 10 3/4 inches deep. Front panel is 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.

The Crosley ANNOUNCER

One of the most beautiful door console models (right). Stands 42 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. **\$85⁰⁰**

Complete With 8 Tubes

The Crosley CHEERIO

A magnificent cabinet of rare beauty, full 40 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. **\$65⁰⁰**

Complete With 8 Tubes



The Crosley MERRY MAKER

Another 40-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. **\$75⁰⁰**

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 auditorium size, full floating moving coil dynamic speaker. The same A. C. house current connection operates both clock and **\$95⁰⁰** radio.

Complete With 8 Tubes



THE CROSLEY RADIO CORPORATION
POWEL CROSLEY, Jr., President Home of "the Nation's Station"—WLW
CINCINNATI
(Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher.)

YOU'RE THERE WITH A CROSLEY
CROSLEY RADIO

Here's a Real Live Item !

A
high
quality
movie
camera



\$10
Retail

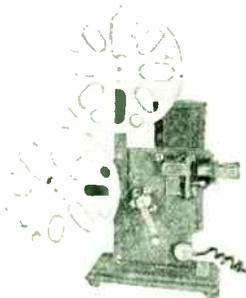
The Movie Maker

A wonderful item for Christmas and all year round. CASH sales—large profits—quick turnover. Thousands of dealers everywhere are reporting big sales.

Stock this quality movie camera—display it on your counter—in your window—use the display material—counter cards, window stickers, folders, etc. which we furnish. Cash in NOW on the natural demand for an honest to goodness movie camera at only \$10. Every one of your customers is a good prospect—call them up, send them a postal, or one of our folders.

This camera takes exceptionally clear fine pictures, equally as satisfactory as those taken with cameras costing \$100. and more.

Write us today and we will give you the name of your nearest Movie-Maker distributor and all details regarding our liberal discounts. The coupon is for your convenience.



The Projector \$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.

Address

Name

Jobber's Name

QUO VADIS!

(Whither Goest Thou?)

It was just about a year ago that the more astute radio wholesaler was seriously considering the problem of "Where are we going?" and where was he to secure sufficient business to maintain his organization at a profit. These "thinking wholesalers" have operated during the past year "in the black" while many another's experience has been quite the reverse.

Where are YOU going, Mr. Radio Wholesaler, and what are YOU doing to keep yourself abreast of the times?

If you do not have sufficient information at your fingertips to determine what procedure you should follow during the coming year, why not contact these successful radio wholesalers when they meet at the coming Convention? There, you will have an opportunity to gain first hand knowledge from leading wholesalers all over the United States. Comprehensive reports on various activities are being prepared for your benefit. Attendance at the Convention and affiliation with the Radio Wholesalers Association will prove to be the wisest investment you can make in 1932.

PLAN NOW TO ATTEND !!

SIXTH ANNUAL CONVENTION

NATIONAL FEDERATION OF
RADIO ASSOCIATIONS, INC.

AND

RADIO WHOLESALERS
ASSOCIATION, INC.

FEBRUARY 16-17, 1932

PHILADELPHIA, PENNSYLVANIA

ZENITH

LONG DISTANCE AUTOMATIC RADIO

**8-TUBE
SUPER-HETERODYNE**
Highboy (Model 90)

\$135
COMPLETE

**10-TUBE
SUPER-HETERODYNE**
Semi-Highboy (Model 91)

\$155
COMPLETE

**10-TUBE
SUPER-HETERODYNE**
Highboy (Model 92)

\$195
COMPLETE

**14-TUBE
HYPER-HETERODYNE**
Highboy (Model 103)

\$290
COMPLETE

**7-TUBE
SUPER-HETERODYNE**
Table Model (Model LH)

\$49.95
COMPLETE

**7-TUBE
SUPER-HETERODYNE**
Lowboy (Model WH)

\$69.95
COMPLETE

**7-TUBE
SUPER-HETERODYNE**
Highboy (Model MH)

\$79.95
COMPLETE

COMPLETENESS OF LINE . . . OF PRICE RANGE . . .

The Zenith franchise is a money maker! In every price range, outstanding Zenith and Zenette values are priced to give you outstanding profits. No matter what your customer wants . . . Zenith or Zenette gives them more for their money. Cash in on these quicker-selling, quality lines!

ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago

Zenette

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 covering 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 in class 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. K2 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 reap 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 the 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 makes 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 charts—resistances 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 students 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 has worked 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.**

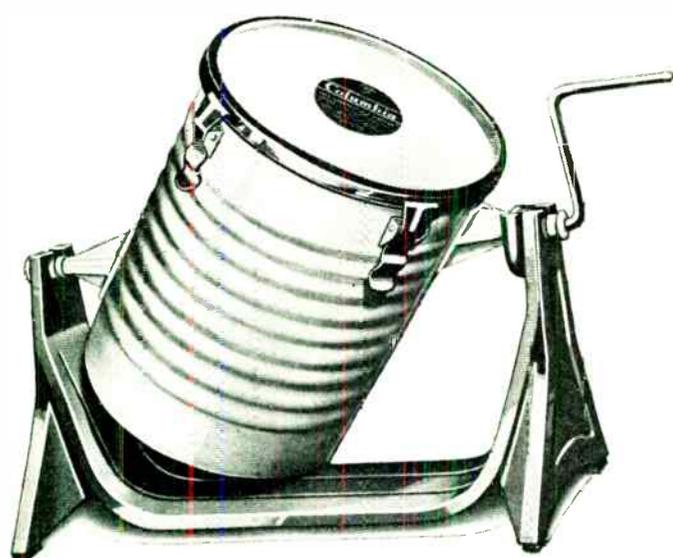
**Book Department
RADIO & Electric Appliance JOURNAL
59-1 Grand Central Terminal
New York City**

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 _____

CLEAN UP WITH THE COLUMBIA

HOME DRY CLEANER AND WASHER



This is the new household utility dealers are cleaning up with. It's a fast moving item, priced right for easy, profitable sales. Every home should have one.

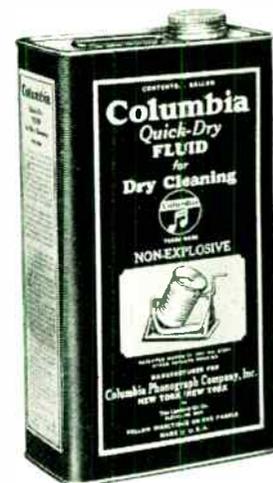
The Columbia Cleaner is quick—safe—thorough. Saves time, money, and clothes. Will last a lifetime. Nothing to get out of order. It is large enough to dry clean several dresses at a time yet is light and easily handled.

PROFITS IN REPEAT BUSINESS

Every time you sell a Columbia Cleaner you will regularly sell gallons of the Columbia Cleaning Fluid—the non-explosive cleaning fluid specially produced for use with the Columbia Cleaner. It is safe to use and what's more, can be used again and again.

COLUMBIA PHONOGRAPH COMPANY, INC.

55 Fifth Avenue, New York, N. Y.



Fill out the coupon below for full details.

Name

Street

City State.....

Mail to Columbia Phonograph Co., Inc.
55 Fifth Avenue, New York, N. Y.



Your Greatest Opportunity in Radio History!

THE BY-PRODUCTS SURPLUS CORP.

CHARLES IZENSTARK and RAYMOND ROSEN
117 North 7th St., Philadelphia

has acquired by outright purchase the entire factory and distributors' inventory of the new 1932 current models of

BRUNSWICK RADIO

A few of the prominent merchandisers now featuring BRUNSWICK RADIO:

- Abraham & Straus—Brooklyn
 - Ludwig Baumann—New York
 - Davega, Inc.—New York
 - The Fair Store—Chicago
 - Gimbel Brothers—New York
 - Hecht & Co.—Washington, D. C.
 - Jenkins Music Co.—Kansas City
 - Jordan Marsh Co.—Boston
 - Maison Blanche—New Orleans
 - The May Co.—Cleveland
 - May-Stern & Co.—Pittsburgh
 - The Outlet Co.—Providence
 - Platt Music Co.—Los Angeles
 - Stix, Baer & Fuller Co.—St. Louis
 - Strawbridge & Clothier—Philadelphia
 - Vim Electric Co.—New York
 - John Wanamaker—New York
 - Wieboldt Stores—Chicago
- and many others too numerous to mention.

¶ These nationally famous instruments are now being liquidated, and it is possible for any responsible dealer to retail Brunswick Radio at practically half the established factory list price and still make his usual profits.

WIRE, 'PHONE OR WRITE TODAY
FOR COMPLETE INFORMATION TO

CHARLES IZENSTARK

and

RAYMOND ROSEN

Suite 152—Hotel Astor,—New York

Only a short time between now and Christmas, and this is your chance to do a great holiday business.

Mail this Coupon NOW

Charles Izenstark
and
Raymond Rosen
Suite 152, Hotel Astor, New York.

From The RADIO JOURNAL

Please mail me full particulars as per "ad."

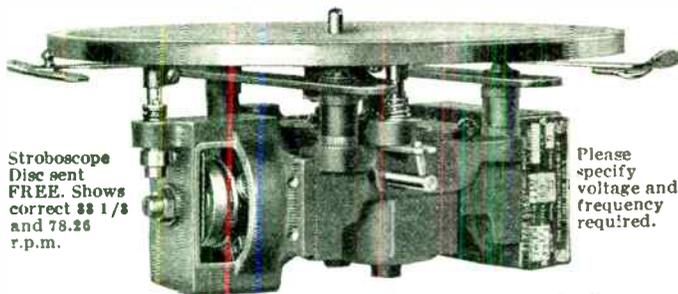
Name

Address

.....

**Now the Model D
TWO-SPEED** (33 1/3 & 78 r.p.m.)

**Governor - Controlled
Green Flyer**



Stroboscope Disc sent FREE. Shows correct 33 1/3 and 78.26 r.p.m.

Please specify voltage and frequency required.

Induction type. Ample power.

SPECIALLY designed for perfection of dual service, the new Green Flyer Model D Electric Motor with turntable provides for playing the new 33 1/3 r.p.m. records and also those recorded at 78 r.p.m. Shifts from one speed to the other by pushing a convenient lever.

Furnishes positively uniform speed under severe variations of voltage and record drag. Governor control provides a 10% range of speed adjustment as desired.

For all voltages and frequencies; also supplied for 110 or 220 volts d.c. Furnished complete with turntable, speed regulator dial and speed change escutcheon. Automatic stop is optional.

The GENERAL INDUSTRIES CO
3111 Taylor Street, Elyria, Ohio

**ESCAPE
THIS ?
*never!***



**EVERY
ARCTURUS TUBE
must pass
137 TESTS
AND CHECKS**



Reductions in prices or revisions in methods cannot...will not...interfere with Arcturus' rigid standards of giving each blue tube 137 tests and checks before it leaves the factory. The quality of Arcturus Blue tubes, recognized by critical engineers of leading set manufacturers, jobbers, dealers, consumers...and even conceded by other tube manufacturers...will not be sacrificed for any reason!

Not an Arcturus Tube escapes these 137 tests and checks. All raw materials, each operation, every part...each tube is interminably "third-degreed."

Each Arcturus Tube must meet the rigid Arcturus limits, closer than those of any other manufacturer; it must check for the highest degree of vacuum practically obtainable, precise characteristics, humless and undistorted reproduction in actual receivers, gruelling life tests, continuously checked and rechecked. Then, and only then, is the tube ready.

Arcturus Blue Tubes, jealously guarding an established reputation for quality, reliably back-up the reputation of your store. You can depend on them to satisfy your customers, to make the sets you sell stay sold and to create a "blue" tube repeat business for your store. Get the details of these most profitable, fastest selling blue tubes from your jobber, or write us.

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

THE BLUE TUBE WITH THE LIFE-LIKE TONE

ARCTURUS

SPEED

R. C. A. Licensed

RADIO TUBES

—no FREE merchandise

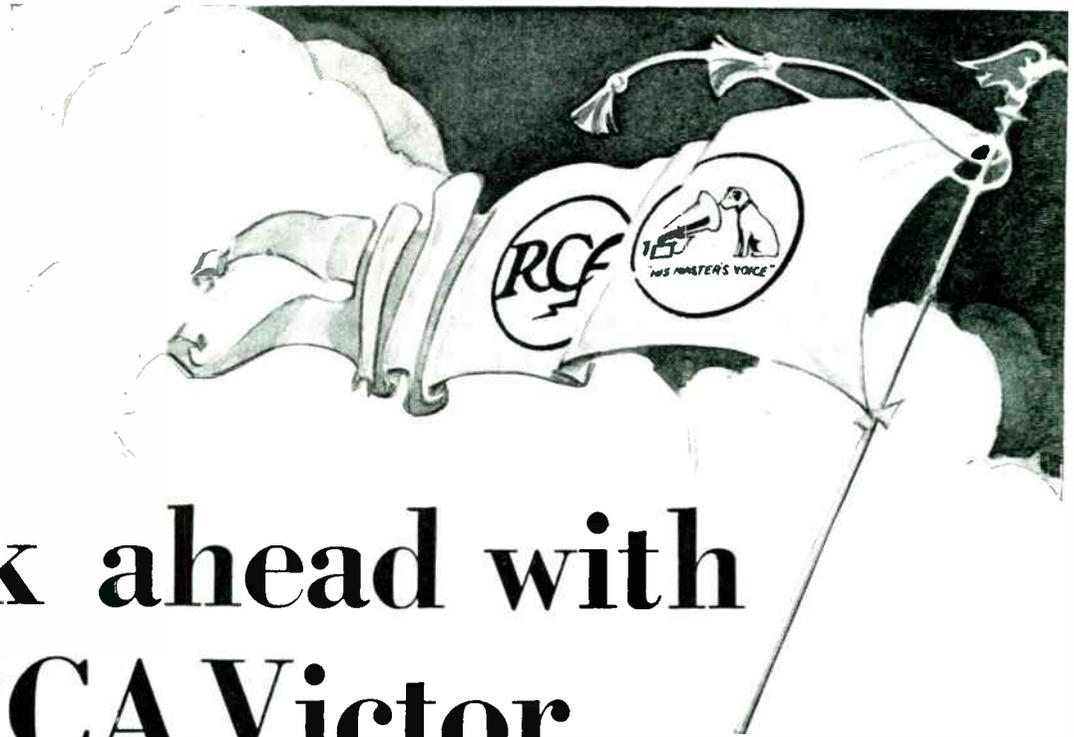
—no TRICK bonuses

—just a business-like quotation which assures a clean profit in resale.

