

Radio Journal

MUSIC-RADIO
Electric Appliances

Glad Henderson
Editor

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

"Meet my new family!"

"His Master's
Voice of the Air"

*"I'm introducing four of
the finest small radios
you've ever SEEN or HEARD"*

*The Carryette
Quartette*

JUST look at this fine new family . . .
four of the smartest, liveliest, hand-
somest small sets ever made.

And each one has all the quality, all
the tone, all the performance features,
that make RCA Victor radios famous.

You can sell them for the living room,
bedroom, porch, kitchen . . . any place
where there's enough room to put a shoe-
box—for they're not much bigger than
that! . . . Yet complete—five-tube, dynamic
speaker, superheterodynes. They're a lot
of real radio. The prices? From only
\$28.50 to \$34.50!



SHERATON—28E... 5-tube
superhet., dynamic speaker,
tone control. In a lovely
Sheraton walnut veneered
cabinet with pivot doors.
List price \$34.50



COLONIAL—28C... 5-tube
superhet., dynamic speaker,
tone control. "Colonial
Chest" model, maple, with
rounded top and end
handles. List price \$29.75



CHEST—28B... 5-tube super-
het., dynamic speaker, tone
control. Walnut veneered.
List price \$28.50



TAMBOUR—28D... 5-tube
superhet., dynamic speaker,
tone control. In brown
mahogany with sliding "tam-
bour" doors—very smart.
List price \$32.75



RCA Victor Radio Sets

RADIOS
PHONOGRAPH
COMBINATIONS
VICTOR RECORDS



LOOK

The SHELVADOR

U. S. PATENT 1898922

An exclusive patented
feature of the
New CROSLEY
Electric
REFRIGERATOR

See at a glance the wonderful
convenience of the SHELVADOR



Here is the most sensational selling feature ever thought of in ELECTRIC REFRIGERATION... the most sensational advance in cabinet design since the first ice-box was brought out... a feature so self-evident so new, so convenient and helpful that every housewife after one glance will say: "That's what I must have!"

NOW the housewife merely opens the door... and there is the egg, bacon or the orange, or the butter, or any other small and ordinarily hard-to-find thing... It's on its shelf in the door. No reaching. No searching. No stooping. No lost time. No spilled food. There is what you're looking for.

Increases "Usable" Capacity 50%

Shelvador makes the "small" refrigerator "larger" by increasing its usable capacity. Try to put everything that goes into the Shelvador into your refrigerator and you'll be amazed. An orange takes as much "shelf room" as a bottle of milk in the ordinary refrigerator... In the Shelvador it only takes as much room as an orange should.

An Exclusive Crosley Feature

Shelvador is the newest and most important improvement in electric refrigeration since the invention of this great home necessity. To buy an electric refrigerator without the Shelvador is not only to deprive oneself of the great convenience and economy of Shelvador, but is to buy something already outdated. For no electric refrigerator can possibly be modern in the fullest sense without this feature.

SHELVADOR is an exclusive, patented feature of the new Crosley Electric Refrigerator. No other refrigerator manufacturer dare use it.

Low Cost—High Quality

When you buy a Crosley Electric Refrigerator, you not only save money on first cost, because of Crosley's quality-mass production methods; but you also save money because of the greatly enlarged "usable" capacity of the Crosley Electric Refrigerator due to the Shelvador. If the Crosley Electric Refrigerator did not have the Shelvador, it would still be the world's most remarkable refrigerator value. With the Shelvador, it goes far beyond the ordinary concept of "your money's worth" that there is nothing with which the value may be compared.

The Crosley Electric Refrigerator, famous last year for its trouble-free, service-free operation, has this year been refined in several points to make it even better. It is not possible, at any price, to get a better refrigerator value than the Crosley. It is not possible, in any other refrigerator to get the Shelvador.

See your dealer. Study the Shelvador. Instantly you can see its advantages and convenience. Instantly you can see how annoying and unnecessary it is to have electric refrigeration without the Shelvador.

MODEL D-35 NET contents — 3½ cubic feet. Shelf area — 8 square feet. Overall Dimensions: Height, 50½"; Width, 23½"; Depth, 24"; Leg Height, 10½". No. ice trays 2; No. ice cubes 12.



WITH SHELVADOR
\$95

MODEL D-45 NET contents — 4½ cubic feet. Shelf area — 10.6 square feet. Overall Dimensions: Height 56½"; Width, 23½"; Depth, 24"; Leg Height, 10½". No. ice trays 3; No. ice cubes 63.



WITH SHELVADOR
\$105

MODEL D-60 NET contents — 6 cubic feet. Shelf area — 11.5 square feet. Overall Dimensions: Height 57½"; Width, 29½"; Depth, 25½"; Leg Height, 10½". No. ice trays, 3; No. ice cubes 63.



WITH SHELVADOR
\$130

ALL PRICES INCLUDE DELIVERY..INSTALLATION..ONE YEAR FREE SERVICE

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

The Crosley Radio Corporation - Cincinnati
POWELL CROSLEY, JR., President. The Home of "The Nation's Station" - WLW

CROSLEY

Electric
REFRIGERATOR
WITH SHELVADOR
U. S. PATENT 1898922

AND NOW *Emerson*

PRESENTS A FULL LINE OF

A.C.-D.C. "COMPACT" RADIOS

—"The Handful Radio That Works Anywhere"

Fastest Selling Radio Set in the World
—the famous **EMERSON UNIVERSAL
COMPACT Model 25-A**—

has introduced thousands to the thrill of "Personal Radio" that will operate on ANY current ANYwhere—has made big money for dealers everywhere. Now—Emerson startles the industry with the first COMPLETE line of AC-DC Compacts to meet every need . . .

See Following Pages .



EMERSON Universal Compact Model 25-A

Operates on any kind of current—including batteries: 6 volt and 32 volt, as well as 110 or 220 volt, A.C. or D.C. current, any cycle.

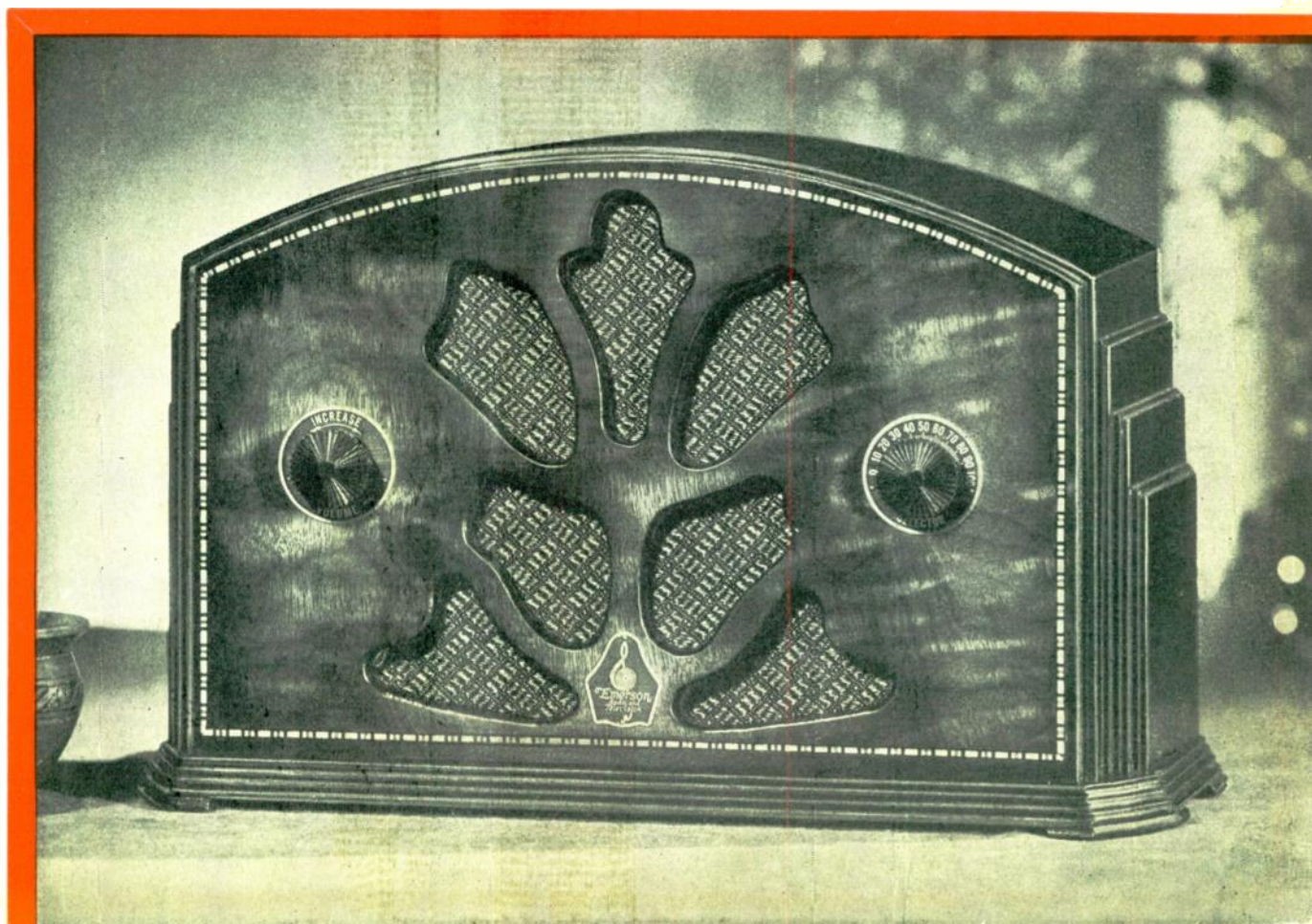
Still the sales leader everywhere—the model is now even more attractive to the dealer because of lower net price and opportunity for greater profit margin. Retail price, complete with Cunningham tubes and built-in aerial

\$25.00

List

10" wide, 6½" high, 4½" deep.
Weighs only 6 lbs.

Suede zipper carrying case lists at \$2.50.



IN ALL OUR TRAVELS DURING THE past five years, only eight brands of radio have been called to our attention by owners by name. Dealers know names but the public doesn't. We may hear "I've got a marvelous radio set" but they have a hard time remembering the name. You couldn't imagine a condition like this with a car owner. We have hoped and still hope that the radio set business is in the "pride of ownership" group, altho the flood of faucet and lamp fixture radio sets at cafeteria prices has temporarily suspended what is referred to as "constructive activity." Manufacturers, however, are doing more work than ever to adjust themselves to conditions, and as soon as we, as an industry, discover the rock bottom, new ideas will be featured to sell radio as a musical instrument and not as a staple like a package of sugar.

THIS "PRIDE PHASE" OF THE business is in the offing. The hundred or more makers of small sets at low prices now have the competition of the standard manufacturers. Dealers able to secure the same set at the same price, plus name value, will take the standard make. The new goods cycle by small manufacturers, which had such a vogue during the past years, is again due to collapse, unless their ingenuity develops some other type of set, which now seems improbable. Dealers should sell standard brands of radio sets, backing up those manufacturers with courage to make properly, to sell right and to function constructively. This is no time to bother with amateur manufacturers. Saving cents and losing dollars is extravagant.

THERE IS NO HOPE FOR AN IMPROVED tube business as long as the tube manufacturers not only scrap among themselves but make stencil tubes for companies that even undersell the factory. Last

year, dealers had but 35 tubes to stock and sell; today there are about 100 different tubes, and we predict that by this time next year, there will be 200 kinds of tubes. Criticism of new tubes is mild, for if the new tubes are better and more efficient, then new tubes are valuable, altho the boys should get together for a given date to bring them out.

HOWEVER, THE EVIL OF PUTTING others into the tube business by making stencil brands, which in turn are sold at LESS than the prices and discounts of even the factory making them for others, is so great that even cut list prices is optimistic compared to the danger of stencils. Imagine dealers buying stencil tubes at 50 and 10%, with the factory making the stencils trying to build dealer and jobber good-will with LESS discounts. No amount of imagination develops a mental picture of optimism with these conditions, so this situation, plus just one list price cut after another, makes the tube situation appear dark and gloomy. Not even dealers, who are on the firing line, like these constant reductions, for prices are so low that there is no power left in "cuts."

YOU HARDLY EVER SEE A JAP without a camera, and it is getting so that one never sees a tube manufacturer without a new price-cut-banner. And with the disturbing problem of stencil tubes, it looks as if tubes are being sold only as a necessity and NOT because of enthusiasm on the part of dealers to aid a sales movement that should be highly profitable for all. Some day, tube manufacturers may become sensible but the outlook isn't encouraging. We think the buyer of stencil tubes, who haven't a penny invested in plant and equipment, are mighty smart to hoodwink the tube factories, and their perspicacity and skill is marvelous. How

Now . . .

YOU DON'T HAVE TO SACRIFICE 43% OF YOUR PROFIT!

SEVEN FEATURES OF THE "NEW DEAL"

1. Greater discounts—dealers must have a greater margin to sell effectively and profitably. Servel gives it to them!

2. Lower prices—dealers today must be able to meet price competition as well as the quality market. Servel provides both!

3. New lines—the new Crusader line combines low price with quality. Servel Hermetic is a high quality line at reasonable prices.

4. A complete line—dealers can't sell prospects refrigerators they don't have! Servel offers the most complete line of electric refrigeration on the market today.

5. New advertising set-up—dealers today must find live prospects. Servel advertising goes direct to real prospects, over your name. Thousands of messages by Special Delivery. And that's not all!

6. New field of prospects—today each field of prospects is smaller. Servel opens up new fields.

7. New factory help—a direct factory contact—with direct factory help.

SERVEL for more than fifteen years has been an outstanding leader in the electric refrigeration industry. From this vantage point of experience and leadership Servel has made a thorough analytic study of the industry to reveal startling facts. As a result Servel again steps out far ahead of manufacturers in all lines with a "new deal". *Servel believes that greater profits belong to the man who actually makes the sale.*

If you have not been satisfied with the profits on your refrigeration business you will be interested in this new deal.

Manufacturers in other lines and outstanding retailers say that Servel has taken "an aggressive forward step"—"others are sure to follow"—"sound business planning"—"it's bound to succeed," etc.

SERVEL

EVANSVILLE, INDIANA



Servel's Modern 30-acre plant at Evansville, Indiana



Model 55, 5 tube superheterodyne with 5 inch dynamic speaker. Operates on either A. C. or D. C. Uses type 43 output and 25Z5 Rectifier tube. Compact size. Inlaid Walnut Veneer Cabinet. Receives police alarms. Adapted for use in automobiles, on 32 volt farm lighting current, on motorboats, and on 220 volts. Calibrated kilocycle scale.

Freed-Eisemann

"... the finest compact I've heard; outperforms all others on comparative test. . . ."

This is the comment we receive daily from those who have listened to our 5 tube Superheterodyne.

Compact in size—a giant in performance

List price

\$25

Complete with 5 tubes.
De Luxe model \$27.50

Now available for distributors.

FREED TELEVISION AND RADIO CORPORATION

22-17 41st Avenue

Long Island City, N. Y.

Licensed under R. C. A. patents

EVERY dealer in radio tubes could more than double his tube business if only half of the radio owners who now replace tubes on an average of once every five years could be persuaded to replace every two and one-half years.



Every advertising and merchandising effort put forth by Ken-Rad is devoted to bringing to its dealers and distributors their share of this enormous undeveloped tube market.

Ken-Rad
Radio Tubes
DEPENDABLE LONG LIFE

The Ken-Rad Corporation, Inc., Owensboro, Ky.
Division of Ken-Rad Tube and Lamp Corporation



**Read this great
music trade journal**

Every phase of the musical instrument and music business covered every month.

Subscribe Now. \$2 a Year.
Send check to

Musical Merchandise

5941 Grand Central Terminal
New York, N. Y.

Must You Be in the Junk Business?

HAVE you during the past year used poor judgment in the selection of lines? Have you purchased without considering re-sale value? Does your inventory read like a Bowery Social Register? Is your turn-over anæmic?

This lack of knowledge costs dealers millions of dollars, and there is *no excuse* for it. 42c. a month and a little time gets you the *entire service* of THE RADIO JOURNAL. What THE JOURNAL especially does is to work for the dealer's real interest by keeping "coal, clinkers and ashes" in their right places, whether radio, refrigerators, washers, cleaners, or electric appliances.

We are inhospitable to junk advertising, the advertising of accounts that mean a *liability* to you the minute your name is on the order blank, and we don't want the advertising of the 4-flushers trying to "stick you" with the products of a honky-tonk factory.

Now, avoid all these losses! As a general rule, don't even consider a line unless you see it in THE JOURNAL. Then you can be sure that it has at least had the endorsement of an organization that believes in the sincerity of the manufacturer NOT to DO the dealer Right, but to *do right by the dealer*.

When you can get us working for your interests for 42c. a month, we have no sympathy for anyone who acts on his own initiative, and "thinks" the line is right because of a bull-tiful salesman.

Get the facts FIRST, and let the poor boobs waste their money in "stocking a full line" and finding that the goods move with the speed of a steam roller. To list here the firms slipping it over on dealers wouldn't get you or us anything, except a law-suit. So the only thing to do is to read THE JOURNAL, and its advertising, all of which means something to you.

Tear off the bottom of this sheets and write your name and address on it. Return it to me personally with check for \$5 and we'll help you to pay a good-sized income tax for 1933 profits.

THIS IS NOW YOUR "BIG MOMENT"

Radio and Electric Appliance Journal goes to these different groups of dealers:

RADIO
Refrigerator
Furniture
Public Utilities
Music (Phonograph)
Hardware
Automotive
Appliance Stores
Oil-Burner Dealers
Department Stores
Sporting Goods
Camera Stores

—a great cross-section of JOURNAL readers

<p>THE RADIO JOURNAL 5941 Grand Central Terminal New York, N. Y.</p> <p>Here's my \$5. I want to stop losses from buying stand-still goods.</p> <p>Name</p> <p>Address</p> <p>.....</p>	<p>COUPON</p>
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In 1929 Majestic startled the world with the first superheterodynes with dynamic speakers at new low prices.... thousands of dealers made fortunes on sales that totaled 1,000,000 Radios in one year!

History Repeats

with an opportunity to cash-in on a perfect "natural"

THE NEW ALL-IN-ONE

Majestic AUTO RADIO



\$49⁵⁰

Installed Complete with Tubes
and Suppressors (less antenna),
and Federal Tax Paid

Price Slightly Higher on West Coast

Here is an opportunity to cash-in on a waiting market of more than *twenty-million* car owners—every one a prospect for the new Majestic Auto Radio! Priced within the reach of every car owner... so revolutionary in design... so outstanding in performance... so quickly and easily installed it will outsell any other type of auto radio on the market.

Here are the features of the amazing New Majestic Auto-Radio They spell quick, easy sales and added profit for you

Engineered on an entirely new principle—a departure from all that has gone before—this new Auto-Radio incorporates developments found in no other type of auto radio. It is an *all-in-one* unit, the speaker, chassis and the exclusive Duro-Mute "B" eliminator are contained in a metal case which is mounted on the fire wall.

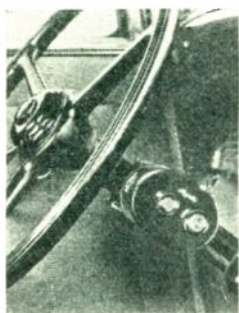
The installation of the new Majestic Auto-Radio is so easily effected that *no radio experience is required*. Four small holes are drilled in the fire wall, two for each bracket on which the receiver is suspended, the receiver is bolted to these brackets, the remote

control unit is attached to the steering column, the battery cable connected to the car battery and the antenna to the receiver, and the radio is ready for operation. Due to the simplicity of installation, very few tools are needed and it can be installed in less than 30 minutes.

Receiver is a six-tube superheterodyne with eight-tube performance, and uses Majestic's exclusive Spray-Shield tubes. A highly efficient automatic volume control does away with blasting and fading. This receiver, with its dynamic speaker, not only gives faithful reproduction over a wide range without distortion, but is also simple to tune and free from all complicated and installation troubles, and does not mutilate the car in any manner.

*Thousands of alert dealers will cash-in on this "natural"... WHY NOT YOU?
Write or wire us, or your nearest Majestic Distributor, for complete details!*

GRIGSBY-GRUNOW COMPANY, CHICAGO, and affiliates, with factories at Chicago; Toronto; Bridgeport; Oakland; London, England; and Sao Paulo, Brazil
Manufacturers also of MAJESTIC REFRIGERATORS



WORLD'S LARGEST MANUFACTURERS OF COMPLETE RADIO RECEIVERS

MARCH 1933

\$5 a year
50c a copy

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Editor — Glad. Henderson
Managing Editor — Daniel Webster
News Editor — Ray Ganly

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

Radio Journal

Electric Appliance

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RADIO-RECORDERS-TOYS-WASHERS-CLEANERS-CLOCKS-SOCKET ADAPTANCES-TUBES-HOME AMUSEMENT PRODUCTS



As we see the business



FIFTEEN YEARS AGO NOTHING was lower than a "sewing machine agent" in the eyes of the public. Then, the piano flourished, as well as the phonograph, both of which were "eliminated" by radio, altho the record business is fighting to come back. The player-piano came in and went out, with even a new player-piano in a packing case costing \$6 being worth but \$10. A little player roll business is left—where, how or why, no one knows. From 400,000 pianos, sales dropped to about 20,000. From 200,000,000 records to 30,000,000; from 1,500,000 phonographs to 50,000—not counting combinations (about 60,000).

THESE PRELIMINARIES COVER data that radio is a perishable product business, but little more "solid" than fruits or flowers. The sewing machine business is staple, and the prestige of the "agent" is now as high as any business man

but too many radio dealers are trying to be "radio agents" with that years-ago reputation. No substitute products to eliminate an entire industry and no change of models every ten minutes to crack installment paper, and this is cited NOT as an idea to sell sewing machines but to ask if profits can only be made with radio and electric appliances if the business is conducted a la Nicaragua government.

SO MANY PROBLEMS EXTRA CON-front us than with many other lines that the radio dealer who is successful has to KNOW more and DO more. He has no safety either in ordering or selling, for the demon of obsolescence is perched on his shoulder constantly. A few brands made by houses with the interest of dealers at heart is his only hope, but even these houses cannot check trends or dumping of goods which does destroy a market for most all products, even if it is only temporary.



IN ALL OUR TRAVELS DURING THE past five years, only eight brands of radio have been called to our attention by owners by name. Dealers know names but the public doesn't. We may hear "I've got a marvelous radio set" but they have a hard time remembering the name. You couldn't imagine a condition like this with a car owner. We have hoped and still hope that the radio set business is in the "pride of ownership" group, altho the flood of faucet and lamp fixture radio sets at cafeteria prices has temporarily suspended what is referred to as "constructive activity." Manufacturers, however, are doing more work than ever to adjust themselves to conditions, and as soon as we, as an industry, discover the rock bottom, new ideas will be featured to sell radio as a musical instrument and not as a staple like a package of sugar.

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the tube concerns can "fall for it" is beyond comprehension of either The JOURNAL, the jobbers, or the dealers. And we also see the radio manufacturers, who buy tubes for equipment purposes, shake their heads in astonishment at "such goings on."

TAX COLLECTIONS FOR RADIO for six months ending December, 1932, were \$1,184,510 (estimated for year \$9,000,000) with refrigerator taxes of \$730,969 (estimated for year \$5,000,000). The same six months of 1933 will yield more taxes on both classes of products but will still be far away from the estimates. Pre-tax-date buying, and re-sale of repossessed products were large. These tax collections indicate a retail business of about \$45,000,000 for radio and \$28,000,000 for refrigerators for the last six months of 1932. As two-thirds of radio sales are done in the last six months, it would indicate total radio volume for 1932 of \$67,000,000, which is less than half of the actual volume. Manufacturers and jobbers suffered the "brunt" of this repossessing.

SENSATIONAL ADVANCE OF EMERSON under Ben Abrams guidance is a trade topic. Shipments for the first three months of 1933 will approximate 100,000 sets, which is a remarkable volume of business, covering a seven figure factory billing. A complete "line" of Emerson AC-DC models is announced in this month's JOURNAL, the basic idea being for their dealers to concentrate the buyer's attention on "which Emerson model" rather than on "which brand." Then, the other angle is promoting the idea of customers buying three or four sets at ONE TIME, to increase the "sale" unit at the time of buying.

ONE OF THE JOURNAL BOYS recently bought a gas range, after a hard fight trying to find some place to buy

it and trying to get a stove that wouldn't cost over \$75. He discovered more nin-compoops in the range business and less co-operation and intelligence than he believed could possibly non-exist. He first tried dealers in his own town, then the surrounding towns, but he survived all the obstacles and finally bought a stove from a radio and electric appliance dealer. If this gentleman ever hears a range manufacturer complaining about business, there will be one person assassinated and the creation of one assassin. We don't dare to tell the details, because the truth would sound impossible and unbelievable.

MORE IMPORTANT THAN EVER is it necessary for dealers to be careful in selling refrigerators this season. Some of the lines last year did not live up to their promises. Mistakes in buying refrigerators are made easily, and this year it is more vital than ever for dealers to sell the right refrigerator. We have never known a dealer to sell a \$300 refrigerator for \$200 by mistake, but we have seen refrigerators bought by dealers without the existent value of resale power.

THE REFRIGERATOR BUSINESS is in the throes of trying to make money on competitive prices which are too low, and some of the wholesale quotations are just prices alone, with nothing dependable to back up the goods either in policy, performance or co-operation. We think dealers realize now that there is no profit in a forced volume business. There is no profit in selling junk at low prices. These two things are axioms. Fire alarm campaigns to load up accounts receivable are supplanted this year with selective selling of a refrigerator that won't be depreciated with cut prices later on.

Glad. Henderson



RMA endorsement seal

JOURNAL Photo by Harold Monogon

First RMA endorsed sets reach dealers



ITH radio bearing the RMA seal being delivered to the trade, vigorous promotion of the ideals behind the seal will educate the public to recognize this mark of endorsement. Only members of the RMA may use this insignia on their models and even they must pass the requirements of the RMA Engineering Institute. They must be submitted to and passed by the National Underwriters' Laboratories, must cover the entire U. S. and Canadian broadcast band from 540 to 1500 kilocycles, must be non-interfering must not exceed ten feet radiation from the chassis and five feet from the antenna, and must meet the performance standards of the RMA.

Use of the seal, already begun on a big scale by over half of the set manufacturers of the RMA, is con-

templated to be extended to other radio and sound apparatus. The seal has been registered and its use will be protected. Cooperative and individual promotion of the seal is now planned.

At the time of writing, two dozen manufacturers are shipping sets equipped with the RMA endorsement in the form of a seal and the trade is beginning to display it to their customers. The first radio manufacturers to so identify their merchandise include the following well-known names: American Bosch, Audiola, Belmont, Capehart, Clarion, Colonial, Croslev, De Wald, Essex, Hammarlund, Howard, ICA, Kadette, Kennedy, Lyric, Majestic, Motorola, National, Philmore, Remler, Tom Thumb, Travler and U. S. Radio. When sufficient stocks of these new, seal-bearing models are in the hands of the trade, cooperative work will quickly acquaint the public with the association's endorsement.