Cable Radio Tube Corp.

Executive Offices

230-240 N. 9th St., Brooklyn, N. Y.



Look ahead with RCA Victor

A leader in 1922 . . .
"RADIO HEADQUARTERS"
 Leads again in 1932 . . . toward
 better business . . . a sounder founda-
 tion for retailers . . . profits
 worth working for!

1931 IS PAST. What of 1932? RCA Victor
 stands on the solid foundation of
 Victor's 30 years and RCA's 12 years in the
 business of providing entertainment in the
 home.

With no heavy inventories to liquidate . . .

With a line crystalized and established—a
 line built on quality with price . . . With two
 great names, two great records, linked in one

common bond of leadership through the years.

And with new things—great things—daring
 things in store for the coming 12 months!

Dealers who realize that the present situa-
 tion is a passing phase—dealers who are build-
 ing a business, not operating a one-night stand
 —will march with RCA Victor in 1932.

If you want a soundly founded business—if
 you want an established place as a merchant—
 if you want steadier income for a more solid
 business—keep in touch with your RCA Victor
 distributor. Watch RCA Victor in 1932.

RCA Victor Company, Inc., "RADIO
 HEADQUARTERS," Camden, N. J. *A Radio
 Corporation of America subsidiary.*

"BUILD FOR THE FUTURE WITH RCA VICTOR"



RCA Victor

"RADIO HEADQUARTERS"

Radios Phonograph Combinations Victor Records

Formerly THE MACHINE & RADIO JOURNAL, consolidating THE STATION RETAIL SHOPS — Established 1916

Radio Journal

THE GIRL APPLIANCE

MUSIC-RADIO
Electric Appliances

Glad Henderson
Editor

RADIO REPAIRERS • TUNING PARTS • CLEANERS • LOCKS • SOCKET ADAPTERS • TEST SETS • HOME A.M. • NEW! • ACCESSORIES

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. 6

DECEMBER, 1931

50c a copy
\$5.00 a year

The goat who rules the destinies of December is not to be confused with the unhappy scapegoat, whose function is to bear the brunt of others' blunders. This is a busy and prosperous fellow. He is the mohair goat who has learned to butt his way to bigger sales.



As we see the business

THIS LAST "SMACK ON THE NOSE" to tube list-prices, whereby one or two tubes, particularly, are "listed" at below any cost of production, when equipment discounts are figured, brings up the query: "Why should tubes be sold by everyone at certain list prices?" If it is true that replacement tube business is only done under emergency conditions, and if tube prices are lowered to almost a vanishing point, what inducement will be left for dealers to SELL tubes? The unit of sale on midgents got so low in the Spring that The JOURNAL found it easy to interest dealers in the move for higher prices, with the result today that the poorest sellers in some lines are the lowest priced models. If no opportunity exists for anyone to make a profit on tubes under present prices, dealers will become immune to "pep talks and literature" and tubes will become to radio dealers what sugar is to grocers.

IF THE CUSTOMER WANTS A 224 tube in a hurry, what difference does



it make if the price is \$2, \$1.50 or \$1? One cannot sell two tubes because the price is \$1, and the customer won't stop buying if it is \$2, because the set must work. The tube replacement trade is one place where reduced prices do not increase the possibilities of sales, generally speaking, and we have heard no enthusiasm expressed by dealers or jobbers over the new list prices. It would not be surprising if a few tube manufacturers, always skillful in merchandising in the past, will recognize that the tube list price is a relic of the past, and will present a line of tubes with the prices properly based on manufacturing costs and rational dealer profits. It would appear that a tube, so presented, would be welcomed by many dealers.

IT LOOKS AS IF 85% OF REFRIGERATORS are sold on time payments, and repossessions are at the lowest in the business, despite the so termed "depression." Reports indicate that but 5% of service calls are bonafide, with 80% of service calls

due to faulty installation. If the latter is true, education is required for service men, for such a huge percentage of calls is wasteful. A dealer in Rockville Centre, N. Y., sold 550 refrigerators in 1931, with only one going back—and it was a cash sale with money refunded. In 1924, it is said that there were 200 makers of electric refrigerators, and that today, there are but 45. Will history repeat?

PROPER COMPENSATION OF wholesale salesmen is getting the attention of the bosses. Wholesale salesmen in one territory will earn five times the money obtained by a salesman doing the same kind of work but not the same results. One successful jobber in a town of 500,000 pays 5% on refrigerator sales and 6% net on radio sales, with \$50 weekly drawing account. One of his men makes \$1,000 monthly, but excluding him, the average is \$300 monthly. No expenses are paid. When radio is sold on 40% discount, the salesman gets 8%, but if sales are made to a 40-10 buyer, the commission is 4%. Several wholesalers in larger cities give wholesale salesmen 5% flat, no expenses, on all sales, and in some of the Metropolitan areas, salesmen earn as high as \$1,500 monthly.

OTHER JOBBERS PAY THEIR MEN \$150 monthly salary, with \$25 weekly car allowance, plus 1% on sales, which means roughly that \$4,000 worth of sales must be made to even up. Other jobbers pay a flat salary of \$150 to \$250, insisting that a car be used out of this money, and even then, owing to the lack of possibilities, they do not earn their money on the 5% basis. It stands to reason that every jobber wants to pay as much as possible to the earners, but the trouble is that some territories have smaller population; that the dealers are located in small towns and do not sell a great deal of goods, although in the aggregate, the volume is satisfactory to

the jobber. A salesman with a Metropolitan jobber, handling a few large accounts, makes more money than the heads of many businesses.

HOUSE ORGANS ARE ON THE wane. 1931 was the test and they were found mighty poor business getters. The neutrality of the house organ is against it at the start; the verbosity of getting over an idea; the clamor devoted to the line, itself and the lack of editorial "ring" to give stamina to the contents, all tend to make the average house organ a publication nit-wit. When houses engage in the publication business on the side, the same type of result is secured as if the publishers of this paper were to engage in the jobbing business. We speak only of those house organs that go to dealers, as this is where our experience is. What the value is of a house organ to the public, we don't know. Dealers do not have the time to wade through high-school-boy house organs. They know everything is written with prejudice and that the text is devoted to an exhortation of one line. We've seen any number of them flipped into the waste basket unopened because of their ungodly dullness, and at the same time seen postals with price changes or new items carefully filed. A mailing campaign of intensive coverage for a month—ten or twelve pieces of mail—occasionally as conditions warrant—costing the same during the year, is much to be preferred. Many house organs are written for the man at the top, the dealer is only the innocent bystander, who is expected to waste his time reading eulogies—like the guy at the banquet who is so unfortunate to hear "unaccustomed as I am to public speaking, etc." ad nuisancem.

WITH AN AVERAGE RETAIL price of \$125, a Journal-reader-dealer sold 62 washers last month without even putting on a "sale." Also this

dealer specializes in service work, employing five service men and netting \$1,200 for that month's work—and by net we mean profits and not sales of service. It is amazing how good dealers can sell respectably sized units when they want to. Then in a short time each customer is a prospect for a "small" washer. In radio, a console sale can be followed with a midget without much trouble, but to sell a midget, and then a console, is difficult.

A BOSTON DISTRIBUTOR OF A certain washer goes bloccy, and the New York sales manager of the washer lets Bloomingdales have about eighty of them to advertise and sell at \$99.50, regular price \$155.00. Result was that on the third day of the sale, a Jamaica dealer had three repossessions, the customers forfeiting their down payment and buying the washers at the "third-off sale." Why manufacturers permit these things to happen, when a little extra discount offered to their own dealers would move them, is beyond all comprehension. It just raised hell with the already lowered prestige of this make of washer, and aroused such a bunch of antagonism among dealers that will take a year of time and twice the amount of money involved in the sale, to ameliorate (what a word).

R EPORTS FROM DEALERS INDICATE that many of the tube testers rate too high, and that many tubes shown as "perfect" should go into the "medium" class. These dealers claim the proof of this is putting the tubes back into the set, and comparing with a new set of tubes, with the latter winning, 14 to 0. It is claimed that many tubes, after 1,000 to 1,500 hours, show up on some of the meters as "perfect." One dealer made ten tests of tubes on year-old sets, and nine bunches of tubes showed up as "perfect," but he claims from now on it will take three magnifying glasses in unison to find many perfect tubes on the meter he uses. He says the purpose of us-

ing meters is to sell tubes, and not to be a "sealer of weights and measures." A good tube tester, so he says, should show an average of 50% replacement of tubes.

T HREE CALLS PER SET, AVERAGE, seems to be the normal service expectancy of a dealer that handles half dozen radio makes. One of these calls is the installation, thereby making legitimate "service" figure two calls per set. 40% of another dealer's service calls are to push back the plug into the socket, and he does this with great ceremony and eclat, the customer not knowing what he did but assuming that he is a worker in magic. He charges for it, too. Another dealer finds that he is obliged to reject 25% of all sales on account of credit risks, thereby giving the lie to the report that "those who do not intend to pay are not buying."

E VERYWHERE I GO IN WHOLESALE merchandise circles I see signs: "Special values for department stores" and I am puzzled by it. Does it mean that these goods are for "advertising purposes and are of skimpy value" or does it mean that there is an organized move with wholesalers to give department stores more for the money than small merchants get? Does it mean that department stores wave a mystic selling wand over the public? 863 department store radio managers get The JOURNAL and they conduct their business with every degree of expertness; rarely do they sell any bargain in radio that other dealers cannot offer at approximately the same price, although they may buy at \$1 or \$2 a set cheaper. These department store managers transact a whale of a radio business every year, using great skill. Perhaps "Special values to department stores" is the method used by wholesalers to lure even the professionals.



A Crosley Roamio installation



Have your ignition expert install them

For Christmas sell

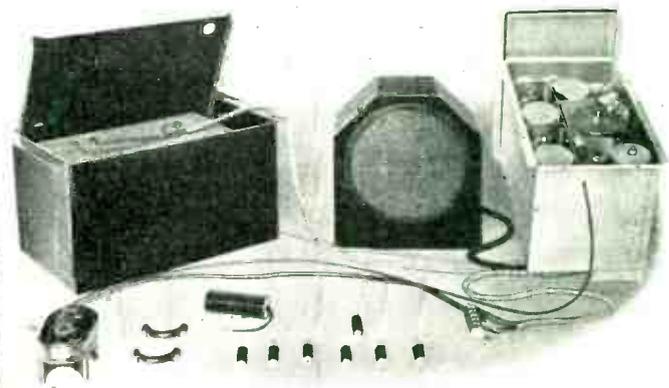
Automobile radio sets



PIONEERING days in automobile radio seems to be over. Buying is now ready for the dealer who goes after the car owner. It has taken over a year to get across the idea of listening to radio programs while automobiling, but now the public is sufficiently sold so

that the dealer can profitably develop the incipient demand. Every sale today is going to lead to two or three sales tomorrow.

Christmas gives you your chance to wedge into the automobile radio market. There are twenty-two million pleasure cars in this country. Relatives and friends of the owners of these twenty-two million cars are racking their brains to find suitable gifts. Radio has always proved a tremendously popular present, as past sales at Christ-



Parts of the Motor Majestic 110

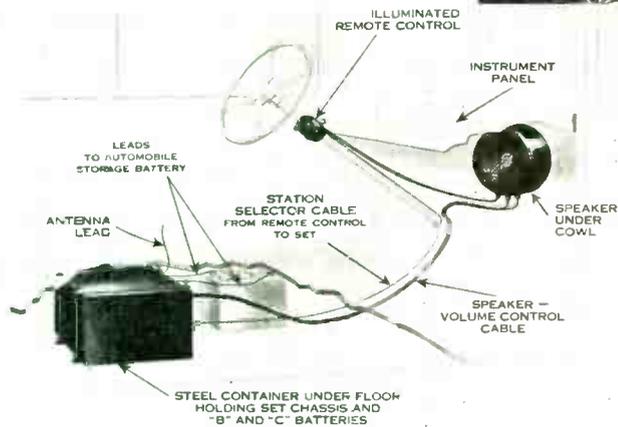
mas time prove. Automobile radio sets give you the chance to open up a field where practically every one of your old customers are live prospects.

In going after this special business, it would be wise to advertise installation after Christmas. The set can be delivered, or a certificate furnished, and the installation work done after the holiday rush. As will be explained further, it is usually best for the dealer to have this installation done

Crescent Auto Radio

by an ignition service man.

One thing which makes it vital for the dealer to get into the automobile set business as soon as possible is the fact that many of the new cars will be radio equipped. General Motors have their own Deleo automobile radio and four other companies are planning to offer radio as optional equipment on their next year's models. This is going to give tremendous publicity to the automobile radio set and create enormous sales to old-car owners. The dealer



Atwater Kent hook-up



Motor car radio will prove a big aid to stimulate sales in summer.