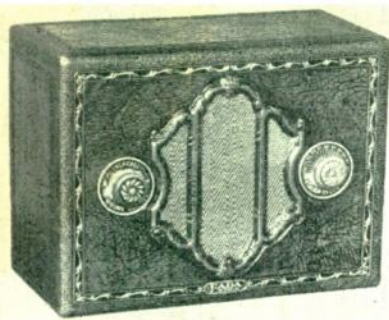
H. E. Ward

President

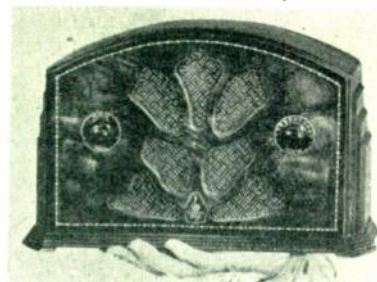
Columbia Phonograph
& Radio Co.

*March Presentation
in The JOURNAL
Series of Portraits
PROMINENT
MEMBERS OF
THE INDUSTRY*





Fada



Emerson



DeWald



Atwater Kent

AC-DC radio for sales Ammunition second

Cyclopedia of Popular AC—DC Radio Models

ANSLEY: Portable. \$59.50. SH. 3-39, 1-37, 1-85, 2-89, 1-80. 27 lbs. 12 x 17 x 8 inches. Dynamic. Leather finished cabinet.

ATWATER KENT: 153. \$24.90. SH. 25 to 60 cycle. 5 x 7 1/4 x 11 inches. Dynamic. Walnut cabinet.

BELMONT: 525. \$25. SH. 2-88, 1-75, 1-43, 1-25Z5. 540 to 1735 kc. 9 1/2 lbs. Dynamic. Walnut cabinet. Case \$2.

CLARION: 400. \$25. 2-38, 1-39, 1-36, 1-25Z5. 6, 32, 110, 220 volts. 11 lbs. 10 1/4 x 8 x 5 inches. Walnut cabinet. Case \$2.

COLUMBIA: C-150. \$25. SH. 1-39, 2-36, 1-43, 1-25Z5. 105-225 volts. 170 to 550 m. 8 1/2 lbs. 9 1/2 x 7 1/2 x 4 3/4 inches. Walnut cabinet. Dynamic. Case \$1.

CROSLLEY: Totem. \$19.99. (De Luxe \$25). TRF. 1-36, 1-38, 1-39, 1-37. 110 volts. 540 to 1700 kc. 6 lbs. 8 x 7 x 4 inches. (De Luxe 6 x 10 x 7 inches). Magnetic. Walnut cabinet. Case \$1.45.

DETROLA: Javerno. \$25. SH. 1-78, 1-44, 1-77, 1-43, 1-25Z5. 110 volts. 535 to 1725 kc. 7 lbs. 7 x 9 1/2 x 5 inches. Dynamic. Walnut cabinet. Case included.

DE WALD: 54. \$25. TRF. 2-37, 1-36, 1-38, 1-39. 6, 32, 110 volts. 15000 to 520 kc. 7 lbs. 11 1/2 x 7 x 5 1/4 inches. Dynamic. Walnut cabinet. Case \$2.25. 550. \$25. SH. 1-78, 1-44, 1-77, 1-43, 1-25Z5. 110-220 volts. 1700 to 540 k. c. 11 1/2 x 7 x 5 1/4 inches. Dynamic. Burl Walnut cabinet. Case \$2.25. 551 De Luxe. \$30. SH. 1-78, 1-44, 1-77, 1-43, 1-25Z5. 110-220 volts. 1700 to 540 k. c. 11 1/2 x 7 x 5 1/4 inches. Dynamic. Burl Walnut cabinet. Case \$2.25.

EMERSON: 25A. \$25. TRF. 1-36, 1-37, 1-38, 1-39. 6, 32, 110, 220 volts. 6 lbs. 10 x 6 1/2 x 4 1/2 inches. Magnetic. Walnut cabinet. Case \$2.50. 20A. \$17.95. 1-36, 1-37, 1-38, 1-39. 6, 32, 110, 220 volts. 6 lbs. 6 1/2 x 9 1/4 x 4 1/4 inches. Magnetic. Bakelite cabinet. Case \$1.50. 300. \$30. SH. 1-77, 2-78, 1-43, 1-25Z5. 10 x 6 1/4 x 7 1/2 inches. Dynamic. 8 lbs. 35. \$32.50. SH. 1-43, 1-77, 2-78, 1-85, 1-25Z5. Dynamic 8 3/4 x 10 1/2 x 5 inches. 9 lbs. 30. \$30. SH. 2-78, 1-77, 1-43, 1-25Z5. Dynamic. 7 x 9 1/2 x 5 1/2 inches. 8 lbs. 250. \$25. SH. 2-78, 1-77, 1-43, 1-25Z5. Dynamic. 7 x 10 x 4 1/2 inches. 7 lbs.

EMPIRE: Universal. \$25. 1-39, 1-43, 1-36, 1-37, 1-25Z5. 110-120 volts. 7 lbs. 10 1/2 x 7 x 5 1/2 inches. Dynamic. Walnut cabinet. Case \$2.

FADA: 103. \$25. TRF. 1-36, 1-38, 1-39, 1-25Z5. 1500 to 550 kc. 6 3/4 lbs. 9 x 6 3/4 x 4 1/2 inches. Dynamic. Colored Leatherette cabinet. Case \$2.

FREED: 55. \$25. SH. 1-43, 1-39, 2-36, 1-25Z5. 105 to 125 volts. 170 to 570 m. 8 lbs. 7 1/2 x 9 x 4 3/4 inches. Dynamic. Walnut cabinet. (\$27.50 for inlay) Zipper case \$2.50, leatherette case \$3.50.

GENERAL ELECTRIC: K-40. \$19.95. TRF. 1-36, 1-37, 1-38, 1-39. 105-125 volts. 540 to 1710 kc. 6 lbs. 6 3/4 x 10 1/2 x 5 inches. Magnetic. Walnut cabinet.

HALSON: 100D. \$18.50. TRF. 1-36, 1-39, 1-43, 1-25Z5. 10 lbs. 9 1/2 x 6 1/2 x 4 3/4 inches. Dynamic. Metal cabinet. Case \$5.00. 200A. \$23.75. SH. 1-78, 2-77, 2-43, 1-25Z5. 12 lbs. 10 x 7 1/2 x 5 inches. Dynamic. Case \$1.25.

KENNEDY: 75. \$25. SH. 1-77, 1-78, 1-44, 1-43, 1-25Z5. 110 volts. 540 to 1600 kc. 10 lbs. 9 1/2 x 6 1/2 x 4 1/2 inches. Dynamic. Steel cabinet in colors.

MUSIQUE: 43. \$9.95. TRF. 1-39, 1-38, 1-36, 1-25Z5. 6, 32, 110, 220 volts. 200 to 550 m. 6 lbs. 10 x 6 x 4 inches. Dynamic. Walnut cabinet. Case \$5.00.

PHILCO: No. 53. \$25.00. S.H. 1-43, 2-77s, 1-12Z3. 125-150 volts. 10 3/4 x 8 x 5 inches. Dynamic speaker. Walnut cabinet. 9 1/2 lbs.

PILOT: B-2. \$22.50 list. SH. 2-36, 1-43, 1-25Z5. 110-125 volts. 200 550 m. 9 1/2 x 7 x 5 1/2 inches. Dynamic. Walnut cabinet.

RADIO CHASSIS: 35. \$29.50. TRF. 2-39, 1-36, 1-43, 1-25Z5. 110 volts. 180 to 550 m. 9 1/2 lbs. 8 x 11 1/2 x 5 3/4 inches. Dynamic. Walnut cabinet.

RCA-VICTOR: r-27. \$19.95. TRF. 1-39, 1-36, 1-38, 1-37. 100 to 25 volts. 540 to 1700 kc. 6 lbs. 7 x 11 1/2 x 4 1/2 inches. Magnetic. Walnut cabinet.

SENTINEL: 561. \$25. SH. five tubes, dynamic speaker. 6 volt, 32 volt, 110 volt, 220 volt. Embossed leatherette cabinet. Case \$2.50. Model 564. \$27.50. Stump Walnut. Case \$2.50.

SIMPLEX: U. \$25. SH. 1-38, 1-75, 1-77, 1-781-25Z5. 6 to 220 volts. 540 to 4000 kc. 7 lbs. 8 1/2 x 6 1/2 x 4 inches. Dynamic. Walnut cabinet. Case \$1.50.

STEWART WARNER: 108. \$24.50 to \$34. TRF. 1-36, 1-38, 1-39, 1-12Z3. 115 volts. 175 to 550 m. 7 lbs. 7 1/2 x 7 x 3 3/4 inches. Magnetic. Metal cabinet in metallic finishes.

TRAVELER: S-5 \$29.95. SH. 2-36, 1-43, 1-44, 1-25Z5. 115 volts. Police to 550 m. Dynamic. 11 lbs. 8 x 8 x 12 inches. Leather finish.

and profit hunting is for your barrel



being adaptable to any use.

In a couple of short months manufacturers have announced AC-DC models that range all the way from four-tube TRF sets with magnetic speakers to six-tube super-hets with dynamic speakers. They are made in finishes that are fitting in any room of the

FEATURING them as "portable, all-purpose" radios is the quickest way to sell the new AC-DC sets, successful dealers tell us. Many of them can be used wherever there is a source of electric current and demand has already proved that they are being bought as second sets,



Belmont



Freed-Eisemann

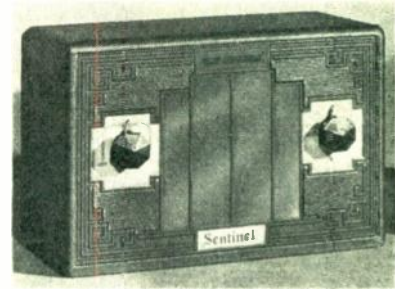
house and adaptable to outside use. One company has even a complete line of six different such radios. Most AC-DC radios weigh between six and ten pounds and occupy less than three hundred cubic inches of space. Many of them can be used, or can be adapted, to



Columbia



RCA-Victor



Sentinel



General Electric

operation on 6-volt, 32-volt, 110-volt, 220-volt, any cycle, AC or DC. Some are finished in handsome woods with inlays. Others have a sturdy exterior that will bear wear. Carrying cases are available for most models.

Cabinet designs range

from chests and open-face cubes to semi-Gothic and Gothic types. Aerials are built-in and installation means only plugging in.

Radio dealers have found that they have been able to sell these sets as "package merchandise," usually on a cash-and-carry basis. As such they can be made profitable leaders in the store. Their real position, however, is as second, or even third set and every one of your past customers is a prospect for one. Lists of old customers can be made invaluable source for sales cultivated by direct-mail work. One dealer tells us that he is making a practise of leaving a tiny radio in the home when he has to make a lengthy repair job. So far he reports that over 60% of such sets have been purchased as secondary models after the first set is repaired. Another dealer uses his little set to sell his big. He has it placed in his store alongside the biggest, most complete model in his stock. The "Mutt and Jeff" comparison always catches the eye of the most casual shopper. Between the novelty appeal of the tiny set and the manifold improvements of its big brother, he finds it is easy to capture the prospect's attention to a comparative demonstration. This same lay-out guarantees that every prospect who enters his store looking for a tiny set will also see the highest-quality model on his floor.

Properly exploited, the AC-DC set should go a long way to helping the dealer profit during the months of Spring and Summer. Suggestions of picnics, motor-ing, boating and travelling with a radio in his window display and his advertising will keep his customers radio-conscious through the out-door days. Remember that many of your customers know little more about these sets than that they are small. Tell them what the AC-DC set will do. Use them as a second barrel and you should keep your larder stocked with fresh meat.



Kate Smith

Stars that



Jane Frohman



Leo Reisman



Rudy Vallee

As They Are Known to Al Vann

Leo Reisman

Talks faster than anybody I know and every word going some place. Without a doubt one of the most interesting personalities I've ever interviewed. Leo should have been a columnist. His wit is astonishing. As for his music, I rise to salute Reisman. And you will, too, when you hear his latest Victor recordings of *Falling Star*, *The Whisper Waltz*, *Melody*, and many others. Tune in on Reisman's Ponds Program on NBC, Friday night and get a Pounds-ful of joy.

Kate Smith

Has banished her old theme song, *When the Moon Comes Over the Mountain*, and has put in its place *The Moon Song*, has certainly picked a greater song to replace a great song. From all indications, this song will be a favorite with music lovers for a long time to come. Miss Smith recorded *The Moon Song*, backed up by *Pickanninny's Heaven*, for Brunswick. Both songs are from the picture, "Hello Everybody." Kate is my mother's name—between the both of you I'm Palina crazy.

Jane Frohman

Some time ago I wrote about you and raved about the way you sell yourself to your audience over the mike. Now I find you on the Chesterfield Hour. You belong there with medals. Too bad we haven't television, so we could really appreciate your personality. *A Tree Was A Tree*, *My Darling*, but a tree is more than a tree when you sing, *A Tree Was a Tree*. Some day you'll find a stowaway in the studio listening to your program. And when discovered and shown the exit, you'll find out it was me. After all, why should I wait for television? Chester-friendly yours.

Charles Carlile

Each word has a meaning,
Each picture must have a screening.
Every night you'll find me leaning
Towards the radio and you.

Singing songs there's no better,
Every word sounds to the letter.
At each broadcast I'm your debtor
For a pleasant evening at home

Farewell to Arms you sang with such emotion
Falling Star with such devotion,
From Columbia across the ocean
Your voice rings everywhere.