Gypsy radio



Motorola

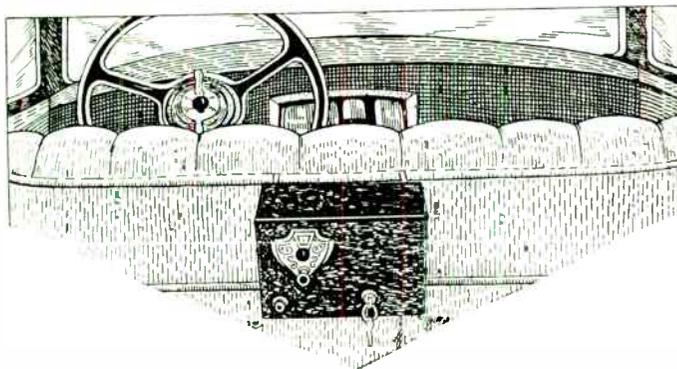
Ignition wires must be thoroughly shielded; rods, wires and other pieces of the car which extend from beneath the hood to under the driver's seat must be grounded. A great many hours of high-priced labor can be wasted in locating motor noises if the installation is not handled by an expert. It is figured that 50 percent of the installations are perfect the first time, 25 percent require at least one more check-up, and 25 percent may take sixteen hours' work.



Universal equipment

who has established himself in the field by that time will get these sales.

The radio dealer is admitted to be the logical outlet for the automobile radio distribution, but there are many things which he must master before he can control the flow of this business to his store. Although the final result to the set is radio reception, the selling, in-



Auto-Dial Installation

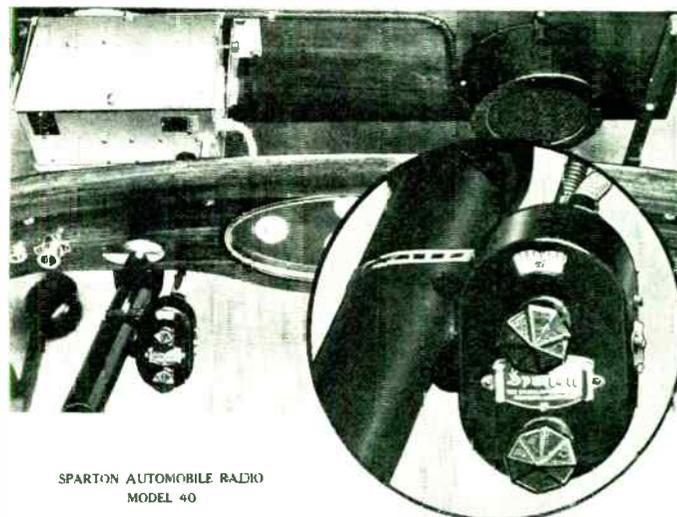
stalling and servicing are a new business. At the present time it is anybody's money, with the odds in the favor of the radio dealer, but if he passes it up other outlets will take it.

Although arguments have been heard pro and con the radio dealer selling automobile sets, the largest manufacturers in the country of this equipment place their faith in their regular dealers' ability to handle motor car receiver sales. The radio dealer has the selling ability, the customer's good-will, the entry to the home and the ability to finance.

The radio dealer's ability to install the motor car set, however, is not so widely recognized. It is pointed out that this is specialized work, requiring an ignition expert who commands \$2.00 an hour or better.

In view of this need for expert installation, dealers who do not maintain a thoroughly efficient service staff should make arrangements at a flat rate with their local ignition experts. A price for such installation should be around \$10 or \$12. As most sets are advertised less installation prices, the dealer should figure his normal profit on this work.

At the time of writing, excellent sales of automobile radios are being enjoyed by dealers in Western states where distances are greater and more time is spent outside of heavy traffic zones. At present the market is not to be measured by car registrations as much as by local conditions.



SPARTON AUTOMOBILE RADIO
MODEL 40

How Levine overcomes price competition

By F. W. Briggs

Mr. Briggs has been intimately associated with the talking machine and radio business both in advertising and art work, since 1916 and he is now specializing as consultant to the individual dealer.



ONEY invested in the past years by a dealer to build prestige through advertising should be regarded in the same light as money invested in real estate or stock. When a radio dealer has put nearly a third of a million dollars into newspaper advertising over a period of ten years, he should be drawing handsome dividends today. However,

when this money has been spent to create intangible good-will and the dealer finds that his customers are being lured by the purely price appeal of bargain stores, he is confronted with a very real problem of protecting and realizing on his investment. How to maintain customers' good-will and yet meet the low price cries of Metropolitan stores is the question.

Al Levine, president of Arrow Electric Co., in Jersey City, N. J., one of the largest single retail stores in the country, is combatting this obstacle. He realizes fully that the public is now "price conscious," that it will shop before buying, and that it is up to him to instill confidence in the public that his prices compare favorably with any in town. Altogether, this shrewd merchant has spent \$300,000 within the past decade build-

Established 1919

Radio Pioneers and What that means to You

IN THOSE chaotic times of sales here—sales there, sales everywhere—the wisdom of purchasing at a long established house is obvious. It is true that today there are some remarkable offerings in radio... But only a veteran dealer with a market knowledge gained solely by years of intimate contact can purchase wisely and economically for you.

Arrow's enormous purchasing power developed through twelve successful years in Hudson County guarantees the best in Radio for YOU... Performance, Safety and Price.

CHOOSE YOUR RADIO SHOP FOR PRICE

ARROW
ELECTRIC & RADIO CO. INC.
12 Electrical and Radio Department Store
388-390 JACKSON AVE., JERSEY CITY

ARROW year-round Radio Show

Arrow joins with the entire county in wishing the fullest measure of success to one of the most beautiful theatres in the country.

LOEW'S JERSEY

Arrow's elaborate Radio show—display in any of the theatres for the exhibition of the greatest of all home entertainers—RADIO.

Arrow's leadership in Radio sales and assortment has been established for years.

Arrow has on display all the Colonial Models and we can definitely say that you have never heard such beautiful music as you have never known such value.

As a Colonial Dealer We Are Able to Prove It. Come In Today for a Demonstration.

FOLLOW THE ARROW FOR RADIO

"Easy to Pay the Arrow Way"

ARROW
ELECTRIC and RADIO CO. inc.
388-390 JACKSON AVE., JERSEY CITY, N. J.

OPPOSITE the CLAREMONT BANK

PHONE DELAWARE 2300 OGDEN EVENING

EQUALS THE LARGEST RADIO DISPLAY IN THE METROPOLITAN AREA

A typical Arrow display, seven columns wide, featured in the local newspapers during his prestige building campaign in 1928. Compare the amount of space featuring "Arrow" with that used to display the actual merchandise, and the absence of price. The text in this case was of congratulatory nature in connection with the opening of a new movie house in Jersey City.

ing up the good name of Arrow, and certainly he isn't standing idly by watching the labor of ten years succumb to a temporal condition. He is maintaining in every current ad the same sound and progressive policy that has characterized Arrow advertising since radio's inception. Paradoxical as it may sound, he is upholding the "quality" appeal of his ads while simultaneously injecting the current price motif.

Mr. Levine and I formulated Arrow's radio advertising policy during radio's birth year, 1921. Our guiding principal has ever been: every dollar Arrow spends on prestige advertising (distinct from bargain advertising) brings in its full return of value, whether that value materializes on the date of insertion or next month or even next year. Our view has always been

dictated by the longer perspective of really worthwhile merchandising, the ability to look down the years and to build all the time for the future. This viewpoint is diametrically opposed to bargain newspaper ads which aim only for quick turnover and care not a whit for tomorrow. Such copy is all too frequently resorted to by unethical dealers to rid themselves of questionable merchandise. We have never departed from our decision that if Arrow was to grow steadily and surely, it must create good will and confidence; never, therefore, have Mr. Levine's customers been taken for a merchandising "ride" through ads that make a direct price appeal. It has been Mr. Levine's experience that ads based on direct price appeal never in the past produced results any more remunerative than his prestige advertising. Of course, times have changed with the arrival of the "price year" in radio and in every other business, due to the current "depression." That is the reason why Arrow has departed in a way hardly noticeable from the prestige tenor of its ads and has injected more of the "price" atmosphere. But I will speak of that later. First, I wish to point out some details of Arrow advertising that repaid itself a thousand times in the past and has given Arrow its invulnerable position in New Jersey retailing circles.

One feature that has always marked the Arrow ads is the policy to promote the above mentioned good will in community and local activities; special form was devoted to any event of outstanding importance in Jersey City and its environs, the Arrow ads tying-in with these occurrences. An example of this was had in the opening of Loew's Theatre in Jersey City when the Arrow advertising made a "friendly gesture" to the new theatre and further enhanced Arrow's reputation. Similarly, the opening of the new Staten Island Bridge last month, giving the Island direct contact with Jersey City, was another occasion for featuring the Arrow name in a special ad celebrating the event and in-

viting Staten Islanders to inspect Arrow's radio merchandise and get acquainted with the warm Arrow contact and service.

Another point has always given strength to the Arrow advertising—a point which Mr. Levine and myself have seen ripening into profits ever since we first adopted it—and this is its sameness in style. It has consistently presented a distinctive atmosphere, whether it be a newspaper or car ad, a sameness in physical appearance made purposely so.

Greetings
TO
STATEN ISLAND

JERSEY CITY

ARROW DEPARTMENT STORE IN HUDSON CO.
ELECTRIC AND RADIO CO., INC.
388-390 JACKSON AVENUE - JERSEY CITY, N.J.

Current example of a special display taking advantage of general publicity attending the opening of the new Staten Island Bridge, plus a good-will gesture to a new fertile field for Jersey City merchants. This type of display also reacts on local readers, who are now familiar with Levine's up-to-the-minute displays.

The ads, too, have always been run in series form, entirely different as to content but decidedly similar in make-up so that it has always been easy for the reader to identify Arrow's ads. The repetition in style makes them recognizable and succeeds in focussing the reader's attention, gets him to read the message and makes him remember whose it is. It has been found valuable, also, to bunch the Arrow newspaper space and to use it once a week, preferably in the Friday papers, in one great smash ad, instead of using a small amount of space each day. An important reason why the Arrow advertising has always succeeded is because we have employed "personal endeavor." In other words: Arrow doesn't use simply mats, but individual methods calculated to handle Arrow's individual territorial problems—problems which cannot be comprehensively grasped by manufacturers' advertising managers located thousands of miles away who are probably unacquainted with particular problems peculiar to certain territories. Personal application to the solution of existing territorial problems has always been emphasized in Arrow ads and that is one reason, after all, why they've clicked.

Now when price made its unwelcome entrance into the radio retailing world and stores in Arrow's territory succumbed to the cut-price advertising lure, Mr. Levine perceived that, altho he had an unequalled reputation for quality merchandise, service, etc., still the buying public might possibly regard him as too "high hat" in price, a supposition that would prove injurious and drive many a prospect to the cut-rate radio shops. Radio stores adjacent to large trading centers know what this sort of competition means; all too often the gyp who

Three of the present Arrow series, emphasizing price—but price in the abstract. Note the duplication of layout, yet pictorially different enough to renew interest. Text attempts to iron out the confusion of prospects caused by the extravagant claims of competing houses.

ZENITH
Zenith Advanced Superheterodyne

MODEL 92

\$195.00

What Price RADIO?

ARROW
ELECTRIC & RADIO CO., INC.
388-390 JACKSON AVENUE - JERSEY CITY

FADA
Here's Your Station Shows in Light
THERE'S PERFECT BONE

Radio Safety at No Extra Cost

ARROW
ELECTRIC & RADIO CO., INC.
388-390 JACKSON AVENUE - JERSEY CITY



**Headwork precedes
the footwork
that makes
sales**

Gatty toes in — into the home



MERCHANDISING idea old in the kitchen utensil field is eliciting plenty of sales and prospects for the Royal Electric Equipment Co., in Woodhaven, Long Island. A. G. Gatty, proprietor, has found that it pays to concentrate his selling activities on electrical appliance demonstrations at private homes in his territory. He has four or five salesmen doing this work all year round.

This is the way he works it: He or one of his salesmen will approach a neighbor prominent in social affairs with the request that she consent to a group demonstration of the Royal Vacuum Cleaner or the Sunbeam MixMaster at her home. Most women are keen for this sort of thing, and in little time the hostess-to-be has selected her list of guests (limited to 12 or 15, as a rule). Women feel there's a personal obligation to cooperate when her home has been selected for the demonstration, more so than if it were held at a club.

Gatty avoids women's clubs and church societies, as it has been his experience that the home demonstration is much more acceptable. The average of a dozen guests at such gatherings is maintained, as it has been found preferable to address a smaller audience. It is easier to obtain the women's attention when only a few are present; with a larger crowd it is difficult to prevent the woman from talking among themselves.

"We stress the fact to the hostess and the guests that nothing is sold at these demonstrations and that no prices are quoted. Naturally, we present a demonstration and talk that is very interesting. For instance, we make it a point to feature a *new* appliance that is practical and necessary in the home, like the MixMaster and the Royal Vacuum Cleaner, with its new purifying features." Following the demonstration the hostess is

presented with an appropriate gift prize by Mr. Gatty in appreciation of her kindness.

In reality, this is an application in the electrical appliance field of the "endless chain" idea, used so successfully for the past 15 years in selling kitchen utensils. The hostess usually furnishes coffee and cake, and the only expense to the retailer is his time and effort and the gift bestowed upon the hostess. The latter, of course, turns over her guest list to Mr. Gatty, and assists him in checking up on the names and addresses of those who for some reason or another were unable to attend. In this way every potential buyer attends a demonstration.

"Well, I don't know many people," some prospective hostesses will remark when the idea is suggested to them. Then Mr. Gatty ventures the further suggestion that each of her friends whom she is inviting should ask a personal friend to come along with her to the proposed demonstration. "In this way you will meet new friends," the hesitating hostess is told.

Every guest is eventually contacted by one of Mr. Gatty's salesmen, who calls upon her at her home. It is then that the actual sales are made. The demonstration, therefore, is verbally free of obvious commercialism.

In summer the outlying districts are worked with this plan, while during the winter the urban sections receive the attention of Mr. Gatty and his assistants. The Royal Electric Equipment Co. operates throughout Brooklyn, the Bronx, and Long Island.

"Even if I put on a demonstration and immediate sales are not forthcoming, I at least get good publicity out of the stunt. We determine by canvassing how much of a prospect a party is and we put all the information into our prospect file."

R. I. Petrie

The **JOURNAL** presents as prominent member of the industry for December, 1931, R. I. Petrie, sales manager, Leonard Refrigerator Co.

December, 1931



An announcement of tremendous importance to the radio music industry

● **BRUNSWICK** *announces*

that its laboratories have been concentrating for a long time on the development of new instrumentalities—instrumentalities that will be unique—that will interest the buying public—that will command and justify higher unit prices to the consumer—that will permit the dealer to sell “up” not “down”.

● **BRUNSWICK** *anticipates*

the opportunity to publicly announce, within three or four months, the final perfection of these new instrumentalities, whose introduction will have far-reaching consequences in the trade.

● **BRUNSWICK** *is confident*

that these new instrumentalities will materially broaden profit opportunities and promote higher standards of merchandising in the Radio Music Industry—and that their sale can be profitably harmonized with currently-known radio products.

● **BRUNSWICK** *thanks*

its dealers for service and loyalty that transcends ordinary business ethics—and assures them that they will have the first opportunity to profit by the new instrumentalities developed in our laboratories.

BRUNSWICK RADIO CORPORATION

DIVISION OF WARNER BROTHERS PICTURES, INC.
120 WEST 42nd STREET, NEW YORK, N. Y.

LIKE MAGIC THIS NEW LOW PRICED
WASHER SWEEPS THE COUNTRY

ABC Liberty

MODEL 10



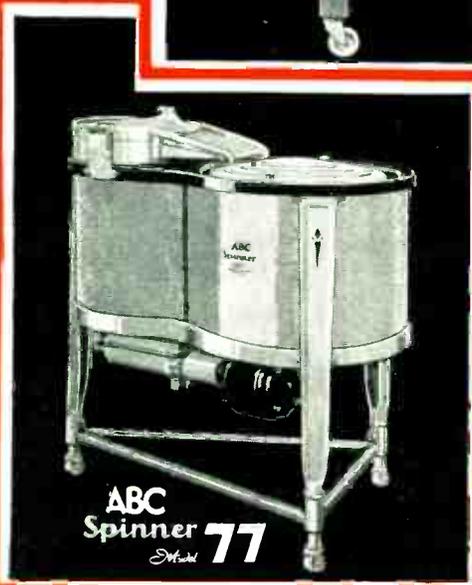
IT'S a sensation! From Maine to California, and from the Arctic to the Gulf come the enthusiastic reports from ABC Distributors and Dealers, that the new low-priced Liberty is a victory—a triumph of quality and super-value. Every day new reports confirm the sweeping success of the new ABC Liberty. ABC's factories are working day and night to meet the demand—carload after carload—a literal flood of orders.

With the addition of the brand new low-priced Liberty, ABC today presents a line that leads them all by such a wide margin that, to paraphrase a famous quotation, "there is no second." What Distributor or Dealer can't meet all competition and do a real job of merchandising with the ABC Liberty? What ABC Dealer can't more than meet competition with the low-priced Spinner 77 in the centrifugal dryer field, the ABC Companion in the square tub field, and the ABC Playmate in the intermediate field?

Here, indeed, is a line that talks out loud, a quality line that is priced right.

Conceived and designed to meet present conditions, the new ABC Liberty is more than doing this as exemplified by the tremendous demand from Coast to Coast.

Let us send you a sample—just one look at the Liberty will convince you that this new low-priced, high quality ABC washer is just what you need to start the ball rolling.



**ABC
Spinner 77**
Model

Above—New ABC Liberty. Full 55-lb. capacity. Beautiful two-tone grey with grey stippled porcelain tub, enameled inside and out. Exclusive ABC non-crush wringer. Westinghouse Motor. Three-wing aluminum agitator. Direct worm gear drive. Bronze bearings. All parts exposed to water are rust-proofed. Built to stand the gaff—no service problem.

Below—The peer of them all—the ABC Model 77 Spinner—the popular priced centrifugal dryer washer that has no competition. These two models, together with the other ABC models, provide the type, size, style and priced washer for every kind of buyer.

ALTORFER BROS. COMPANY (Est. 1909) PEORIA, ILLINOIS

central station RETAIL SHOPS

Help—and be helped by— the radio dealer who is now selling appliances

By Harold E. Speare

PUBLIC utilities, appliance distributors and dealers are all seeing the wisdom of close cooperation. By combining their mutual interests, these three divisions of appliance merchandising can greatly help each other, thereby selling more and better appliances and doing away with hurtful dissatisfaction on the part of any one of them.

The Valley Electric Supply Co., of Fresno, Calif., is owned by the San Joaquin Light & Power Co. It functions as a distributor and also has two retail stores. In addition, it works closely with the dealers and includes them in all campaigns held. The outcome is shown in the standing of the utility in California. It rates higher than any of them in appliances sold per meter. The Valley Electric Supply Co. state that they owe their exceptional success to their dealers who work with them 100 per cent.

Contrast this with conditions today in Kansas, the utilities having discontinued retailing appliances. The volume for the state is shot to pieces. The promotional work of the utilities is missed, resulting in a decline of some millions represented by the business done heretofore by the central stations. This additional business is lost, the dealers being unable to hold their own, let alone make up the lighting companies' deficiency.

In our November issue we had a remarkable article by Clarence Law, general merchandise manager of the New York Edison Co., in which he explained how his company hypothecates customers' refrigeration leases, and the success of this plan. He is very much pleased with the new venture as it has increased the sale

of refrigerators on the companies' lines. This they know to be a fact and will doubtlessly continue.

Other utilities would do well to follow in their footsteps as an electric refrigerator should be in every home and dealers work with a free mind as they don't have to worry about selling their paper.

The Edison Electric Illuminating Co., of Boston, work very closely with their dealers, including the department stores. In some campaigns, all of their advertising carry the dealers' names.

The Union Electric Light & Power Co., of St. Louis, are proud of the dealers' cooperative job. The Niagara Hudson have placed the dealers' names and addresses in some of their ads.

Dealers, particularly some radio companies who are new in the appliance field, should take advantage of this cooperative spirit of the utilities and become well acquainted with their local merchandise manager. The latter can help them in many ways and will gladly do it. The testing laboratory should be of real interest to all dealers as the utilities test most appliances and know their good and bad features.

Central station merchandise managers will do well to investigate the radio dealers who have entered the appliance business, because their activities will be represented profitably on the power company's load or unprofitably in the utility's service department. Considering the matter of refrigerators alone, the radio dealer has become vitally important to the central station. Two or three years ago the utility and the manufacturing company's

(Continued on next page)

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

How we can gross \$2,000 a month servicing electric appliances, netting as high as \$750.

From an Exclusive Interview with

J. E. Hardee



ONE OF the best known electric appliance dealers in Long Island has attained this distinction not only through good selling plans, but by a further step the maintenance of a very large and complete service department. Five outside men are on a definite salary and commission

basis, not counting the employees in the store who actually do the service work. Newspaper advertising in telephone books, advertising that is segregated into separate towns, brings inquiries and personal calls at the store as well as calling attention of a reputable house to a woman who wants a cleaner or washer repaired and looks in the phone book for somebody whose name she recognizes. In this way these five men are kept busy following up these calls which are new business, as well as taking care of customers who have purchased appliances originally from the dealer.

The ads invite inquiries on cleaner repair work and state that a thorough oiling, cleaning and adjustment will be done for \$2.50. This is attractive to the customer yet almost every cleaner needs a few new parts, possibly a bag, a belt or brushes. These parts, of course, are extras and the original \$2.50 job usually turns out to be a \$10.00 or \$12.00 job.

This dealer maintains in his business a most complete and modern repairing department. In fact, it looks like a young factory. Any washing machine, or vacuum cleaner, no matter how long ago it was made can be repaired. If parts are not obtainable, they can be made right on the premises, and when the machines are finished, as in the case of a cleaner, it is buffed so that it shines like a brand new machine, the handle is re-lacquered and it is returned to the customer in perfect order and looking very much as it did the first day it was shipped from the factory. The same applies to other appliances, including washing machines.

The service department is almost a store in itself. When a cleaner is finished and waiting to be returned to the customer, it is placed in an illuminated glass show case so that the other customers may see just how effectively this company does its service work and at the same time protect it from dust, etc.

Calls coming in are to a surprising percentage turned into sales of a new appliance. Each service man works in a dual capacity. They naturally make more money when selling a new appliance than they do servicing the old one, and therefore spend most of their time in interesting a customer in the home in the endeavor to persuade her to buy a new modern appliance.

The ability of the proprietor and his combination men is shown by the fact that in washing machines alone approximately 60 are sold retail monthly at an average price of \$150.00. Today's average washing machine sale is below \$100 and the very fact that this company can maintain a much higher average in the face of the keenest competition, as practically every washer

of any note is sold in this territory, it clearly shows that via the route of salesmanship retail sales of the higher priced washers still can be made.

This company has a \$59.50 washer on its floor and it has been sold and then returned for a high priced machine so many times that they have actually lost count. One very valuable sales help is that this store carries a brand new washing machine of every make that is in demand in the territory is to be seen on the floor so that when a customer comes in and wants to look at a "Whoozis" washing machine, she is immediately shown a brand new one, but when she leaves the store she is the happy and proud possessor of the highest priced and best constructed washing machine this company features.

Two things have been accomplished by this investment in washing machines. One is that the customer can see any machine she wants to see although she doesn't buy it, and the second point is that the company never has to say, "No, we don't carry that particular make." It is clearly seen that this company is rapidly and surely building up the reputation of having the most complete stock in Long Island.

Some idea of the amount of service work done by this company may be gained by looking at their books,

(Continued on next page)

(Continued from page 30)

which show an average of \$2,000.00 monthly, gross, come from service alone; of which \$500.00 to \$750.00 is net profit. Of course you must appreciate that this dealer has a very large investment in parts and equipment, which is naturally necessary in order to operate on such a large scale. Yet, we also know, that the proportionate net profit is much greater on a small operation.

The machine shop and replacement parts department which the writer personally inspected are really startling to the average electrical appliance merchant. For instance there are hundreds of wringer rolls for every type and style of washing machine, saying nothing of the bins full of gears, shafts, castors, belts, etc. They necessarily carry about 50 to 75 assorted types of motors, so as to be able to make motor replacements immediately. The vacuum cleaner service department bins are filled with all types of brushes, belts, bags, handles, switches, bearings, armatures, fans, etc.

The machine shop has a 3H.P. double extension shaft buffing motor, turning 3450 R.P.M.'s, with buff wheels enclosed with metal hoods, and connected to a large blower which carries all buffing waste outside into a large metal, cone-shaped tank. This blower system keeps the shop clean and also protects the operator's health, as generally required by Sanitary Laws where large buffing machines are used. Other equipment is a large, black-gearred, screw-cutting lathe, used to cut

down shafts, bearings, armatures, and many other things which the writer is not mechanic enough to understand. Then there is a large power drill press, used for drilling heavy machinery: a flexible shaft outfit, for polishing the insides of tubs; a wringer roll refinishing machine, for re-surfacing worn wringer rolls; a paint-spraying, compressed air outfit, for refinishing washing machines. Incidentally, all washing machines brought into the shop for overhauling, are re-lacquered and returned to the customer looking exactly like a brand new machine. There are many more devices such as testing outfits, grinding machines, portable drills, etc., too numerous to mention.

The work benches are covered with brown battleship linoleum, which is cleaned and waxed every night, in other words when the shop is closed at night, every tool must be put in its place and the benches scrubbed and waxed, each mechanic being held personally responsible for the condition of his bench.

Another thing I should have mentioned, is the wholesale parts and machine work done by this company for the accomodation of the smaller electrical dealers throughout the territory. There are many dealers who bring their service work to Hardee's, and then pick it up and return it to their customers who think that their local dealer actually did the service. This system is naturally profitable to all parties concerned; including the customer, who would never have been as thoroughly satisfied had the dealer done what is commonly known as a "screw-driver and plyers" job.

How Levine Overcomes Price Competition

(Continued from page 23)

doesn't give a rap about the higher sort of retailing ethics gets away with it, pawns off sets and tubes of an inferior quality and turns potential rooters for radio into angry customers who feel they have been victimized.

Realizing, therefore, that "prestige" could prove a handicap while the public has the price fever, we evolved a plan whereby Arrow hurdles this obstacle. It would have been expensive to have the reputation for expensiveness and so we changed the complexion of the Arrow ads a trifle and the price inference was injected in a clever way that did not weaken the Arrow name. It is true "bargains" are there, but they are *inferred* rather than stated in the usual bold face type and the screaming "bargain" head. By adopting this method, price is suggested and not brought out too plainly. Needless to say, the new Arrow copy successfully circumvents the outspoken advertising of less painstaking competitors and attracts the price-conscious prospect.