Rudy Vallee

Thursday night at eight o'clock all the family grab cakes of Fleischmann's yeast and run to the radio. By the time the program is over, we've had a perfect hour—the family has done right by itself. Dr. Lee is right. Fleischmann's Yeast is good—but it tastes a lot better when you get a little bit of Vallee with it. Rudy—my kid sister wants to know what you're going to do next—she was dumbfounded after that opera bit on your last program. Remember, I am asking for my sister. As for me, I wish you would do this: Start broadcasting seven nights a week, and for good measure two times at teatime. *Maybe I Love You Too Much*. Don't get me wrong, reader, this is Rudy's new release for Columbia.

(Continued on Page 18)



Charles Carlile



Enric Madriguera

Mr. Dealer: Tell us what stars you would like the low-down on and then watch this column for them!



Jack Denny



Ben Bernie

sell radio

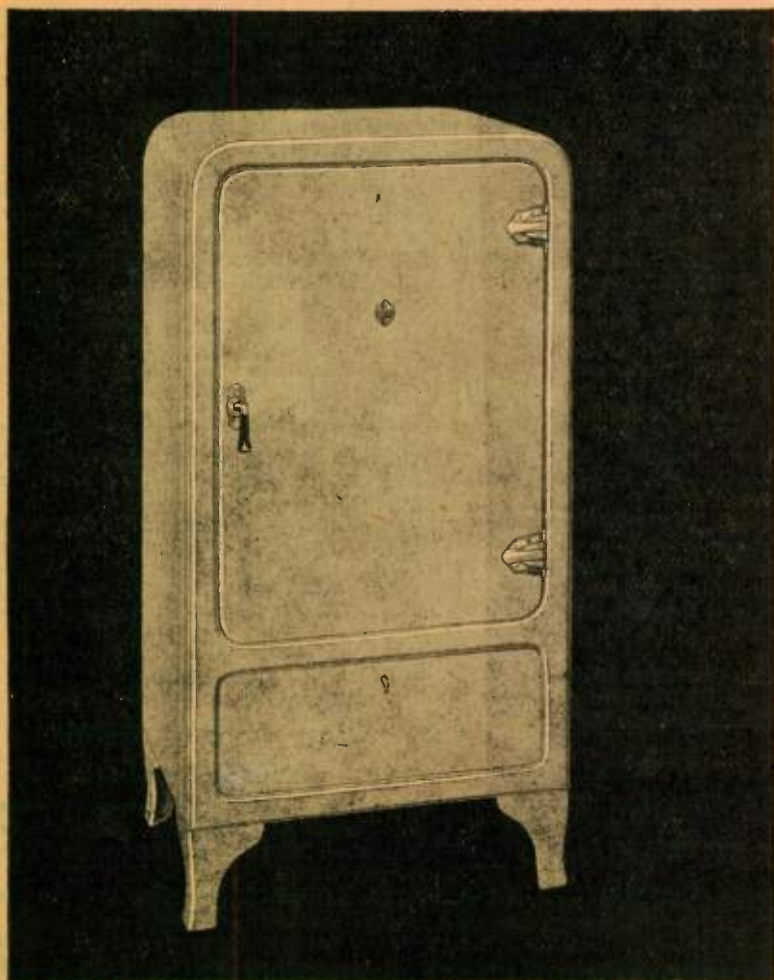
Schaffhauser-Kiley Corp. Philadelphia

421 North Broad Street

You can now sell Refrigerators with but little Service; but little investment in models (three models cover 95% of sales) and with the assurance of Safety.

Grunow

SUPER-SAFE ELECTRIC REFRIGERATOR



Grunow is the only household refrigerator using CARRENE.

Only 5 pounds pressure against 70 pounds of other makes using other refrigerants.

There are 34 exclusive features in The Grunow, including Safety.

Philadelphia dealers get a "new refrigerator deal" with the Grunow.

Philadelphia

New Grunows Shown by Schaffhauser-Kiley

Schaffhauser-Kiley Corp., of Philadelphia, has focussed the attention of dealers upon its newly acquired line of Grunow Super-Safe electric refrigerators. George Kiley, head of the company, reports a mighty keen interest in the new Grunow achievement among the Pennsylvania trade.

Mr. Kiley attended the recent initial showing of the Grunow models held at the Pennsylvania Hotel in Manhattan, where approximately 1,000 enthusiastic persons were on hand to view the new merchandise and to see and hear "Bill" Grunow, head of the Grunow Corporation. According to Mr. Kiley, the dynamic personality of Grunow, his confidence in the nation and the stability of the American people, his sound and sensible merchandising views and the quality of his merchandise made a deep impression on all present and convinced everyone anew that Grunow is striding ahead.

Mr. Kiley points to this statement by Mr. Grunow, enunciated by him at the meeting: "I am interested in only one thing in this new venture. I want to find out whether America is going to hell or not. I say, No." And another statement by the same forceful personality: "I know the good side and I know the bad side of great success. Money doesn't do anything. If you men, and we ourselves, are honest and have got a purpose in life, you and we are going to win. If not, we're going to lose."

The new Grunow refrigerators have the unqualified admiration of Mr. Kiley and his fellow executives in the Schaffhauser-Kiley organization. Embodying the new style factor, the Carrene safety refrigerator, and other important aspects that spell merchandising success, the new Grunow models will prove sales bonanzas to those dealers who handle the line, claims Mr. Kiley.

Sees Big Revival of Record Demand

A tremendous revival of interest in recorded music, and even in pianos and music rolls, is reported by E. B. Shiddell, sales manager of the phonograph-record division of the Columbia Phonograph & Radio Co. After a recent trip through the Northwest and Central West, Mr. Shiddell told The JOURNAL that there has been a greatly improved interest in records during the past few months both with the trade and the public.

"It is our impression," Mr. Shiddell said, "that phonograph records were never repudiated by the public but were excluded from merchandising by the trade, due to the trade and the public interest in radio. It is natural that a scientific development like radio should captivate the interest of the people, so that, for the moment, such items as phonographs and records, sheet music, player rolls and even pianos, were thrust into the background.

"It is generally recognized that radio has been one of the worst merchandise commodities ever offered to the American public, so that in recent months, this coupled with the fact that the novelty has worn off and radio has become commonplace at any price from a few dollars up and that much of the cheap radio merchants in their search for price, have failed to make instruments that reproduce with satisfactory tone, have reverted the music loving public back to those other types of musical instruments that were, for a period, forgotten.

"The fact that we were able to interest, on my trip, 28 of the largest music and department stores in the country to re-establish their record departments, shows that this interest has gone further than many would suspect. There is no question but that much improvement has been made in both recording technic and reproduction of good records and a vast interest has been developed by record collectors, in the better class of music."

company has offices in Billings, Montana, Seattle, and Spokane, Wash., and Portland, Ore.

Connelly has distributed electric appliances and farm equipment through this territory for years. It was introduced to many of our readers last month through its share in the mammoth Grunow advertisement in The JOURNAL.

W. G. Peirce Returns to Peirce-Phelps

W. G. Peirce, Jr., formerly Majestic assistant vice-president in charge of radio, has tendered his resignation and returned to his previous active association with Peirce-Phelps, Inc., Majestic distributors in Philadelphia, in which company he has an important financial interest. This decision on Mr. Peirce's part will enable him to devote his time to the more active development of sales in the Philadelphia territory.

Two Western Distributors Add Clarion

Douglas C. Smith, sales manager for Transformer Corporation of America, announces the appointment of two new Clarion distributors, Intermountain Appliance Company, Denver, Colorado, and O. S. Peterson Company of Los Angeles, California.

Intermountain Appliance have previously distributed Majestic, Columbia and Zenith. O. S. Peterson Company have been distributors of electrical appliances over a long period of time.

Three New Distributors For Zenith

Three new distributors have been appointed to handle Zenith radio, including the newly organized firm of Republic Distributing Co., of Grand Rapids, Mich. This firm is headed by C. C. Christianity, president, and C. H. W. Merrill, secretary, both well-known in radio circles. The other new distributors are the H. R. Curtiss Co., San Francisco, and Watson & Wilson, Inc., Los Angeles.

4 U. S. Radio Gloritone Models

Four new models have been added to the line of the U. S. Radio and Television Corp. These new receivers are Gloritone models and are in addition to the regular line of Apex models.

The additional models include two table style receivers and two full-size consoles. With the previously announced U. S. Radio-Gloritone Model 24, table size receiver, the list price range on the added styles is from \$17.95 to \$39.95. The U. S. Radio-Apex models range up to \$150.

Gloritone Model No. 3056 is a five-tube superheterodyne in a cathedral style, table cabinet. The tube equipment is two 57, one 58, one 247, and one 280. The list price for this model is \$19.95.

Gloritone Model No. 3040 is a full-size console, chassis identical with that in model No. 3056. The list price of this model is \$29.95.

Gloritone Model No. 3072 is a seven-tube superheterodyne encased in a cathedral type table cabinet and having both automatic volume control and tone control. The tube equipment is three 58, one 47, one 80, one 55, one 56. The list price of this model is \$29.95.

The console Gloritone Model No. 3074 employs the same seven-tube chassis as in the 3072. The list price is \$39.95.

Connelly Distributes ABC Washers

F. B. Connelly Co., Grunow refrigerator distributor in the Northwest, has added ABC washers and ironers for wholesaling throughout the States of Washington, Oregon, Idaho, and Montana. The

Barrett to Distribute American Bosch

Barrett Electrical Company, Washington Blvd., St. Louis, Mo., have become American Bosch radio distributors in that territory.

W. S. Barrett, president and the Barrett Electrical Company have back of them 14 years of growth in St. Louis and are looked upon as one of the best entrenched concerns in that city.

Are service men doomed?



IS THE independent radio service man doomed? We have heard this question from many quarters since the recent convention of the Institute of Radio Service Men in Chicago. Service men there were told that only on the second call did they make any profit from service work, and that they had to learn to sell to make enough to live.

Can they develop enough second and third calls? The JOURNAL estimates that the average sales price of radio sets for the past two years has been \$10. This includes a third of the sets in use today. If you paid \$10 for a radio set, would you pay \$10 for two service calls, including material, or would you accept a \$5 trade-in allowance and \$5 down on a new set with all the latest features? The cheaper the radio sets become, the less demand for service, particularly for second and third calls for service. With the present demand for sets in the twenties, how can a service man figure at least two calls per owner?

We hear how complicated the newer sets are becoming, how they require more and more specialized knowledge, and how some of them will not stand up for more than a year. Yet they remain so low-priced and new features are so constantly being added that the owner finds it advantageous to make a trade-in rather than pay for service.

Can the service man sell? The JOURNAL was the first radio paper to advocate that the dealer's service department was a valuable source of sales and sales leads. We could mention, offhand, a number of dealers who found that almost half of their business is coming from their service departments. From the first, however, we have run up against the "professional" attitude of service men to whom repair work and engineering come first, last and always. Sales work is either beneath their dignity or above their ambitions. The exceptional man who can combine these two functions is so unusual that he proves this.

By sheer weight of numbers, service men have sold more radio this year than they will ever again. It is said that they are responsible for 30 per cent of the tube sales. Without pausing to debate this figure, which obviously is an optimistic estimate, it may be said that it is a poor showing. Service men today almost outnumber dealers, and they are calling hourly on owners whose sets almost invariably need new tubes. If this army of service men can not sell half as many tubes, their ideal product, as dealers, what chance have they as their numbers and the total calls for service decline?

Set sales by service men are almost negligible, al-

though friends of the independent say it is because of financing and there is talk of developing finance plans. If the service man gets enough credit to carry a comparable stock and a show room to display it, he becomes a dealer. He will soon find that the efforts of merchandising, accounting, collections and other sales routine will stamp him definitely as a dealer and he will be hiring service men. Excepting for the genius, skilled service work and profitable merchandising work are so far apart that no one man can handle them. If he merely divides his time, he is neither a good service man nor a good dealer.

Parts business has always been the backbone of service sales, for few repair jobs are made without adding a new part. In recent months we have seen an increase in the sale of replacement parts, but it is significant that recognized distributors and dealers are adding to their replacement departments. In other words, this increase in demand for items always granted as the service man's dominant sale is being made by dealers, for their service departments, not direct to service men.

The JOURNAL has been through this question of technician against merchandiser often. As every industry approaches adolescence it splits itself sharply into two divisions, the engineering and the merchandising. The people in the industry become engineers or service men if they like to toy with the "workings," and merchandisers if their greatest thrill is selling at a profit. Business history has taught us that the "engineers" and "service men" become gradually less and less important to the industry, growing farther and farther away from the buying public, until finally they become victims of "technological unemployment."

This is what is happening to the radio industry today. Look at the names familiar ten, or even five, years ago. Those who were the technicians, either inventor, manufacturer, or dealer, are rarely seen today. Those who were the merchandisers are still with us and still selling millions of dollars' worth of merchandise.

Let us look at other industries. Even at the moment when the average man is having his automobile patched up instead of buying a new one, automobile repair shops are not nearly the importance of automobile sales rooms. With most cars selling under a thousand dollars, and built to give unquestioned operation for thirty to fifty thousand miles, the average man will prefer a trade-in allowance to a big repair bill. Compare this with fifteen years ago, when the average motorist figured "upkeep" as the biggest expense of driving, and repair shops hummed.

(Continued on Page 18)

Are Service Men Doomed?

(Continued from page 17)

I call in a radio service man to look at my set. It's a good set, one of the best, but it's four years old.

"Ah!" says the service man, "the power transformer is gone. It will cost \$12 to put in a new one."

"Hell, I can buy a set for eleven dollars!" I object.

"Not like this one, though. You've got a good set here."