Price is emphasized painlessly by the use of such heading as "Your Radio Dollars," "What Price Radio," "Radio Safety at No Extra Cost," "Radio Pioneers and What That Means to You," etc. These ads stress the fact that Arrow is in the position to offer value comparable to those of any other store in town, of whatever calibre. This point is stressed rather forcefully at times, particularly with the slogans at the bottom of the ads, such as, "Choose Your Radio, Shop for Price, Then See Arrow" and "Arrow Meets All Competition—Any-where." They turn the trick very well as they pinch the prospective buyer on price, and if he is at all interested he reads the ad and learns what Arrow has to offer.

We have phrased the Arrow text so that Arrow does

not make the mistake of under bidding competition. Too many dealers, large and small, succumb to price this way and cut their own throats in doing so. Arrow claims that it will equal, not beat, rival prices.

Help the Radio Dealer

(Continued from page 29)

branches sold the big majority of electric refrigerators. The power company had a very definite word in what refrigerators would be placed on its lines, how they would be advertised and what terms would be offered. Today radio dealers have embraced electric refrigeration, many of them trying to retail these machines with no previous experience in installing or servicing. The central station runs the risk not only of being forced to meet competition by inefficient merchandising methods, but of taking over the service work of dealers who drop out of the field. It is therefore of great interest to the merchandise manager that he works closely with the dealer.

The radio dealer will be glad to gain from the experience of the central station. He will listen to advice about a choice of lines to sell, about home canvassing methods and installment payments. The merchandise manager is usually in closer touch with the manufacturer than the isolated dealer and he will be able to pass on valuable information about coming models or price changes.



Graham Avenue, Brooklyn, where Le Winter has three stores within four blocks.



LF ONE salesman and one demonstration won't close a prospect, perhaps two will. If the second fails, perhaps a third will land the order. And if the third misses, possibly the prospect will come back to the first. That, in a nutshell, is why Louis Le Winter maintains three radio stores on Graham Avenue, Brooklyn, within four blocks of each other. In these days of cutting down overhead, it is amazing to learn that Le Winter can blanket a neighborhood with stores and make each one pay handsomely.

Louis Le Winter is a young man in years, but he is seasoned in merchandising radio and phonographs and he knows his costs and net profits to the decimal point. He has instant, visible records that tell him not only how much business is done each week in each of his six radio stores, but how much that business cost him and the overhead percentage for each store. He has experimented with his three stores on Graham Avenue to discover whether he couldn't make a greater net profit with only one or two stores, and he is thoroughly convinced that his present set-up is best.

Fifteen years ago Le Winter had a phonograph store on Sumner Street. His brother-in-law had a dress store at 91 Graham Avenue, with a lease but no business. Louis took over the lease and put in phonographs. They sold so well on Graham Avenue that he had to take a larger store at Number 35. The lease at 91 hadn't expired, so Louis found himself with two stores on the one street. They both were so successful that when the lease at 91 expired he opened another store at 73. When the lease of 35 expired, he opened a larger

Louis Le Winter
hunts sales with
a repeating rifle

**3 stores
on one
street**



Louis Le Winter, whose merchandising skill and knowledge of customer psychology are rapidly bringing him to the forefront of successful Metropolitan dealers.

store at 58, and then six months later discovered that he could get a better lease at 18. In other words, each time he moved to larger quarters he opened the new store before closing the old, and then found that both were sufficiently profitable to keep the old.

"I made a mistake every time I opened a store of not getting a big enough place," Le Winter explains. "Then I found myself with two profitable stores, later three, on the one street. Although in one sense they reach two different neighborhoods, they are all within four blocks, and they don't compete."

Le Winter showed us sales figures that proved each store is making money. Incidentally, there are five other stores in the same four blocks, but, as Le Winter says, "The more radio stores, the more radio business for all radio dealers on the street."

During four months of Summer, Le Winter closed one of his stores to cut overhead, and see if he couldn't attract the business to the other two. It made no difference to his other stores. Then he reopened the third store under a different name. It didn't do so well. When he changed it back to the Le Winter banner, it pepped up immediately, but his records show no sales stolen from his other stores.

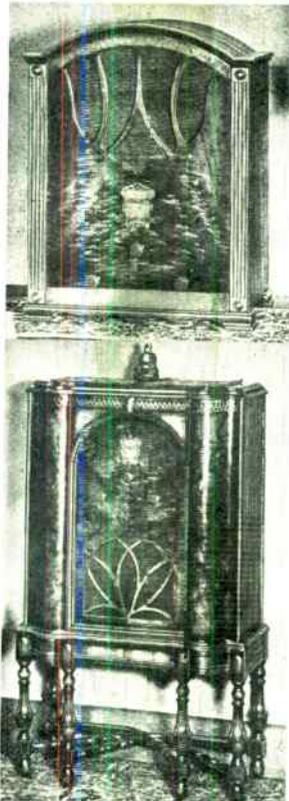
An intimate knowledge of the psychology of the shopper is Le Winter's greatest sales asset. He has been firmly entrenched in his neighborhood for a decade and a half, and his reputation for fair dealing has won him hosts of friends among his customers. Le Winter knows, however, that although a prospect is sold on his brand of service, each salesman does not appeal to all customers. A prospect may refuse a "Yes" to one salesman in one store, but he will be won over by another.

New Models

Crosley

The Tenstrike and the Happy Hour are two new members of the large Crosley radio group. They both feature a 10-tube super-heterodyne chassis with meter tuning and automatic volume control. \$69.50 is the retail price for the Tenstrike, a table model, while \$99.50 is the price of the Happy Hour, a six-legged de luxe console.

The new Crosley 10-tube push-pull pentode output, variable mu, and auditorium size Crosley full floating moving coil dynamic speakers are contained in these models, whose chassis employs the following tubes: two '24's, two '35 or '51 variable mu screen grids, three '27s, two PZ or '47 screen grid pentode power output tubes in push-pull, and one '80 rectifier. Other features are illuminated hairline shadow dial calibrated in channels and having a vernier drive, continuous (stepless) static and tone control, heterotonal response, audio level control, resistance coupled intermediate audio frequency amplifier and phonograph pick-up jacks.



Reproductions Co.



Reproductions Co. offers the refrigerator dealer imitation foodstuffs for display in ice chests in the window. Special material is used in the manufacture of this imitation food which makes possible a much more life-like finish than is usual, and it does not fade nor melt in the heat. A wide range of products is made in the Reproductions factory, replicas of the Majestic polar bear being in big demand by Majestic dealers. The foodstuffs lend an air of reality to the refrigerator display and makes possible an attractive presentation.

presentation of Echophone product, composed of some six different models, has a price range extending from \$32.75 to \$80.50. Included in this company's merchandise are such qualifications as super-heterodyne chassis, pentode, variable-mu tubes, Jensen dynamic speakers, etc.

Majestic



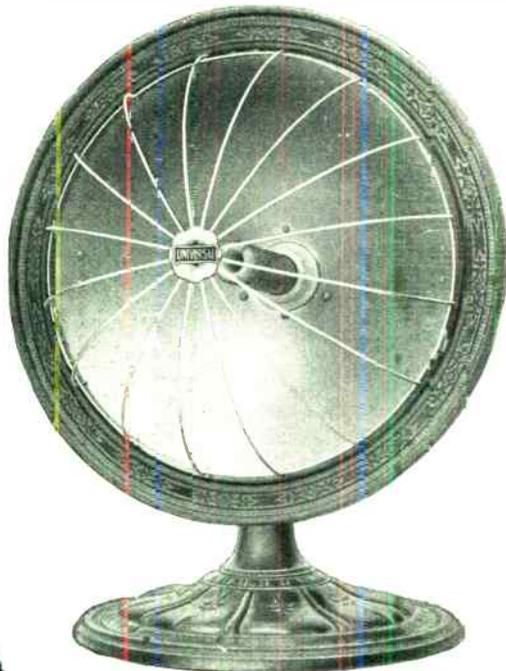
Two new Majestic radio receivers are the latest additions to the Majestic family. They are the "Sherwood," a grandfather clock basically Sheraton in style, and the "Brucewood," a highboy modernization of Early English. Prices are \$84.50 and \$129.50 respectively, announces the Grigsby-Grunow Co.

The "Sherwood," provided with an electric clock of high quality, with a Majestic model 15 type chassis, is a super-heterodyne using the new Spray-Shield tubes, also Multi-Mu, screen-grid and pentode. A stepless tone control and amply large full dynamic speaker complete the radio installation. The "Brucewood," a 9-tube super-heterodyne, provides Twin Power Detection, contained in the type 25 Majestic chassis, also includes the Multi-Mu, screen-grid, Spray-Shield and pentode tube features. Carefully matched oriental and richly grained butt walnut and a control panel of imported Lacewood characterize the cabinet.

Universal

An extensive line of portable radiant electric heaters is now being offered by Landers, Frary & Clark, one of the largest manufacturers of electrical appliances in the country. The Universal heater illustrated

here is number 7937, retailing for \$6.95. The reflector is 14 ins. in diameter while the appliance stands 17 ins.; 625 wattage. Chromium plated and bronze finish.



Echophone



A new 7-tube super-heterodyne, the Model 65, encased in a handsome console cabinet, is announced by the Echophone Radio Mfg. Co., Ltd. Its retail price is \$63.75 complete. The dimensions are 36½ ins. x 19½ ins. x 12½ ins. The current

Superior Automatic

The "King," a fully automatic record-changing mechanism of new simplicity, has been developed by the Superior Automatic Phonograph Co. and is had in two new model phonograph and radio combinations, one coin operated for commercial use, and the other a domestic model for the home or club.

Pictorially



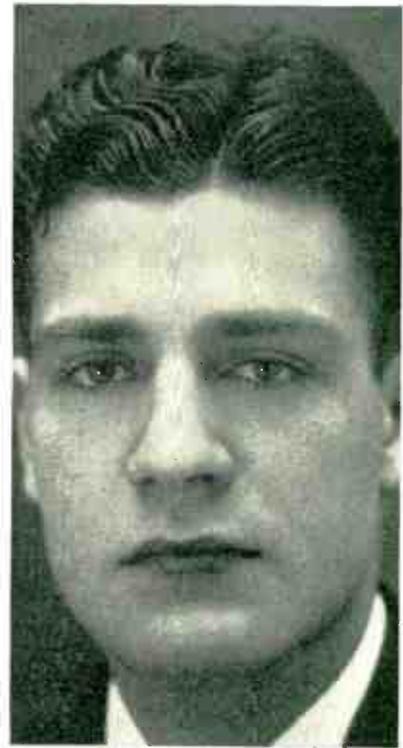
Nick Carter has resigned as president of the Carter Radio Co. to form the Carter Television Co., planning television sets, automobile radio parts and dynamic speakers.



Radio dealers cooperated with the local utility during the November electric refrigerator drive, including Helshro Radio & Electric Shop, Radio Sales Co., General Radio Co., Herbert Radio Station, Nola Radio Co., Uptown Radio Co., Radio Electric Service and Dill Radio Shop.



Radio dealers find that space devoted to the display of Vitascope home moving picture cameras and projectors make their cash registers ring with "spot" sales.



H. L. Berno, who was recently appointed acting manager of the radio division of Westinghouse.



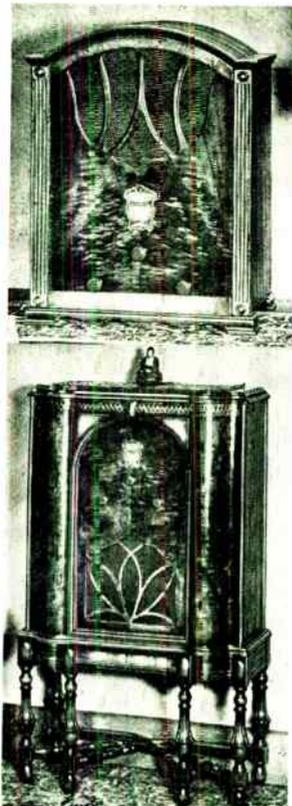
The Annual Distributor Convention held by the Leonard Refrigerator Co., in Detroit,

New Models

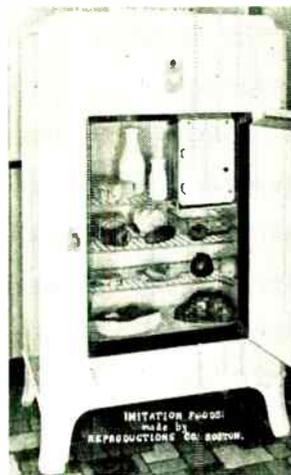
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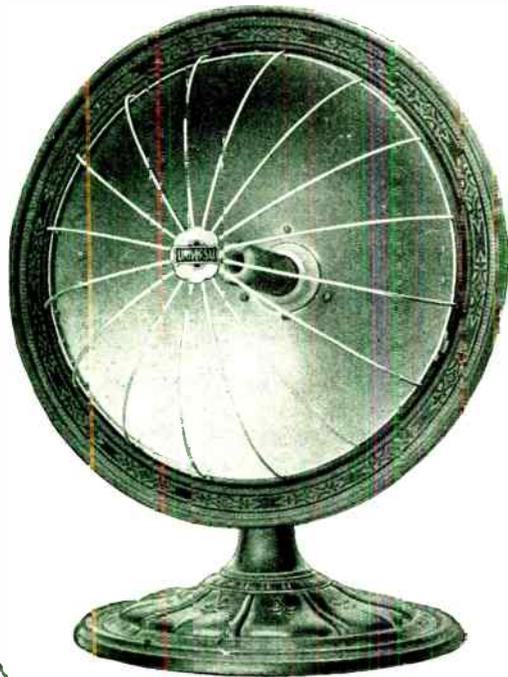
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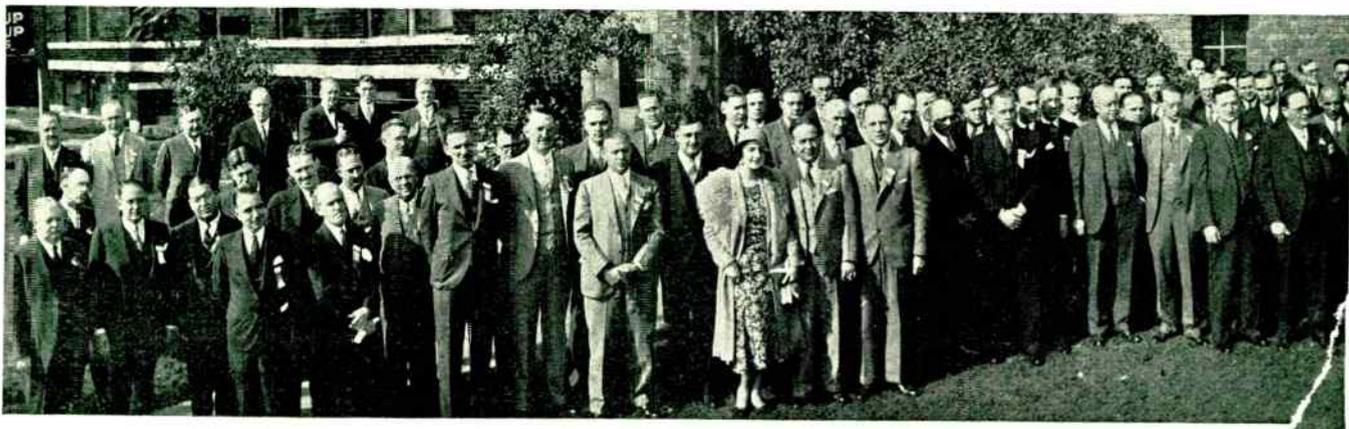
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Other utilities would do well to follow in their footsteps as an electric refrigerator should be in every home and dealers work with a free mind as they don't have to worry about selling their paper.

The Edison Electric Illuminating Co., of Boston, work very closely with their dealers, including the department stores. In some campaigns, all of their advertising carry the dealers' names.

The Union Electric Light & Power Co., of St. Louis, are proud of the dealers' cooperative job. The Niagara Hudson have placed the dealers' names and addresses in some of their ads.

Dealers, particularly some radio companies who are new in the appliance field, should take advantage of this cooperative spirit of the utilities and become well acquainted with their local merchandise manager. The latter can help them in many ways and will gladly do it. The testing laboratory should be of real interest to all dealers as the utilities test most appliances and know their good and bad features.

Central station merchandise managers will do well to investigate the radio dealers who have entered the appliance business, because their activities will be represented profitably on the power company's load or unprofitably in the utility's service department. Considering the matter of refrigerators alone, the radio dealer has become vitally important to the central station. Two or three years ago the utility and the manufacturing company's

(Continued on next page)

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

How we can gross \$2,000 a month servicing electric appliances, netting as high as \$750.

From an Exclusive Interview with

J. E. Hardee



ONE OF the best known electric appliance dealers in Long Island has attained this distinction not only through good selling plans, but by a further step the maintenance of a very large and complete service department. Five outside men are on a definite salary and commission

basis, not counting the employees in the store who actually do the service work. Newspaper advertising in telephone books, advertising that is segregated into separate towns, brings inquiries and personal calls at the store as well as calling attention of a reputable house to a woman who wants a cleaner or washer repaired and looks in the phone book for somebody whose name she recognizes. In this way these five men are kept busy following up these calls which are new business, as well as taking care of customers who have purchased appliances originally from the dealer.

The ads invite inquiries on cleaner repair work and state that a thorough oiling, cleaning and adjustment will be done for \$2.50. This is attractive to the customer yet almost every cleaner needs a few new parts, possibly a bag, a belt or brushes. These parts, of course, are extras and the original \$2.50 job usually turns out to be a \$10.00 or \$12.00 job.

This dealer maintains in his business a most complete and modern repairing department. In fact, it looks like a young factory. Any washing machine, or vacuum cleaner, no matter how long ago it was made can be repaired. If parts are not obtainable, they can be made right on the premises, and when the machines are finished, as in the case of a cleaner, it is buffed so that it shines like a brand new machine, the handle is re-lacquered and it is returned to the customer in perfect order and looking very much as it did the first day it was shipped from the factory. The same applies to other appliances, including washing machines.

The service department is almost a store in itself. When a cleaner is finished and waiting to be returned to the customer, it is placed in an illuminated glass show case so that the other customers may see just how effectively this company does its service work and at the same time protect it from dust, etc.

Calls coming in are to a surprising percentage turned into sales of a new appliance. Each service man works in a dual capacity. They naturally make more money when selling a new appliance than they do servicing the old one, and therefore spend most of their time in interesting a customer in the home in the endeavor to persuade her to buy a new modern appliance.

The ability of the proprietor and his combination men is shown by the fact that in washing machines alone approximately 60 are sold retail monthly at an average price of \$150.00. Today's average washing machine sale is below \$100 and the very fact that this company can maintain a much higher average in the face of the keenest competition, as practically every washer

of any note is sold in this territory, it clearly shows that via the route of salesmanship retail sales of the higher priced washers still can be made.

This company has a \$59.50 washer on its floor and it has been sold and then returned for a high priced machine so many times that they have actually lost count. One very valuable sales help is that this store carries a brand new washing machine of every make that is in demand in the territory is to be seen on the floor so that when a customer comes in and wants to look at a "Whoozis" washing machine, she is immediately shown a brand new one, but when she leaves the store she is the happy and proud possessor of the highest priced and best constructed washing machine this company features.

Two things have been accomplished by this investment in washing machines. One is that the customer can see any machine she wants to see although she doesn't buy it, and the second point is that the company never has to say, "No, we don't carry that particular make." It is clearly seen that this company is rapidly and surely building up the reputation of having the most complete stock in Long Island.

Some idea of the amount of service work done by this company may be gained by looking at their books,

(Continued on next page)

(Continued from page 30)

which show an average of \$2,000.00 monthly, gross, come from service alone; of which \$500.00 to \$750.00 is net profit. Of course you must appreciate that this dealer has a very large investment in parts and equipment, which is naturally necessary in order to operate on such a large scale. Yet, we also know, that the proportionate net profit is much greater on a small operation.

The machine shop and replacement parts department which the writer personally inspected are really startling to the average electrical appliance merchant. For instance there are hundreds of wringer rolls for every type and style of washing machine, saying nothing of the bins full of gears, shafts, castors, belts, etc. They necessarily carry about 50 to 75 assorted types of motors, so as to be able to make motor replacements immediately. The vacuum cleaner service department bins are filled with all types of brushes, belts, bags, handles, switches, bearings, armatures, fans, etc.

The machine shop has a 3H.P. double extension shaft buffing motor, turning 3450 R.P.M.'s, with buff wheels enclosed with metal hoods, and connected to a large blower which carries all buffing waste outside into a large metal, cone-shaped tank. This blower system keeps the shop clean and also protects the operator's health, as generally required by Sanitary Laws where large buffing machines are used. Other equipment is a large, black-gear, screw-cutting lathe, used to cut

down shafts, bearings, armatures, and many other things which the writer is not mechanic enough to understand. Then there is a large power drill press, used for drilling heavy machinery: a flexible shaft outfit, for polishing the insides of tubs; a wringer roll refinishing machine, for re-surfacing worn wringer rolls; a paint-spraying, compressed air outfit, for refinishing washing machines. Incidentally, all washing machines brought into the shop for overhauling, are re-lacquered and returned to the customer looking exactly like a brand new machine. There are many more devices such as testing outfits, grinding machines, portable drills, etc., too numerous to mention.

The work benches are covered with brown battleship linoleum, which is cleaned and waxed every night, in other words when the shop is closed at night, every tool must be put in its place and the benches scrubbed and waxed, each mechanic being held personally responsible for the condition of his bench.

Another thing I should have mentioned, is the wholesale parts and machine work done by this company for the accomodation of the smaller electrical dealers throughout the territory. There are many dealers who bring their service work to Hardee's, and then pick it up and return it to their customers who think that their local dealer actually did the service. This system is naturally profitable to all parties concerned; including the customer, who would never have been as thoroughly satisfied had the dealer done what is commonly known as a "screw-driver and plyers" job.

How Levine Overcomes Price Competition

(Continued from page 23)

doesn't give a rap about the higher sort of retailing ethics gets away with it, pawns off sets and tubes of an inferior quality and turns potential rooters for radio into angry customers who feel they have been victimized.

Realizing, therefore, that "prestige" could prove a handicap while the public has the price fever, we evolved a plan whereby Arrow hurdles this obstacle. It would have been expensive to have the reputation for expensiveness and so we changed the complexion of the Arrow ads a trifle and the price inference was injected in a clever way that did not weaken the Arrow name. It is true "bargains" are there, but they are *inferred* rather than stated in the usual bold face type and the screaming "bargain" head. By adopting this method, price is suggested and not brought out too plainly. Needless to say, the new Arrow copy successfully circumvents the outspoken advertising of less painstaking competitors and attracts the price-conscious prospect.

Price is emphasized painlessly by the use of such heading as "Your Radio Dollars," "What Price Radio," "Radio Safety at No Extra Cost," "Radio Pioneers and What That Means to You," etc. These ads stress the fact that Arrow is in the position to offer value comparable to those of any other store in town, of whatever calibre. This point is stressed rather forcefully at times, particularly with the slogans at the bottom of the ads, such as, "Choose Your Radio, Shop for Price, Then See Arrow" and "Arrow Meets All Competition—Any where." They turn the trick very well as they pinch the prospective buyer on price, and if he is at all interested he reads the ad and learns what Arrow has to offer.

We have phrased the Arrow text so that Arrow does

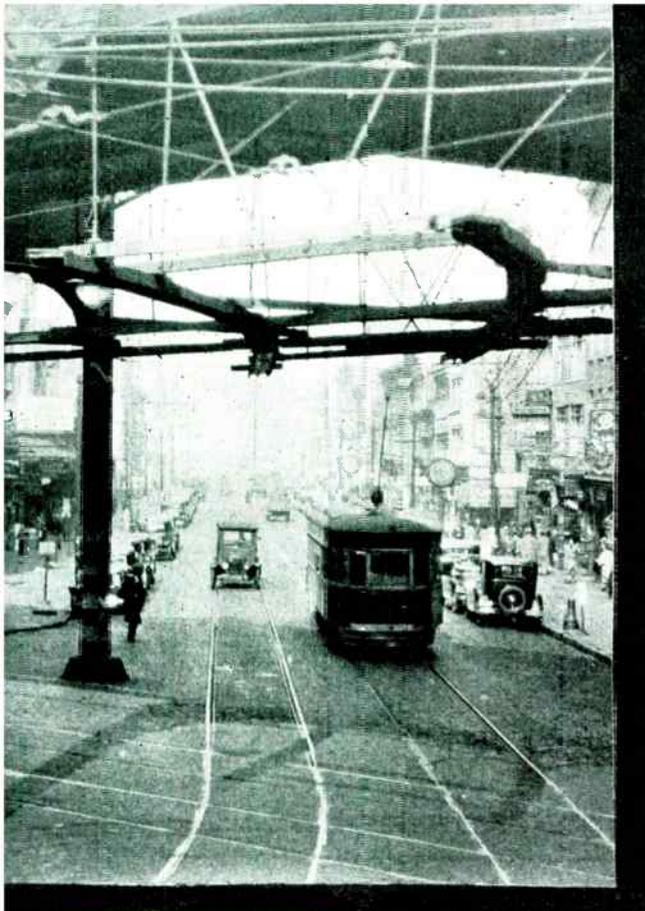
not make the mistake of under bidding competition. Too many dealers, large and small, succumb to price this way and cut their own throats in doing so. Arrow claims that it will equal, not beat, rival prices.

Help the Radio Dealer

(Continued from page 29)

branches sold the big majority of electric refrigerators. The power company had a very definite word in what refrigerators would be placed on its lines, how they would be advertised and what terms would be offered. Today radio dealers have embraced electric refrigeration, many of them trying to retail these machines with no previous experience in installing or servicing. The central station runs the risk not only of being forced to meet competition by inefficient merchandising methods, but of taking over the service work of dealers who drop out of the field. It is therefore of great interest to the merchandise manager that he works closely with the dealer.

The radio dealer will be glad to gain from the experience of the central station. He will listen to advice about a choice of lines to sell, about home canvassing methods and installment payments. The merchandise manager is usually in closer touch with the manufacturer than the isolated dealer and he will be able to pass on valuable information about coming models or price changes.



Graham Avenue, Brooklyn, where Le Winter has three stores within four blocks.

Louis Le Winter hunts sales with a repeating rifle

3 stores on one street



L F ONE salesman and one demonstration won't close a prospect, perhaps two will. If the second fails, perhaps a third will land the order.

And if the third misses, possibly the prospect will come back to the first. That, in a nutshell, is why Louis Le Winter maintains three radio stores on Graham Avenue, Brooklyn, within four blocks of each other. In these days of cutting down overhead, it is amazing to learn that Le Winter can blanket a neighborhood with stores and make each one pay handsomely.

Louis Le Winter is a young man in years, but he is seasoned in merchandising radio and phonographs and he knows his costs and net profits to the decimal point. He has instant, visible records that tell him not only how much business is done each week in each of his six radio stores, but how much that business cost him and the overhead percentage for each store. He has experimented with his three stores on Graham Avenue to discover whether he couldn't make a greater net profit with only one or two stores, and he is thoroughly convinced that his present set-up is best.