If the service man is really alert, he may at this point tell me something about a new set comparable with my own. But he's thinking of that \$12 job and he secretly believes that my radio was built in the days when they used expensive material, constructed almost by hand. As an engineer, he doesn't think much of the eleven-dollar junk on the market, and he doesn't hesitate to say so.

I tell him to wait a couple of days before doing the job. Then I drop into a store to look over the cheap sets. If they're selling sets for eleven dollars, I figure, I ought to get a good one for twenty-five at most. If I meet a good salesman, chances are I buy a hundred-dollar job.

If I ask the service man about push-pull or B amplification, he drowns me in a sea of circuits. If I ask the salesman the same question, he answers in words of one syllable and shows me why I need it in my new set.

Look at the piano business. The tuners are one of the most important parts of the industry. They know pianos inside and out; they know music; they have regular access to the customer's home. Yet pianos were sold, and still are being sold, by the boys who take out a truckload and sell them or starve.

The service man and the salesman are as far apart as the doctor and the druggist. The average service man grew up in the radio industry and today at most is in his early thirties. He is learning more and more about something for which there is less and less demand. He is even cultivating a "professional" manner. The dealer-salesman is a man whose knowledge is chiefly a matter of what the public will buy and how he can sell it at a profit. He knows enough about the new developments in radio to use them glibly in his sales talk, but not so much that it clutters up his mind with information the prospect does not need or want.

Checking up the output wattage of some radio sets the other day, we dropped in on the local jobber and asked one of his salesmen. The salesman didn't know and neither did the jobber, although they are selling hundreds of thousands of dollars' worth of that radio. "Go back and see Joe, in the service department," we were told. Joe doesn't think very much about the new line, because they've cut down on the size of the condensers, we learn. Lucky thing for the jobber that Joe isn't talking to the dealers or the public! Joe, however, knew all about input and output. He also knew about a couple of first-rate service men who were out of jobs and wondered if we knew about an opening.

There are a group of men today in the radio business who are nine-tenths "merchandisers." Many of these men we knew a long time before radio began. They sold pianos, they sold talking machines, they sold radio, they sold refrigerators. As long as there is something to sell, they'll be making a dollar selling it. But where are their service men? Where are the men who fixed pianos, the men who did a big business repairing phonographs? You won't find them in radio service work

any more than you will find the radio service man servicing oil burners. They have been left behind, but the SELLERS are still going ahead.

Even the installation sales, including P. A. work and automobile radio, are not going to the service man. When there is such work looking for somebody to do it, the service man may have it given to him. But today these jobs have to be SOLD before they can be installed. The dealer who is SELLING them is getting them, whether his own service man, an independent service man, an ignition expert, or a wiring contractor is doing the job. There are thousands of dealers who, like Independent Radio, discussed last month in The JOURNAL, find their service departments are responsible for half of their business, but this business is created by the merchandising ability of the dealer, not by the repair ability of the service man.

Today our SELLERS are pushing refrigerators, oil burners and appliances. They were the first to seize upon such new radio merchandise as AC-DC sets and automobile radio. The radio service man is NOT interested in oil burners, refrigerators or appliances, and at the best only HALF interested in selling radio. Tens of thousands of radio service men, with more pouring out of the radio schools and factories, are facing dwindling importance. They know nothing, and care for nothing, but radio service. They are trying to pull themselves up by their bootstraps by studying post-graduate work on the new circuits. The independent service men will actually have to be starved out of the industry, until there are so few left that there will be work enough for each.

Stars Who Sell Radio

(Continued from page 16)

Jack Denny

I've Told Every Little Star, whether near or far, just how great you are, that's what I think of you—and why shouldn't I, or we, or us? After all, those Waldorf Astoria programs relieve a pain in the neck, or a cold in the throat, or anything else that annoys you. They are really a necessity. If you don't believe me, come over to my house and listen in on Jack Denny. Right there and then you'll learn who wears the ——— in the family. Don't worry boy, it's me. And let that be a lesson to you. This may be a silly story, but your music has got me so goofy that I even deny my wife the right time.

Ben Bernie

The Old Maestro's coming East. I know a lot of East-enders who'll be happy to greet him, as well as the West-enders who were happy to have him. I guess when he arrives he'll probably live on West End Avenue to make the West-Enders feel happy, while he's with the East Enders. I'm a Brooklynite who'll go all the way to West End Avenue to greet The Old Maestro, tho it's a sleeper jump. Maestro, we're glad to have you amongst our midst, with a hey-nonny-nonny and a hot-cha-cha. Really, we ought to have a spread with no expenses spared, including the Blue Ribbon Malt. After all, why should I tell you how to run your party?

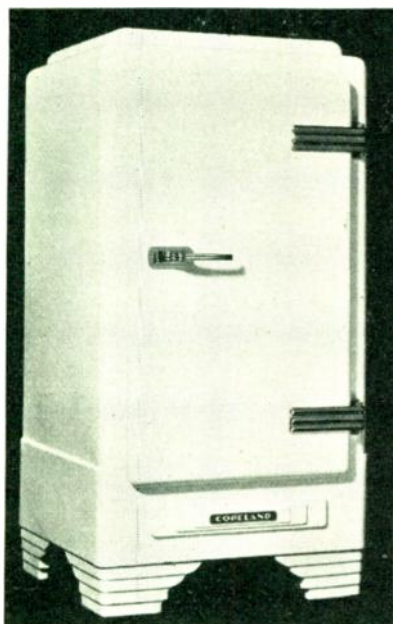
Enric Madriguera

Has just returned from a vacation in Bermuda, and is back at the Hotel Commodore, baton-ing it over his orchestra. Here's a band that has a marvelous following, on the dial and everywhere else. Madriguera is the author of his theme song, *May I Have This Waltz With You, Madame*, which he has just recorded for Columbia, along with *Within Your Power*, *Waltzing in a Dream*, *At the Baby Parade*, and *Now We're On Our Second Honeymoon*. Enric, how did they treat you in Bermuda? Did you bring me back an onion? The next time you make this trip, remember—I can carry handbags and between you and me, I'll tell nobody what's in 'em.



new goods

Copeland



Refrigerators which are claimed to do away with service problems and therefore make profitable selling by small dealers possible have been offered by Copeland in unique designs. A unit which weighs only 74 pounds is supplied in cartridge form, quickly replaced and sent to the central service station if it fails to operate. A screw driver and wrench in the hands of an unskilled worker is the entire service department needed. If he wishes, the dealer will find only three moving parts in the unit to service himself. The unit is so small that it takes little more space than most evaporator cabinets. The refrigerator cabinet is an innovation in design that gives it a highly individual appeal.

Five different domestic models are offered. Model W-12 has 4.16 cubic foot capacity and 8.97 sq. ft. shelf area with 48 ice-cube capacity. Model W-52 has 5.11 cubic foot capacity, 10.81 sq. ft. shelf area and 77 ice cube capacity. Model P-6 has 6.01 cubic foot capacity, 13 sq. ft. shelf area, and 105 ice cube capacity. Model P-7 has 7.3 cubic foot capacity, 15.26 sq. ft. shelf area and 105 ice cube capacity. Model P-11 has 11.12 cubic foot capacity, 22 sq. ft. shelf area and 154 ice cube capacity. All cabinets are furnished with defrosting tray. There are five freezing speeds and an automatic defrosting device which makes the cabinet a semi-hydrator.

WE ARE INTERESTED in purchasing large quantities of Records, Phonographs, Record Albums, Needles and Radio Merchandise. We buy manufacturers', jobbers' and dealers' stocks. Address Box R, care of Radio and Electric Appliance Journal, 5941 Grand Central Terminal, New York, N. Y.

De Wald




Two new AC-DC models have been added to the De Wald line this month, 550 and 551 De Luxe. Both are enclosed in piano finished burl walnut cabinets in designs which make them decorative in the home, and carrying cases are available to make them portable. Both are five-tube superheterodynes with dynamic speaker, operating on 110 to 220 volts a.c. or d.c. Model 550 lists at \$25 and Model 551 De Luxe at \$30.

RCA-Victor



Portable public address system, housed in a single, self-contained carrying case is announced by RCA-Victor. Auxiliary equipment of single and double turntable



UNIVERSAL

Protected Diaphragm
Type
1933 MODEL "X"

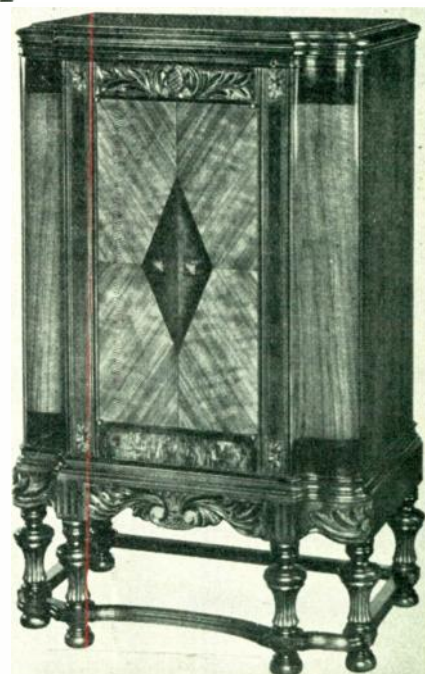
Here is microphone value without precedent! A brand new, 1933 model, protected diaphragm type 2-button microphone listing at only \$10.00! Exceeds every reasonable requirement for quality performance. And in addition, this sensationally successful Model "X" is now made damage proof by the new, scientifically designed diaphragm protection. Yet the list price remains at \$10.00

Universal Microphone Co., Ltd.
424 Warren Lane
Inglewood, Calif. U. S. A.

unit in individual carrying cases is provided. The microphone is the new velocity ribbon type in adjustable desk or table stand. The amplifier is high gain with Class B amplification, giving an output of 20 watts. Two electro-dynamic speakers are mounted behind grilled openings. There is a 30-ft. extension cable for the speakers and the same for the microphone, giving the operator plenty of leeway in arranging his set up. The system uses volume and tone color controls, a microphone transfer switch, and a voice-music switch.

(Continued on Page 24)

More . . . Big Unit Sales



SUPERIOR CABINET WITH AUTOMATIC RECORD CHANGER

(Optional)
No. 1033 Combination

Walnut hand rubbed cabinet. Top of selected Walnut veneers. Doors four piece reversed diagonal matching Oriental Walnut. Butt Walnut inlay on doors and pilasters. Base and top rail hand carved.

Height 44½ in. Set Comp. H. 10 in.
Width 26½ in. W. 24 in.
Depth 14½ in. D. 15 in.

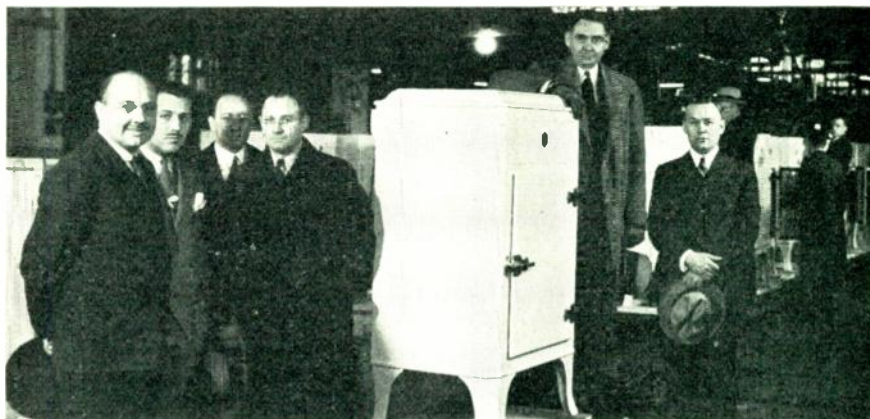
Rush your inquiry for prices and sales proposition.

Superior Cabinet Corp.
3611 14th Ave., Brooklyn, N. Y.

Pictorially



A bit of sunshine for radio dealers. The new Wesco lamp requires just a few minutes of this for a mild tan.



First production model of the Majestic "Electro-Sealed" refrigerator comes from the factory. Greeting it are: John F. Ditzell, Charles R. Klopp, Earl L. Hadley, LeRoi J. Williams, Don M. Compton, and R. C. Rolfing.



An unusually impressive window is this display in Detroit of De Wald Dynette models. Notice how the many uses of the small receiver are forcibly brought out. This is an excellent example of selling by featuring use.

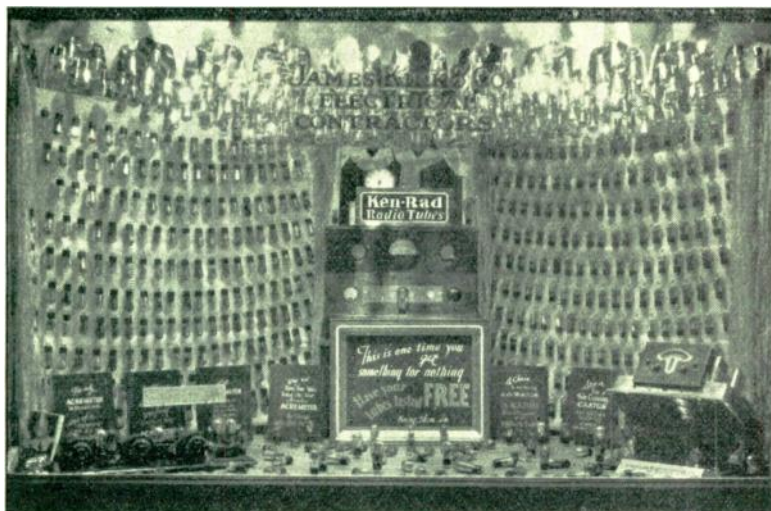


A tribute to Fada radio from foreign lands. The highest award at Luxembourg's international industrial exposition. Other recent Fada awards are reported from the North Africa industrial exhibit at Algiers and the fair in Tunis.