Fifteen years ago Le Winter had a phonograph store on Sumner Street. His brother-in-law had a dress store at 91 Graham Avenue, with a lease but no business. Louis took over the lease and put in phonographs. They sold so well on Graham Avenue that he had to take a larger store at Number 35. The lease at 91 hadn't expired, so Louis found himself with two stores on the one street. They both were so successful that when the lease at 91 expired he opened another store at 73. When the lease of 35 expired, he opened a larger



Louis Le Winter, whose merchandising skill and knowledge of customer psychology are rapidly bringing him to the forefront of successful Metropolitan dealers.

store at 58, and then six months later discovered that he could get a better lease at 18. In other words, each time he moved to larger quarters he opened the new store before closing the old, and then found that both were sufficiently profitable to keep the old.

"I made a mistake every time I opened a store of not getting a big enough place," Le Winter explains. "Then I found myself with two profitable stores, later three, on the one street. Although in one sense they reach two different neighborhoods, they are all within four blocks, and they don't compete."

Le Winter showed us sales figures that proved each store is making money. Incidentally, there are five other stores in the same four blocks, but, as Le Winter says, "The more radio stores, the more radio business for all radio dealers on the street."

During four months of Summer, Le Winter closed one of his stores to cut overhead, and see if he couldn't attract the business to the other two. It made no difference to his other stores. Then he reopened the third store under a different name. It didn't do so well. When he changed it back to the Le Winter banner, it pepped up immediately, but his records show no sales stolen from his other stores.

An intimate knowledge of the psychology of the shopper is Le Winter's greatest sales asset. He has been firmly entrenched in his neighborhood for a decade and a half, and his reputation for fair dealing has won him hosts of friends among his customers. Le Winter knows, however, that although a prospect is sold on his brand of service, each salesman does not appeal to all customers. A prospect may refuse a "Yes" to one salesman in one store, but he will be won over by another.

speaking



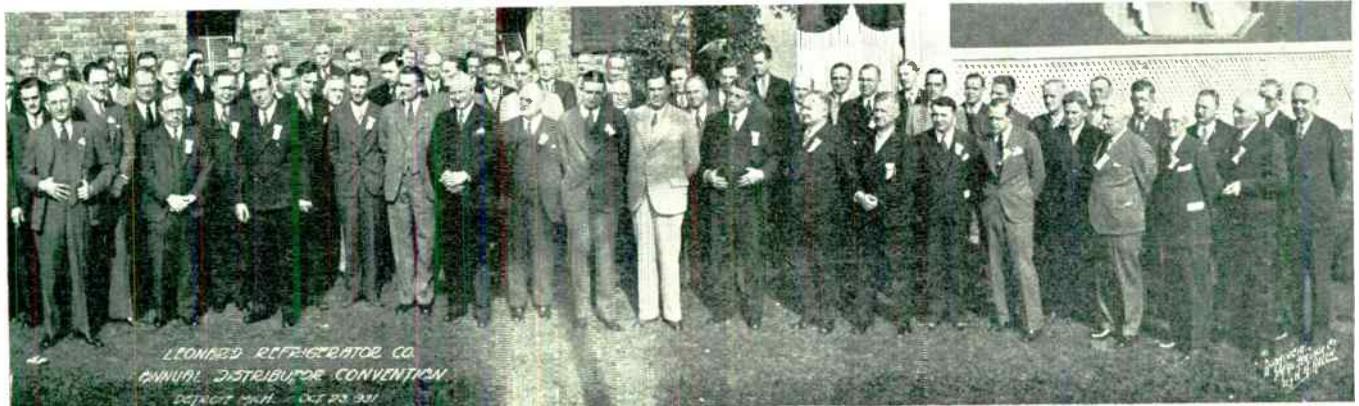
Ben Barber is now Radiotron Central district sales promotion manager.



Arthur Berg, familiar with phonograph dealers through his nine years' association with Columbia has joined Young & Rubicam, Inc., as head of the radio department.

Just one-third of the building, crowd and equipment at the radio show sponsored by the St. Louis Radio Trades Association which had a 26% increase in paid attendance.

Donating a Copeland to help ex-service men. George James, Edwin Denby Post, American Legion, W. D. McElhinny, vice-president of Copeland, Mme. Schumann-Heink, Veno E. Sacre, commander, and S. J. Leve, chairman, Edwin Denby Post, Ralph H. Graham, president Copeland of Detroit, in front of refrigerator.



brought reports of enthusiasm by radio distributors who have been handling this line.

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 Pricing

Dear Glad.:

We wish to take this opportunity to express our appreciation for your comments in connection with our recent announcement of Champion "Group List Prices." Your article in November RADIO & Electrical Appliance JOURNAL clearly and fairly states our case, especially so in relation to our claim that "Group List Prices," with normal discounts, remove the incentive to quote the consumer other than standard established list prices.

For many months, dealers have complained of the loss of prestige and customers, as a result of the tactics of the so-called "cut-price artists," who owe their existence to their ability to undermine legitimate and ethical retailers. Champion believes this evil can be attributed to abnormal discounts, thereby making the established list prices misleading.

May we bring another point to your attention? The one that really inspired the creation of our new merchandising plan. It has to do with the following:

Good advertising practices demand establishing a price in the minds of the public if the manufacturer expects the public to respond. Under the old order

dising laws results in serious consequences." This has been an infallible rule, so often expressed by the leading merchandising geniuses of the country. Champion's new plan adheres to natural merchandising laws. Champion further intends the success of its sales activities will come from organized effort, more

of commodities and would have been applied long ago. As you are quite aware, the money in the slot machine has been tried by the gas companies on gas meters, but today very few slot meters are in vogue.

As you are very conversant with the public utility companies, you will know why they do not adopt this idea. You can realize that it would save them millions of dollars per year in bad debts and worry if the thing was good. In the first place, I think you know and I know of plenty of people who have decided all of a sudden to put a certain amount of money away each and every week in order to accumulate a savings account, and what was the result?

The answer to this problem is that they do it for a short while and then start to procrastinate. The people buying these things, in my opinion, are interested mainly in three things. First, keeping up with the Joneses, second, no down payment, and, thirdly, twenty-five cents.

Put yourself in the position of the department store selling on this basis. They have to pay cash for the job to the manufacturer. They have to deliver the job, which will cost them at least \$7.50. They have to pay interest on the money borrowed to pay the manufacturer for the job. They have to buy, and I believe the price is \$25.00, the clock to put on the job, which means this much profit taken from them.

Now, from the customer's angle, the most he will pay is \$7.50 per month, or about \$90.00 per annum. Supposing people buy them that are just renting the place, they will probably get out and leave the thing, and I don't doubt for one moment that many of them will rifle the clock before they leave, just in the same way as people rifled gas meters.

I firmly believe that the average job coming out of a home would cost at least \$15.00 to put in presentable order again. There would also be another \$7.50 for cartage back again.

Another bad feature to this job is that I fear some of these wise guys will relay the wires so that they miss the clock.

My firm opinion is that the class of people buying refrigeration on this score are people who should not be sold mechanical refrigeration. When anyone takes into consideration the remarkable terms and conditions offered by the public utility companies today, I do not see that anything further is necessary. To be frank with you, were I a dealer, I would not even entertain the idea, as I firmly believe the cost of cartage, reconditioning, collector emptying boxes, insurance against holdups of the collector, and cost of clock, would mean a pretty poor deal for the dealer.

I am asking that you do not cite me on this letter. These are personal feelings, and have got nothing to do with our corporation.

Very truly yours,



F. W. Marsh

plainly identified as "intelligent hard work," and effective advertising, rather than easy schemes and spasmodic jerks that result in the "consequences," as mentioned in the above quotation.

By following the so-called "natural merchandising laws," Champion will lead the trade to a profit—certainly the best selling plan yet perfected to cement our relations with the trade, and to carry their patronage into the future.

Very truly yours,

CHAMPION RADIO WORKS, INC.,

F. W. Marsh, President

25c a Day Meters

Dear Glad.:

With respect to idea of the twenty-five cents a day refrigeration, personally I do not think the thing will go over. The following are my many reasons:

In the first place, I feel that if this idea were good (it is certainly not new), it could be applied to many other kinds

CHAMPION "DE BUNKS" RADIO TUBE LIST PRICE RACKET

CHAMPION GROUPING means one price the best price

34c	\$1.00	75c
112A	112B	112C
112D	112E	112F
112G	112H	112I
112J	112K	112L
112M	112N	112O
112P	112Q	112R
112S	112T	112U
112V	112W	112X
112Y	112Z	112AA
112AB	112AC	112AD
112AE	112AF	112AG
112AH	112AI	112AJ
112AK	112AL	112AM
112AN	112AO	112AP
112AQ	112AR	112AS
112AT	112AU	112AV
112AW	112AX	112AY
112AZ	112BA	112BB
112BC	112BD	112BE
112BF	112BG	112BH
112BI	112BJ	112BK
112BL	112BM	112BN
112BO	112BP	112BQ
112BR	112BS	112BT
112BU	112BV	112BW
112BX	112BY	112BZ
112CA	112CB	112CC
112CD	112CE	112CD
112CF	112CG	112CH
112CI	112CJ	112CK
112CL	112CM	112CN
112CO	112CP	112CQ
112CR	112CS	112CT
112CU	112CV	112CW
112CX	112CY	112CZ
112DA	112DB	112DC
112DD	112DE	112DD
112DF	112DG	112DH
112DI	112DJ	112DK
112DL	112DM	112DN
112DO	112DP	112DQ
112DR	112DS	112DT
112DU	112DV	112DW
112DX	112DY	112DZ
112EA	112EB	112EC
112ED	112EE	112ED
112EF	112EG	112EH
112EI	112EJ	112EK
112EL	112EM	112EN
112EO	112EP	112EQ
112ER	112ES	112ET
112EU	112EV	112EW
112EX	112EY	112EZ
112FA	112FB	112FC
112FD	112FE	112FD
112FF	112FG	112FH
112FI	112FJ	112FK
112FL	112FM	112FN
112FO	112FP	112FQ
112FR	112FS	112FT
112FU	112FV	112FW
112FX	112FY	112FZ
112GA	112GB	112GC
112GD	112GE	112GD
112GF	112GG	112GH
112GI	112GJ	112GK
112GL	112GM	112GN
112GO	112GP	112GQ
112GR	112GS	112GT
112GU	112GV	112GW
112GX	112GY	112GZ
112HA	112HB	112HC
112HD	112HE	112HD
112HF	112HG	112HH
112HI	112HJ	112HK
112HL	112HM	112HN
112HO	112HP	112HQ
112HR	112HS	112HT
112HU	112HV	112HW
112HX	112HY	112HZ
112IA	112IB	112IC
112ID	112IE	112ID
112IF	112IG	112IH
112II	112IJ	112IK
112IL	112IM	112IN
112IO	112IP	112IQ
112IR	112IS	112IT
112IU	112IV	112IW
112IX	112IY	112IZ
112JA	112JB	112JC
112JD	112JE	112JD
112JF	112JG	112JH
112JI	112JJ	112JK
112JL	112JM	112JN
112JO	112JP	112JQ
112JR	112JS	112JT
112JU	112JV	112JW
112JX	112JY	112JZ
112KA	112KB	112KC
112KD	112KE	112KD
112KF	112KG	112KH
112KI	112KJ	112KK
112KL	112KM	112KN
112KO	112KP	112KQ
112KR	112KS	112KT
112KU	112KV	112KW
112KX	112KY	112KZ
112LA	112LB	112LC
112LD	112LE	112LD
112LF	112LG	112LH
112LI	112LJ	112LK
112LL	112LM	112LN
112LO	112LP	112LQ
112LR	112LS	112LT
112LU	112LV	112LW
112LX	112LY	112LZ
112MA	112MB	112MC
112MD	112ME	112MD
112MF	112MG	112MH
112MI	112MJ	112MK
112ML	112MM	112MN
112MO	112MP	112MQ
112MR	112MS	112MT
112MU	112MV	112MW
112MX	112MY	112MZ
112NA	112NB	112NC
112ND	112NE	112ND
112NF	112NG	112NH
112NI	112NJ	112NK
112NL	112NM	112NN
112NO	112NP	112NQ
112NR	112NS	112NT
112NU	112NV	112NW
112NX	112NY	112NZ
112OA	112OB	112OC
112OD	112OE	112OD
112OF	112OG	112OH
112OI	112OJ	112OK
112OL	112OM	112ON
112OO	112OP	112OQ
112OR	112OS	112OT
112OU	112OV	112OW
112OX	112OY	112OZ
112PA	112PB	112PC
112PD	112PE	112PD
112PF	112PG	112PH
112PI	112PJ	112PK
112PL	112PM	112PN
112PO	112PP	112PQ
112PR	112PS	112PT
112PU	112PV	112PW
112PX	112PY	112PZ
112QA	112QB	112QC
112QD	112QE	112QD
112QF	112QG	112QH
112QI	112QJ	112QK
112QL	112QM	112QN
112QO	112QP	112QQ
112QR	112QS	112QT
112QU	112QV	112QW
112QX	112QY	112QZ
112RA	112RB	112RC
112RD	112RE	112RD
112RF	112RG	112RH
112RI	112RJ	112RK
112RL	112RM	112RN
112RO	112RP	112RQ
112RR	112RS	112RT
112RU	112RV	112RW
112RX	112RY	112RZ
112SA	112SB	112SC
112SD	112SE	112SD
112SF	112SG	112SH
112SI	112SJ	112SK
112SL	112SM	112SN
112SO	112SP	112SQ
112SR	112SS	112ST
112SU	112SV	112SW
112SX	112SY	112SZ
112TA	112TB	112TC
112TD	112TE	112TD
112TF	112TG	112TH
112TI	112TJ	112TK
112TL	112TM	112TN
112TO	112TP	112TQ
112TR	112TS	112TT
112TU	112TV	112TW
112TX	112TY	112TZ
112UA	112UB	112UC
112UD	112UE	112UD
112UF	112UG	112UH
112UI	112UJ	112UK
112UL	112UM	112UN
112UO	112UP	112UQ
112UR	112US	112UT
112UU	112UV	112UW
112UX	112UY	112UZ
112VA	112VB	112VC
112VD	112VE	112VD
112VF	112VG	112VH
112VI	112VJ	112VK
112VL	112VM	112VN
112VO	112VP	112VQ
112VR	112VS	112VT
112VU	112VV	112VW
112VX	112VY	112VZ
112WA	112WB	112WC
112WD	112WE	112WD
112WF	112WG	112WH
112WI	112WJ	112WK
112WL	112WM	112WN
112WO	112WP	112WQ
112WR	112WS	112WT
112WU	112WV	112WW
112WX	112WY	112WZ
112XA	112XB	112XC
112XD	112XE	112XD
112XF	112XG	112XH
112XI	112XJ	112XK
112XL	112XM	112XN
112XO	112XP	112XQ
112XR	112XS	112XT
112XU	112XV	112XW
112XX	112XY	112XZ
112YA	112YB	112YC
112YD	112YE	112YD
112YF	112YG	112YH
112YI	112YJ	112YK
112YL	112YM	112YN
112YO	112YP	112YQ
112YR	112YS	112YT
112YU	112YV	112YW
112YX	112YY	112YZ
112ZA	112ZB	112ZC
112ZD	112ZE	112ZD
112ZF	112ZG	112ZH
112ZI	112ZJ	112ZK
112ZL	112ZM	112ZN
112ZO	112ZP	112ZQ
112ZR	112ZS	112ZT
112ZU	112ZV	112ZW
112ZX	112ZY	112ZZ

Champion price chart

of things, we considered it hopeless to even attempt establishing seventeen different prices covering twenty-five types of tubes to the consumer. To make matters worse, not only was the public generally confused over the varying prices, but they were suspicious as well, when, upon purchasing Radio Tubes, they found it possible, in most cases, to buy at a much lower figure than the advertised established list prices. With such conditions existing, it is no small wonder the public's confidence has been destroyed. Certainly, it is logical thinking to assume that with varying prices, suspicions are automatically aroused about "varying quality."

"Any deviation from natural merchan-

The Last Word

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

Clock Patents

Kodel Electric & Mfg. Co. has been found guilty in the U. S. District Court at Cincinnati of infringement and contributory infringement of synchronous electric clock patents held by Warren Telechron Co. An injunction has been issued against further violation. The device said to be infringed is used by about 70% of all A.C. clocks.

J. M. Spangler Manager Raytheon Tubes

National Carbon Company, Inc., has announced the appointment of J. M. Spangler as manager of its Eveready Raytheon Tube Division, succeeding Fred



J. M. Spangler

D Williams, who recently resigned to become an officer of P. R. Mallory & Co., New York City. Mr. Spangler's appointment follows sixteen years' connection with the company, during which time he has held many important positions.

E. A. Nicholas Elected RMA Director

E. A. Nicholas, sales manager of the RCA Victor Company, of Camden, New Jersey, is a new director of the RMA Board, succeeding E. E. Shumaker, president of the Camden organization, who is retiring and resigned from the RMA Board. At the November 19th meeting of the Association's Board of Directors, Mr. Nicholas was elected to fill the unexpired term of Mr. Shumaker, ending June, 1933.

H. E. Young Joins Gibson

Refrigerator Manufacturing Organization Attracts Many Prominent Radio Executives

The welding of the refrigerator industry with that of the radio and phonograph is remarkably well illustrated in the new line-up at the Gibson Electric Refrigerator Corp., Greenville, Mich., of which Herbert E. Young has just been appointed Eastern representative. Mr. Young finds himself with a host of earlier friends.

Gibson is headed by Charles J. Gibson, president, Frank S. Gibson, Jr., vice-president in charge of sales, and John Lewis, vice-president and general manager. These men have grown up in the refrigerator industry. Last month the appointments of F. A. Delano as general sales manager, Harry H. Bailey as assistant sales manager in the West, and W.

R. Marshall as sales promotion manager in the East were announced. Mr. Delano has been training sales organizations in the phonograph and radio field for years, most recently being associated with Majestic, where both Mr. Bailey and Mr. Marshall were employed. Other recent Gibson appointments from the radio industry include: P. W. Peck, formerly of Majestic; George M. Farrin, formerly with RCA-Victor; H. G. Seldomridge, formerly of RCA-Victor, and J. F. Krankel, formerly with Majestic.

H. E. Young takes control of the Gibson sales in the entire Eastern sector, including such Metropolitan centres as Cleveland, New York, Boston, Philadelphia, Baltimore, and Washington.

Radiotron-Cunningham Sales Unified

Unified sales direction of Cunningham and Radiotron has been announced by E. T. Cunningham and G. K. Throckmorton. G. C. Osborn becomes vice-president in charge of sales for both companies. Meade Brunet is Eastern sales manager, M. F. Burns Central sales manager, and F. H. Larrabee Western sales manager.

The individuality of the two tube brands will be maintained by two distinctive sales promotion programs.

Five New Southern Zenith Distributors

Murphy & Cota, factory representatives, have appointed the following Zenith distributors in the South in the past six months:

Phillips & Buttore Mfg. Co., Nashville, Tenn.; A. Baldwin Company, New Orleans, La.; Stratton-Warren Hdwe. Co., Memphis, Tenn.; Allen & Jemison Company, Tuscaloosa, Ala.; Dinkins-Davidson Hdwe. Co., Atlanta, Ga.

Jim McKee Joins Kolster

Ralph B. Austrian, sales manager of Kolster Radio, Inc., has announced the appointment of James McKee to the sales staff of Kolster Radio, Inc. Jim entered the radio business seven years ago in the distributing field. For four years he was with the Atwater Kent Manufacturing Company. Later, with Westinghouse, Mr. McKee was assistant merchandising manager, and then assistant to the radio sales manager.

Stevens Hotel Again Show Headquarters

The Stevens and Blackstone Hotels, in Chicago, will again be headquarters for the hosts of the radio industry in May, 1932, for the Eighth Annual Convention and Trade Show of the RMA. The trade show will be held again in the grand ball room and exhibition hall of the Stevens Hotel, with 30,000 square feet of exhibit space.

Plans of the RMA Show Committee for the 1932 industry events were approved November 19th by the Association's Board of Directors at their Cleveland, Ohio, meeting.

Special trains to the RMA conclave in May will be run from New York by both the New York Central and Pennsylvania Railroads. These will afford the usual special entertainments and accommodations for eastern visitors to the Chicago events.

Petrie Appoints 9 New Leonard Distributors

R. I. Petrie, sales manager of the Leonard Refrigerator Co., has appointed the following distributors:

Southern Wholesalers, Inc., Washington, D. C.; Ozark Motor Supply, Springfield, Mo.; Vermont Hardware Co., Burlington, Vt.; D'Elia Electric Co., Bridgeport, Conn.; Frank M. Brown Co., Portland, Me.; National Automotive Equipment Corporation, Syracuse, N. Y.; Capitol Paper Co., Indianapolis, Ind.; J. J. Dougherty, Inc., Milwaukee, Wis., and Birmingham Electric Battery Co., Birmingham, Alabama.

Vote Now! X

How Do You Want Your Tubes Priced?

Higher? Lower?

Can you make money on radio tubes at present prices?

Did the recent price reduction stimulate your sales?

Can you sell one line of tubes that are priced higher than the others in your store and make more money for yourself and salesmen?

Should present replacement policies be abolished?

Have tube testers helped you sell tubes?

Have they helped you sell other merchandise?

..... What?

The JOURNAL wants to help make the selling of radio tubes profitable for the dealer. Will you please tell us what you want? Are you a distributor, dealer or manufacturer?

Name

Address

Mail to RADIO & Electric Appliance JOURNAL, 5941 Grand Central Terminal, New York, N. Y.

No Changes Planned in Fada Prices

"As evidence of our conviction that commodity prices for both basic raw materials and manufactured articles of good quality will go no lower, we have just issued a bulletin to the radio trade which guarantees that there will be no change whatsoever in present Fada prices," said Frank Andrea, president of the Fada Company, in a statement issued recently from his Long Island City headquarters.

Mr. Andrea's bulletin said in part: "Distress merchandise of certain makes is now appearing on the market. There will be no distress Fada merchandise. Fada prices are firm and are based on fair value of manufacture and will not be reduced.

"There will be no liquidating sales of Fada merchandise, because we have nothing to liquidate. For several months now our production has been 'geared to sales,' and we intend to keep it so geared throughout the future.

"All distributors may therefore maintain reasonable stocks of all models of Fada machines, with definite assurance that there will be no price reductions and no dumping, and they may give similar assurance to their dealers, and the dealers may in turn give similar assurance to their customers."

MacDowell Joins Howard Lanin Music

T. Wayne MacDowell, formerly of Atwater Kent and later organizing conventions for a number of companies, has been appointed business manager of Howard Lanin Music, of New York.

AUDIOLA

"Known for Its Tone"

SUPERHETERODYNES
AND MIDGETS

High Grade Set Builders
Since 1921

AUDIOLA RADIO CO.
CHICAGO

Universal Microphones

Proved Value—Superior Performance

Unparalleled values at rock-bottom prices. Enthusiastically endorsed for every sound use. Exclusive design features. Super-careful workmanship. Tested performance. Complete line of microphones, stands, cables, etc. . . . at challenging prices. Unconditionally guaranteed. Consider carefully the UNIVERSAL line before you buy. For sale by dealers everywhere.

The New MODEL "BB"
List Price \$25.00

2-Button Handi-Mike
List Price \$15

Universal Microphone Co., Ltd.
1163 Hyde Park Blvd.
Inglewood, Calif., U. S. A.

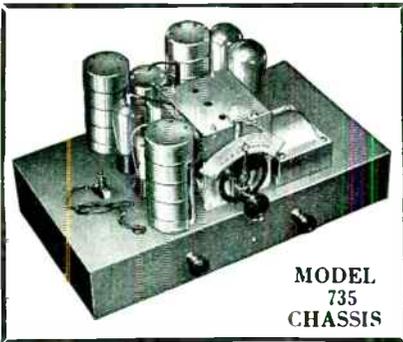


SAN FRANCISCO MAN

Who knows the trade, wants to handle line of radios, refrigerators, washers and cleaners in California from San Francisco. Know jobbers and dealers and can transact a profitable business for manufacturers.

All letters confidential. Write to me at
BOX S.F.

c/o RADIO & Electrical Appliance JOURNAL
5941 Grand Central Terminal, New York



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

Model 735 Pentode Variable-Mu Super Het chassis. Same chassis with 8 tubes For A.C. current.	Model 535 Pentode 5-tube Super-Tuned radio frequency. Variable-Mu chassis of tremendous power. For A.C. current.	Model 537 Pentode 6-tube direct current chassis; employs all heater type tubes and provides for wide variation of line circuit.	Model 547A Pentode 5-tube Super-Tuned radio frequency. Variable-Mu. The mighty "Cub" of For A.C. current.
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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

DEFEED

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GIVEN FREE!

THIS \$750.00

TUBE TESTER



*It Gets Customers
into Your Store!*

● HICKOK SPECIAL

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

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

Every dealer who subscribes to the Tung-Sol Preferential Dealer Plan may get this \$750.00 Hickok Tube Tester absolutely free of charge. Also valuable advertising aids for the promotion of a tube testing service and the sale of tubes.

Dealers who have adopted the Tung-Sol Plan are making a great success with it. Many are paying their rent or overhead out of the extra tube sales.

This Tube Tester which proves tubes by light and dial before the customers' eyes, gets people to bring in their tubes for testing. Half the battle in selling new tubes is to get the old ones tested. Naturally, it is easy for you to replace old or worn tubes with new Tung-Sols. The sale really makes itself. In addition you sell other merchandise, for you get the people into your store which is the first requirement in a retail business.

Write today for full details of the Tung-Sol Preferential Dealer Plan and full description of the equipment and material given free. An inquiry places you under no obligation whatsoever. Address our nearest branch.

TUNG-SOL

RADIO TUBES

One of the Famous Tung-Sol Products

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

Licensed under patents of the Radio Corporation of America

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

8 NEW MODELS
2 ALL-PORCELAIN



**A touch of the toe
 and the
 door
 swings
 open**



ANOTHER SOURCE OF PROFIT
 FROM THE SAME OVERHEAD

THE NEW
LEONARD
 E L E C T R I C

with the "LEN-A-DOR"
 and many other

EXTRA FEATURES!

Everyone who has seen the new Leonard—distributors, salesmen, competitors, newspaper men and engineers—is agreed that it is a beauty—and that it WILL SELL.

It has many features—some of which are exclusive—others that can be had only on the larger, more expensive electric refrigerators.

The "LEN-A-DOR"—a touch of the toe and the door swings open—is unmistakably the greatest sales feature in electric refrigeration to-day. And *only Leonard has it*. But you must see this remarkable Leonard achievement before you can appreciate how *outstanding* it really is. It is the result of more than half a century of experience in household refrigeration.

The Leonard franchise offers an unusual opportunity for radio dealers to level the peaks and valleys of seasonable business, and insure steady, profitable volume. Wire or write for details without delay, as territory is being rapidly closed.

LEONARD REFRIGERATOR COMPANY
 DETROIT, MICHIGAN

(420)

LEONARD

E L E C T R I C



R E F R I G E R A T O R