A farewell tap room party in honor of Raymond Langley, director of recording of the Columbia Graphophone Co., Ltd., London, held at Tony Sarg's Bohemia, New York City. Among the guests are H. Peteman, Harry Brown, Peter Decker, Harry Link, Harry Woods, Sammy Fains, H. Lotot, Charles Carlile, Paul Small, Jack Bregman, Rudy Weidost, Raymond Langley, H. Mindling, Fred Erdman, Joe Young, Arthur Garmaize, Tony Sarg, H. C. Cox, Frank Walker, Irving Mills, Al. Truell, Chas. Weller, Ben Bloom, Fred Berrens, Ed Conne, Douglas Cooke, Jay Fagan, Al Zutsmith, Ben Selvin and Sam Wiegler.

speaking



A unique tube window featuring Ken-Rad tubes by James Kirk & Co., Philadelphia. Notice how the various types of tubes are shown, how the big features are explained and free testing offered.

Judges in the Columbia "Little Giant" radio contest include three well known in radio. Concentrate on the centre mug, because he prefers bridge to racing, putting the card before the horse.



Ted Lewis



Glad. Henderson



Rudy Vallee



A toast to the new line of water coolers announced by Leonard is made by General Sales Manager Petrie and Merchandising Director Taylor.



Peter Johnson Co. recently staged this musical Crosley float in a Columbus, O., parade.



One of the outstanding refrigerator meets in the East is this gathering of dealers from New York and New Jersey to see the Grunow line. Factory was represented by Bill Grunow, H. C. Bonfig, Duane W'anamaker, Jimmie Davin and Dr. J. D. Jordan, and the distributors included Len Welling, Herb and Bernie, and Gus Kraus.

The Last Word

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

Raytheon Production Corp. Takes Over Raytheon Sales

With the withdrawal of the National Carbon Co. from the radio tube business, and the announcement that henceforth these tubes would be known as Raytheon tubes and their sales handled by The Raytheon Production Corporation, the trade was surprised at the first move and agreeable to the second. The two statements from the two companies cover the main points of the move.

"Jack" Spangler will continue to direct Raytheon sales, in co-operation with Lawrence K. Marshall, president, and David T. Schultz, treasurer, of Raytheon. The latter two men started the Raytheon tube business with that special brand of gas tubes a number of years ago, those tubes being exclusive at that time. As the tube demands changed, Raytheon created and introduced the 4-pillar type of construction for tubes in all the types and styles. Four years ago, a deal was consummated with the National Carbon Co. to sell the Raytheon output, and there are now several hundred Raytheon jobbers and several thousand dealers.

As tube specialists, The Raytheon Co. will devote its future work to the selling, as well as the manufacturing, of Raytheon radio tubes.

National Carbon's statement of the change, over the signature of H. S. Schott, vice-president, said in part: "The Raytheon Production Corporation has been the manufacturer of the high quality, unique construction Raytheon 4-Pillar tube sold by National Carbon Co., Inc. After March 31, 1933, they will handle sales and distribution as well as production. Until that date please continue sending your orders to the National Carbon Company, Inc., as heretofore.

"The management of the Raytheon Production Corporation is experienced in all phases of the radio tube industry and we feel sure is in a satisfactory position to carry on the relationship that we have enjoyed with you. In addition, the sale of Raytheon 4-Pillar tubes after March 31, 1933, will be handled by a sales and engineering staff composed of present members of the National Carbon Company organization."

D. T. Schultz, treasurer of Raytheon Production Corp., stated: "Sales personnel of the National Carbon Company who have been handling the sales of radio tubes will, after March 31, 1933, continue to contact dealers and handle the sale of Raytheon 4-Pillar tubes for the Raytheon Production Corporation.

"The Raytheon organization is a pioneer in the radio tube industry and was responsible, among other things, for the development of the famous BII tube which made the first commercial all-electric radio sets possible.

"The Raytheon organization developed the 4-Pillar Raytheon Tube which is the

outstanding product in the radio tube industry. The same management and production personnel responsible for these achievements will continue to serve you.

"Engineering and research activities have been and will be carried on at an extensive rate. You will be assured of all the up-to-date developments in the radio tube art."

Naylor Joins Ken-Rad

The Ken-Rad Corporation of Owensboro, Ky., announces that L. P. Naylor has been appointed sales representative of the company in an extensive eastern territory.

The area in which Mr. Naylor will operate includes the states of Pennsylvania, West Virginia, Virginia, New Jersey, Maryland and Delaware, as well as the District of Columbia. Mr. Naylor has a wide acquaintance in this territory and will work with and appoint old and new jobbers.

Mr. Naylor's most recent business connection has been with Arcturus and for a number of years he was sales manager. For the present he will operate from his home address, 279 Fourth Avenue, East Orange, New Jersey.

Want Motor Generators?

Seeking a market for used radio motor generator sets, one of The JOURNAL subscribers asks us if we know of a possible purchaser for a generator of the following characteristics:

U. S. Government Approved radio generators, Crocker-Wheeler, 5 K. W. type CB223, 250 volt, 500 cycles, 1765 R. P. M. 50 ampere driven by 120 volt, D. C. motor, 2 bearing unit.

Stan Tobin Joins Leonard Advertising Agency

Stanley Tobin, who has been closely connected for some time with publicity and sales promotion work for electric refrigerators, has joined Brook, Smith & French, Inc., where he is actively furthering the Leonard interests.

Buys Big Phonograph And Record Stocks

Believe it or not, there is a very active trade in New York in phonographs in bulk lots. An advertiser this month in The JOURNAL says he is interested in buying large quantities of records, phonographs, albums, needles, either in New York or any other city.

Ditzell General Sales Manager of Majestic

John F. Ditzell has been appointed assistant vice-president and general sales manager of the Grigsby-Grunow Co., following the inauguration of a new sales plan by that company. The sales activities on all Majestic products will coordinate and Mr. Ditzell will have control of refrigerators, radios and tubes.

This plan of sales work is announced as permitting closer cooperation with distributors, maximum support to each product during the periods when each is most timely, and preventing duplication of effort.

Harry Alter becomes, through this reorganization, assistant general sales manager, working directly with Mr. Ditzell. Mr. Alter was formerly manager of the Northern Illinois division.

Fada Adds a Dozen Representatives

Fada Radio & Electric Corp. has announced a new group of specialty salesmen in the field to contact the trade in the interests of the new Fada Motoret and Fadalette.

The new Fada appointees are as follows: W. J. Croke, Toledo, Ohio; V. W. Fitch, Des Moines, Iowa; C. J. Kleyla, Omaha, Neb.; Ronald Spitzer, Washington, D. C.; T. R. List, Pittsburgh, Pa.; F. J. Moran, Cleveland, Ohio; L. N. Bushnell, San Francisco, Calif.; Bert Scouler, Los Angeles, Calif.; S. R. Denham, Sacramento, Calif.; Wm. Falter, Oklahoma City, Okla.; P. J. Rundle, Kansas City, Mo.; Owen E. Rupert, 619 Shriver St., Cumberland, Mo.

Receives Major Award

Among Phi Beta Kappa scholastic awards this year at Dartmouth College, Hanover, New Hampshire, was that of Gail G. Geddes, son of Bond Geddes, executive vice-president and general manager of the RMA. Young Geddes is only nineteen years of age and a senior at Dartmouth and is also active in college athletics.

Arcturus Names Glauber Chief Engineer

Arcturus Radio Tube Company announces the appointment of John J. Glauber, M. E., as chief engineer. Having been with Arcturus since its early days, Mr. Glauber has developed many of the new tubes pioneered by that company.

Hurley, Jr., Reelected Washer President

Edward N. Hurley, Jr., has been re-elected president of the American Washing Machine Manufacturers' Association for the fourth consecutive term. Other officers of the organization include: A. H. Peters, Horton Manufacturing Company, Fort Wayne, Ind., and I. N. Merritt, Grinnell Washing Machine Company, Grinnell, Iowa, vice-presidents; William H. Voss and Walter K. Voss, Voss Bros. Manufacturing Company, Davenport, Iowa, treasurer and assistant treasurer; and Silas H. Altorfer, Altorfer Bros. Company, Peoria, T. W. Behan, Nineteen Hundred Corporation, Binghamton, N. Y., W. Neal Gallagher, Automatic Washer Company, Newton, Iowa, J. C. Nelson, Easy Washing Machine Company, Syracuse, N. Y., and W. K. Voss, executive board. J. R. Bohnen was reappointed executive secretary.

Mr. Hurley reports a shortage of electric washers throughout the country and an increasing willingness by prospects to pay higher for additional quality.

Urges Dealers to Sell Commercial Appliances

Poke Galt, friend of the radio trade throughout the Eastern States, is now district sales manager of the Universal commercial appliance division, working out of New York City. Poke is selling the restaurant, club and hot dog stand trade such electric appliances as coffee urns, drip coffee makers, griddles and juice extractors, through the recognized distributors.

"Dealers in small towns especially," Poke tells us, "have an excellent opportunity of selling this type of appliance. They can sell almost chiefly from catalog or successful installation, requiring practically no investment. Most restaurants prefer to buy from a local source because of the assurance of service. After the first sale, the dealer can easily develop a good business by comparison. Most interesting, it is a cash business and the sales unit often runs over a hundred dollars."

E. G. Hefter Zenith Export Manager

Edward G. Hefter has been appointed general manager of the export division of the Zenith Radio Corporation of Chicago.

For the past three years, Mr. Hefter has been Eastern sales manager for Zenith with headquarters at New York City. He now will be located at the Zenith factory, Chicago.

WIRE WOUND **CANDOHM** FINER RESISTORS

ARMORED REPLACEMENT UNITS
STANDARD EQUIPMENT IN THE LEADING SETS

CANDOHMS THE METER COMPANY
1235 South Michigan Ave., Chicago, Ill., U. S. A.

WILL LOWER YOUR COSTS—MAY WE SAMPLE AND QUOTE

Extra Service to Journal Readers

The radio dealer's best salesmen are the radio artists. They are the chief reason for your customers to buy sets. This month, The JOURNAL, again pioneering, starts a series by Al Vann, who knows these artists personally, giving gossip intimacies that can be made invaluable to your conversation with radio prospects. Another exclusive JOURNAL feature!

7 Questions for Dealers Selling Oil Burners

Seven things the manufacturer wants to know about a dealer before he appoints him to sell oil burners were recently listed by E. J. Lattner, president of the Century Engineering Corp., in an interview in Printer's Ink. The seven things he wants to know about prospective dealers are:

Is he selling oil burners now, or has he ever sold them? In other words, has he had actual experience in this field?

Has he sold any great number of home appliances locally?

Does he employ house-to-house canvassers?

Does he maintain an agency and an established territory for any particular product?

Does he operate a store or a shop, and does he have a display window available?

What reputation does he hold in his community, both as to his business ability and his integrity?

Is he financially able to carry his accounts from the time of installation until final payment?

MAILING LISTS

Pave the way to more sales with actual names and addresses of Live prospects.

Get them from the original compilers of basic list information—up to date—accurate—guaranteed.

Tell us about your business. We'll help you find the prospects. No obligation for consultation service.



60 page Reference Book and Mailing List CATALOG

Gives counts and prices on 8,000 lines of business. Shows you how to get special lists by territories and line of business. Auto lists of all kinds. Shows you how to use the mails to sell your products and services. Write today.

R. L. POLK & CO.
Polk Bldg.—Detroit, Mich.

Branches in Principal Cities
World's Largest City Directory Publishers
Mailing List Compilers. Business Statistics. Producers of Direct Mail Advertising.

Goodman Uniflow Eastern Sales Manager

Frank J. Goodman, well known in the radio and appliance business, has been appointed Eastern sales manager of the Uniflow Manufacturing Co., announces M. A. Martin, general sales manager, Erie, Pa., where he will concentrate his activities with the trade in New England, Metropolitan New York and a part of New York State.

Speaking about this connection, Mr. Goodman said: "Uniflow makes a high class popular priced refrigerator, and I am very much pleased to be able to announce my association with the firm. This company has specialized in durability of product, and has done a great deal of business with the large buyers of refrigerators."

F. A. Bremer Working with Columbia Wholesalers

Frank A. Bremer, Jr., who is now assistant sales manager of the Columbia Phonograph & Radio Co., reports a keen interest among radio distributors throughout the country in the new Columbia radio models.

P. A. OPERATORS! On the output end of your amplifiers—



FOX
electro-dynamic
UNITS
and
Aluminum
HORNS—

—mean better and more dependable performance. All precautions have been taken to insure that FOX is the most dependable. Even the diaphragm is guaranteed for one year and as a P.A. Operator or user of heavy duty units, you cannot afford to overlook a product with such a positive guarantee on it.

FOX Aluminum trumpet horns too. They are constructed in four and six feet sizes, sturdy, beautiful in tonal quality and will withstand all weather conditions.

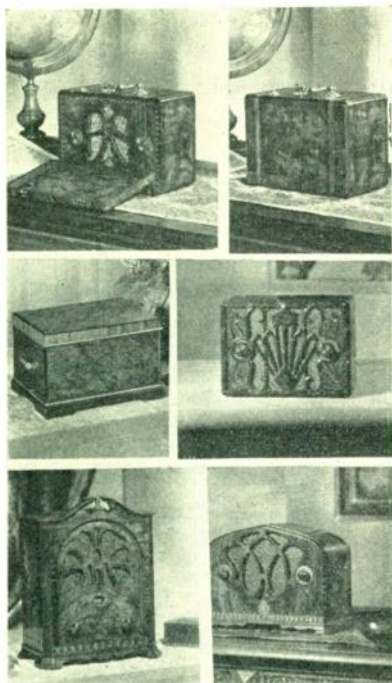
Service also—we repair any make or type of units or microphones. Work guaranteed, prices reasonable and return shipment prompt.

ATTENTION TO ALL

Write for complete descriptive information about the new FOX portable P. A. system. It is the smallest, most convenient you've ever seen, only 7x8x10 inches, entirely self contained and gives more than enough volume to distribute speech throughout most any show-room or store or banquet hall. Priced net at \$49.00, including a first class double button hand speech microphone. Send in your order now.

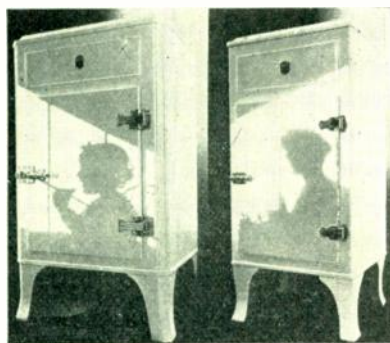
Write for descriptive bulletins and permit us to quote trade discounts.
THE FOX ELECTRIC & MFG. CO.
3100 Monroe Street, Toledo, Ohio

Emerson



A complete line of AC-DC models has been announced by Emerson, following up the success of its original model 25A. The new line ranges in price from \$17.95 to \$32.50. Model 20A, \$17.95, is a four-tube TRF with six-inch magnetic speaker in bakelite case with walnut finish. Model 250 is a five-tube superhet with dynamic speaker, listing for \$25, in burl walnut case in modified Gothic design. Model 30, at \$30, is five-tube superhet with dynamic speaker in solid burl walnut case with marquetry inlay with hinged cover to make it fully portable. Model 300, at \$30, is a five-tube superhet with dynamic speaker in a chest cabinet of solid walnut with figured walnut and tiger wood veneer. Model 35, at \$32.50, is a six-tube superhet with dynamic speaker with automatic volume control in a mantel clock type cabinet of solid walnut.

Majestic



Six new Majestic electric refrigerators feature such new points as: Electro-Seal in the De Luxe models, Stay-Kold defroster, Auto-Reset Protector, Triple-Type insulation, Elasto finish in smaller models, Stay-Brite finish, Isolator wall. Both motor and compressor on the De Luxe models are "Electro-Sealed" within a solid steel dome secure from disturbance. The "Auto-Reset" protects the owner from discontinued refrigeration

due to temporarily reduced line voltage. Three forms of insulation are employed, each in its proper place. The natural properties of the insulation are augmented by asphalt sealing.

Additional Majestic refrigerators at low prices have been added to the line for leaders.

Fada



The Motoset and Fadalette described in The JOURNAL last month and pictured here are meeting with considerable enthusiasm throughout the country, according to Louis J. Chatten, general sales manager. Mr. Chatten tried the Motoset in his own car during his recent trip through the mountains of Pennsylvania and he reports constant country-wide reception.

Conlon



New washers and ironers, retailing from open list models to \$99.50 for the former and open list to \$109.50 for the latter, have been introduced by Conlon. The company announces also a complete franchise plan, designed for every dealer regardless of volume, a finance plan available for dealers, a carload plan for assorted models of washers and ironers, and a policy to rebuild any of its models within 15 years for \$15.

Features offered in the washer line, which totals eight models, include new bar release safety wringers, "hold-heat" double tubs for keeping water hot longer and protection against damage to the tub, four-vaned high-speed agitator, patented agitator dome control, special vibrationless mounting of motor and mechanism, life-time sealed-in-oil mechanism, and the Conlon drainator, a centrifugal drain pump operated directly from the motor.

Featured in the upper price range cabinet model ironers are double automatic thermostats, giving divided control of the heating shoe for added economy of operation and convenience in ironing small articles. All models but one have detachable drop-leaf end tables. The non-cabinet models have been designed so that purchasers can convert them at any time to cabinet, table top ironers.

The entire line features a secret process hard chromium shoe guaranteed against ordinary scratches, 1-6th horsepower rubber-cushioned motor delivering two pounds per square inch pressure on ironing surface, heat trap dome to deliver maximum temperatures, non-sag ironer roll, baked-on lacquer finish, flexible shoe to accommodate various thicknesses of fabrics, exclusive pressure and steaming control, and dual mechanical control.

Crosley

The CROSLLEY ROAMIO Model 98



A new all-electric superheterodyne is the Crosley Roamio which lists for \$49.95 completely installed. The B eliminator uses no tubes, bearings, brushes or other high-speed rotating parts, for the Synchronode vibrator is synchronized with voltage interruptions so that there is no sparking. This, of course, greatly improves the reception quality possible. The new Roamio 98 chassis uses one 77, two 78, one 75 and one 89 tube. It is shipped complete with eight spark plug suppressors, one distributor head suppressor and two condensers.

Williams

An oil-burning hot water heater has come from the Williams Oil-O-Matic factory fashioned like a railway locomotive to give the greatest water heating efficiency to the fuel burned. The boiler itself is horizontal and the heat from the burner passes across the bottom three times before it reaches the flue.

SERVICE MEN! RADIO OWL

Will Boost Your Income



Make Each service call a demonstration for RADIO OWL. Automatically shuts off the radio when you want it to. Sells on sight. Adds to your income almost without effort. Sold by jobbers and dealers everywhere.

UNIVERSAL MICROPHONE CO., Ltd.
421 Warren Lane, Inglewood, Calif., U. S. A.

Creating New Opportunities for DEALERS



CONNQUERORS WITH (NEW PRINCIPLE) VOCABELL The Sales Sensation of the Year

CONN DEALERS are constantly being furnished with new sales ammunition — the kind that really brings you orders and profits.

These new CONNQUERORS with (new principle) VOCABELL are typical of Conn's resourcefulness in offering greater values and outstanding improvements to stimulate sales in the band instrument market.

The VOCABELL is now recognized to be the century's most revolutionary advancement in its field. By using a one-piece construction in the bell-edge and eliminating the conventional rim with its trouble-making steel wire reinforcement—the VOCABELL makes possible a new freedom of vibration, clearer, *puer* resonance and ability to play higher notes and obtain playing effects impossible on other instruments. The VOCABELL is exclusive with Conn and protected by U. S. Patents Pending.

New CONNQUERORS with VOCABELL are now available in Cornet (40A), Trumpet (40B), and Trombone (44H). Famous artists are buying CONN-

QUERORS at a rate unprecedented in our history. Dealers everywhere are profiting; so can you.

Yet this is but one step in the Conn program of advancement. Equally remarkable developments are in the making. And back of all is the prestige of Conn—for more than 50 years the leader. Known everywhere as the world's largest manufacturer. With a continuous schedule of national advertising and the most complete and effective sales helps available anywhere.

Perhaps the Conn franchise may be "open" in your city. Why not write us NOW?

C. G. CONN, Ltd., 234 Conn Building
ELKHART, INDIANA



BAND INSTRUMENTS

Ride the Tide that Keeps on Rising



EVER since the first Leonard Electric was introduced, Leonard sales have continued to increase at a rate that has attracted the attention of the entire refrigeration industry. In 1932 more than twice as many Leonards were sold as in 1931—and the Leonard sales curve still climbs sharply.

There are sound reasons for this phenomenal success, and they are reflected in hundreds of letters Leonard has received from dealers. These letters are not like any other refrigeration dealer letters you ever saw.

The reason they are different is that *the experience of Leonard dealers is different*. They have something to say—results to quote—real success to talk about. We'll be glad to send you copies; they reflect an enthusiasm for the Leonard product, policies and program that we think is unique in the industry.

The Leonard tide keeps on rising—with the weight of Leonard reputation, beauty and quality behind it. The new Leonard Electric (10 models—4 all-porcelain) offers an unequalled combination of convenience features. Prices begin at \$112.00 (f. o. b. factory, installation and tax paid). It is backed by the strongest advertising and selling program in the company's history.

If you are interested in knowing what Leonard dealers think of this profit opportunity for 1933, write or wire us.

LEONARD REFRIGERATOR COMPANY
14261 Plymouth Road, Detroit (552)



Only Leonard has the LEN-A-DOR

LEONARD

ELECTRIC REFRIGERATOR

I am interested in the opinions of Leonard dealers about the Leonard franchise.

Name _____
Address _____
City _____ State _____

(14261)

PRICES START AT \$112 F. O. B. FACTORY • INSTALLATION AND TAX PAID

Radio Journal

& ELECTRIC APPLIANCE

MUSIC - RADIO
Electric Appliances

Glad Henderson
Editor

RADIO-REFRIGERATORS-WASHERS-BURNERS-APPLIANCES-RADIO TUBES-RECORDS-MUSIC

Simplified Refrigeration

The NATIONAL Refrigerator sets a new standard of Value, combining (1) low first cost, (2) remarkable economy of operation and (3) proved dependability of mechanism.



This is the 5½ cu. ft. Model L-58 — a quality refrigerator at an amazing low price. . . . built to give many years of economical, dependable refrigeration. Porcelain interior, lacquer exterior, balsam wool insulation, semi-concealed hardware, automatic defrosting, every desirable refinement is included, with all questionable novelties eliminated. Spacing and arrangement of ribbon-type shelves have been carefully studied for maximum utility. The Mullins all-porcelain evaporator is mounted in the center. Three freezing trays total 84 ice cubes.



The pressure trap valve is a new and exclusive NATIONAL development which displaces the customary float-valve mechanism and thereby eliminates the source of the majority of service calls in previous refrigerators. If you don't happen to know what a significant improvement this is, any service man can tell you.



THE NATIONAL Refrigerator is a first quality product of a price which is the result of increased overhead and selling costs—not of skimping in materials and labor. It is priced for careful buyers who seek the biggest dollar value in an electric refrigerator who recognize value when they find it and who resent excessive selling costs.

There is nothing experimental in the design and construction of the NATIONAL. The box is identical in construction and insulation with that built for one of the quality refrigeration manufacturers of long standing. The compressor is of our own well-known manufacture, and is the same tried and proved mechanism that has given excellent service in thousands of

homes during the past three and a half years.

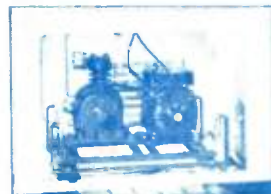
A new and exclusive feature has been developed by NATIONAL engineers. It is a perfected and simplified pressure trap-valve which eliminates the customary float-valve mechanism and thereby removes the source of the great majority of service calls. The importance of this exclusive improvement can scarcely be exaggerated. It will reduce service difficulties beyond all previous standards of trouble-free operation.

All new essentials have been left off the NATIONAL in order that it might become the utmost value in simplified refrigeration, attractively priced and built to render many years of dependable, economical and satisfying service.

We invite your searching investigation that you may prove NATIONAL'S outstanding value.

NATIONAL REFRIGERATION CORP., DAYTON, OHIO

NATIONAL



Every NATIONAL compressor is "bumped" for eight hours continuous operation, then dismantled and inspected before final assembly and shipment. This compressor has been proved by three and a half years of service in thousands of homes. Simplified design, expert craftsmanship and latest refinements give it extraordinary efficiency and economy, and result in less current consumption. . . . by actual test.

DIMENSIONS AND SPECIFICATIONS

MODEL	L-46	L-53	L-67
Overall Height	55½ in.	60½ in.	62½ in.
Overall Width	24	26½	31½
Overall Depth	20½	22½	22½
Inside Height	26 in.	31 in.	31 in.
Inside Width	18½	20½	24½
Inside Depth	15½	18½	16½
Gross Capacity	4.60 cu. ft.	5.86 cu. ft.	6.76 cu. ft.
Net Capacity	4.30 cu. ft.	5.52 cu. ft.	6.42 cu. ft.
Insulation	1 in.	2½ in.	3½ in.

Notes: Porcelain interior—larger shelves. . . . Semi-concealed hardware, chromium plated. . . . Mullins all-porcelain evaporator—freezing trays—84 ice cubes (all models). . . . Temperature control (manual, automatic, speed-automatic defrosting). . . . (Leland National, M.P.) Guarantees standard one-year mechanical warranty.

Write now for data on National Refrigerators, National Refrigeration Corp., Dayton, Ohio



IF you want to put new life into your radio business, we suggest that you obtain complete information on the new Westinghouse radio line from the nearest Westinghouse distributor.

All-wave sets! Dual-wave sets! Compacts! Table models! Consoles! Auto sets! Westinghouse, the oldest name in radio, provides a complete line that will sell . . . and that will make a substantial profit for you. See them, listen to

them perform, look at the popular prices, and you'll agree that here is a line of sets that will appeal to your customers . . . and will be a money-maker for you.

Westinghouse provides you with a set for every customer's needs, without great investment in inventory.

For complete information, mail the coupon. Or better still, wire or phone the nearest Westinghouse distributor for full details.

Westinghouse *Radios*

SEND THIS COUPON FOR
COMPLETE DETAILS →

Westinghouse, Room 202, 150 Varick Street, New York.
Please send me complete information on the new Westinghouse Radio Line.

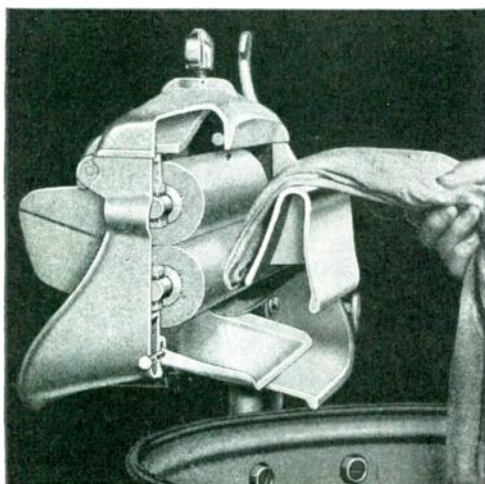
Name
Address City

EVERY HOUSE NEEDS WESTINGHOUSE

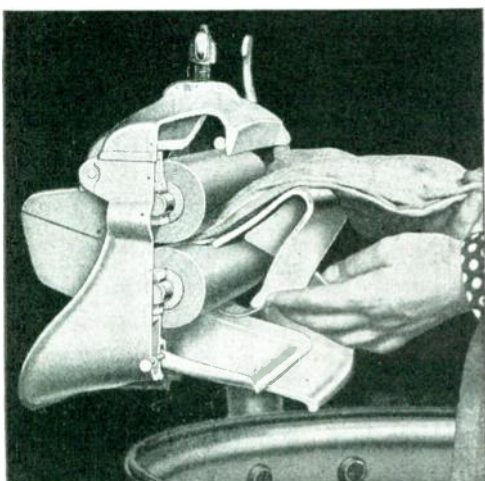
A Great New Exclusive Sales Feature for this Famous Line of Washers

A Feature You Can Promote

No woman who sees the Haag Mechanical Hand demonstrated can fail to be impressed with its remarkable efficiency. A high percentage eliminate all consideration of competitive washers on this one exclusive feature alone. It gives Haag dealers a powerful sales-closing advantage.



Here's a sectional view of the Mechanical Hand. The end of the garment has been dropped into the aperture between the Mechanical Hand and the rolls. The operator's hand is in the safety zone.



The Mechanical Hand feeds the clothes into the rolls at a touch of the finger. The feeding generally is automatic — not even a touch necessary.



There are five models in the Haag line, including a square tub and a double tub machine. Three are equipped with the Mechanical Hand. Prices range from \$49.95 to \$129.50. Slightly higher in Rocky Mt. and Pacific Coast States. Water pump and Briggs & Stratton gasoline engine power extra.

Here are four vital reasons why Haag Washers sell readily, make friends, and earn profits:

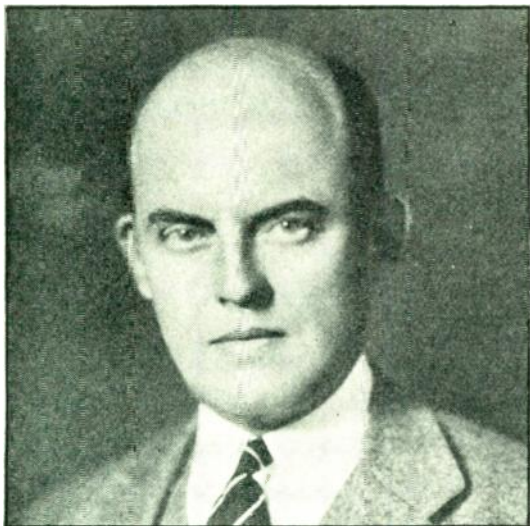
- 1 ***The Supersafe Wringer and Haag Mechanical Hand.***
This is Haag's new and revolutionary type of wringer designed to prevent accidents. A great safety feature and a remarkable sales builder.
- 2 ***Sparkling Beauty that Attracts.***
The Haags are a bright spot on any sales floor. Their beautiful and durable finish reflects the unusual care exercised in their manufacture.
- 3 ***Haag Washers Built to Render Years of Service.***
Of course, the fine engineering and quality construction that have made Haags famous for nearly a quarter of a century are maintained and refined in these fine new models. Every Haag you sell will help make more sales.
- 4 ***A Remarkably Fine Cleansing Action.***
The cleansing action of the Haag Washers is really outstanding. It is more rapid, more thorough, and extremely gentle. It wins in competition.

HAAG
WASHERS

Write today for the interesting new Haag catalog that describes the line and explains in detail the exclusive Haag features. We will gladly send complete information regarding prices and discounts.

HAAG BROS. CO.
Peoria, Ill.

STEWART-WARNER



JOSEPH E. OTIS, JR.
President, The Stewart-Warner Corporation



FRANK A. HITER
Gen. Sales Mgr., The Stewart-Warner Corporation

OTIS and HITER Records

—and What They Mean to Your *SUCCESS* as a Radio Dealer

1 ALEMITE Distributor Organization

Under the direction of Joseph E. Otis, Jr., and Frank A. Hiter, the Alemite distributor and dealer organization has maintained for many years an outstanding reputation as one of the most successful and consistently profitable distributing organizations in the United States. Profitable not merely to the Alemite Corporation, but to each and every member of the organization—from the biggest distributor to the smallest way-side service station.

Sound management and selling policies carried this organization through two major depressions, to constantly increasing sales and profits for everybody concerned. As a crowning touch to years of aggressive progress, Alemite was able to announce this year that 99% of 1934 cars are *factory-equipped* with their newest development—The Alemite Hydraulic Lubrication System. Thus the market is constantly being made wider and more profitable for Alemite distributors and dealers, under Otis and Hiter management, by *proven* methods they have learned—not from mahogany desk theories—but from long, practical experience on the “firing line.”

2 STEWART-WARNER REFRIGERATORS

Because of their outstanding success with Alemite, Otis and Hiter were appointed to direct the parent company—Stewart-Warner. To an organization long famous for the technical excellence of its products, they added new, aggressive selling policies.

The first product to benefit from this happy combination was the New-Type Stewart-Warner Home Refrigerator. In one sensational year it jumped from nothing to a commanding position in the refrigeration industry. Once again Otis and Hiter had gathered around them a distributor and dealer organization bound to succeed because they knew they could depend on fair dealing, fine merchandise, full profits, and financial stability, from the management back of them. Stewart-Warner's refrigerator plant is now working day and night. Dealers and distributors are reaping a rich harvest of profits on “The Easiest-to-Sell Refrigerator Ever Made”—thanks to management that thoroughly understands retail conditions and problems—and shapes its policies always to give the dealer his well deserved share of the success he plays such a large part in making.

3 And now the new Stewart-Warner RADIO

You may have the opportunity to share in another—and perhaps the greatest—Otis and Hiter success, if you can qualify. Right now the new Stewart-Warner management is bringing together an organization of the most able, aggressive dealers and distributors in the radio field. They are being selected carefully. From years of successful direction of distributor organizations, Otis and Hiter know the type of dealer who will fit into their kind of hard-hitting merchandising plans and make himself plenty of money. *If you are that type of dealer, here is the biggest news you have ever had in business—*

All the great resources and manufacturing facilities of Stewart-Warner are back of a new line of radios for 1934-35 that will give the public the first real, sensible reason for replacing old sets since A-C tubes replaced batteries! It will have every important selling-point of competitive lines—but in addition will offer an amazing new exclusive improvement that will make sales, even to present radio-owners, as fast as it is demonstrated! Dealer appointments are now being made. Investigate.

The New STEWART

DOES IT AGAIN !

*Announcing a great NEW Achievement
that makes EVERYBODY your prospect!*

This is advance notice of a sensational new Stewart-Warner program about to be launched under Otis and Hiter management—on a line of radios for 1934-35 that will set a new pace for retail radio sales. *You will find it easier to sell this new Stewart-Warner line than to sell against it.* Watch for announcement of complete details. Alert dealers will get a jump on competition that will put them 'way out in front in sales and profits for a long time to come.

What You Ought to Know About the Line You Sell

COMMON sense and past experience both demand that the first question you should ask yourself about the line you are going to feature is—"What's back of the product?" What is the record of the company? What are its policies? Do the people at the head of the company understand your problems? Will they judge your territory and your potential sales fairly and intelligently—so that meeting unreasonable quotas won't eat up all your profits?

Is the manufacturer financially sound? After you have spent years of your life building up a following on their merchandise, will you be able to (1) continue to get that merchandise (2) with quality always at least equal to competition?

Back of the new Stewart-Warner Radio is a management personnel which should be of greatest importance to you, as assurance on these two vital points. J. E. Otis, Jr., and F. A. Hiter have proved many times that they know the way to success, and that distributor and dealer organizations associated with them always participate fully in such success.

Too many companies have been built up solely for their own profit at the expense of hard-working dealers. Investigate the successful merchandising histories of Otis and Hiter and you will find that in every case the story has been one of cooperation, of success shared with distributors and dealers.

The same powerful manufacturing and selling resources that made a sensational success of Stewart-Warner refrigerators in one short year are now back of the new Stewart-Warner radio. Dealers and distributors who "get in on the ground floor" will participate in the rapid progress and profits that are always the results of Otis and Hiter management and sales-strategy.

A significant example of the aggressive policy back of Stewart-Warner radios, is the addition of Dr. C. M. Blackburn to Stewart-Warner's engineering staff—in charge of radio designing and manufacturing. Dr. Blackburn is well-known in the radio industry for his uncanny foresight into exactly what the public wants, and his unfailing ability to give it to them, with highest technical qualities at prices to sell fast.

This year will definitely mark the beginning of a Stewart-Warner march to leadership in radio. For the first time, you will be able to sell a really practical line of all-wave radios—so simple to operate that any child can tune in even the hardest-to-get broadcasts—at popular prices!

You will be wise to investigate full details of this new line—which will be announced any day now—before putting yourself in a position that might prevent your profiting from this exceptional opportunity.

*Write..Wire
or phone us direct*

Get the full story of this great

NEW LINE

**BEFORE MAKING STOCK
COMMITMENTS!**

STEWART-WARNER CORPORATION

1845 DIVERSEY PARKWAY

CHICAGO, ILLINOIS



WARNER *Radio*

Let Me Re-Introduce Myself to the Radio Jobbers and Dealers of this Country

I'M back in the business of making good radio sets, having "taken off" the last three years to create a number of developments in the sound reproduction field. Many radio men know I hold 153 patents in sound recording and reproduction, and am rated as an authority in that business. So my new radio sets are "sound perfect" to the perfection degree. Heard by ear or measured by instrument, my new

Demco Radio Sets

give extraordinary tonal fidelity and a musical performance as yet unheard.

Nothing I can convey to you on paper is of much value compared to your hearing it under any and all conditions in your own offices.

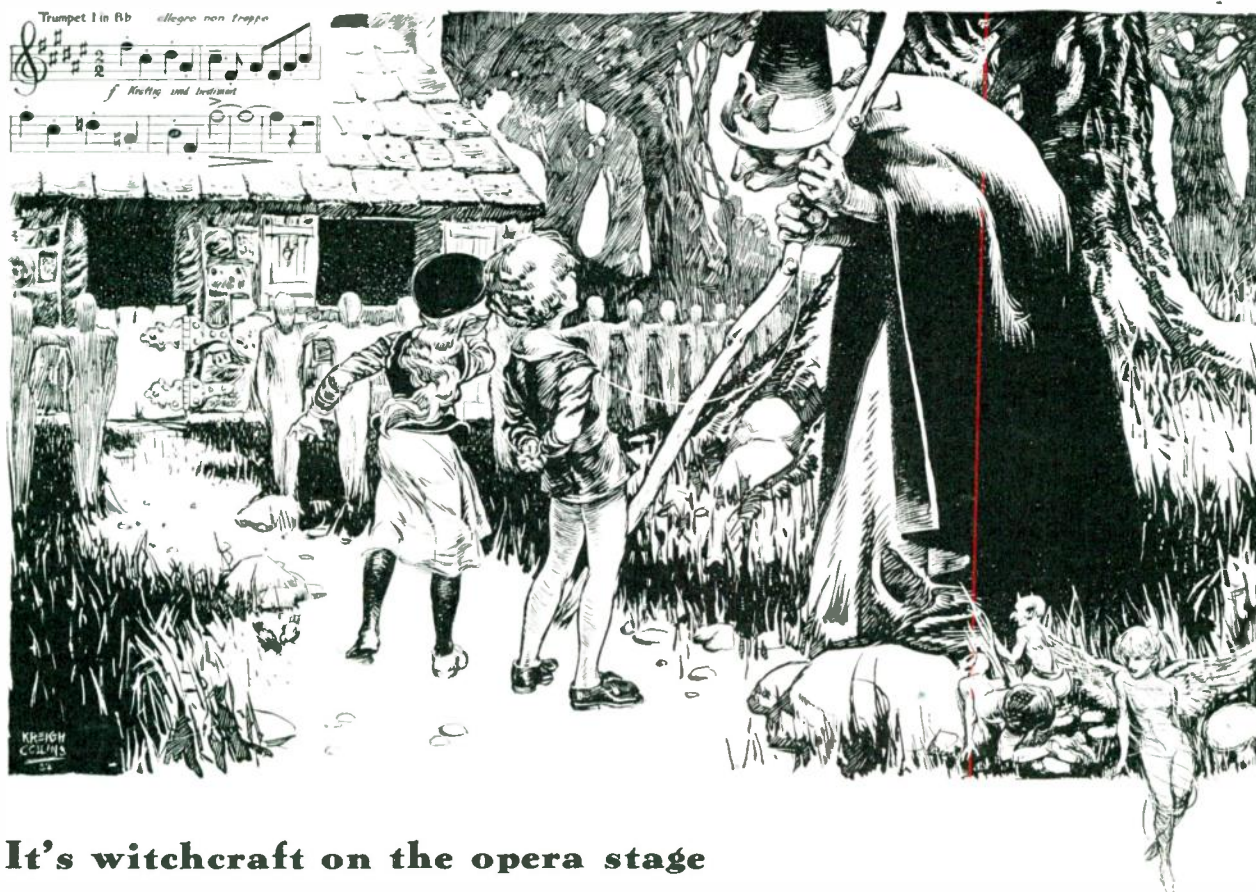
Radio distributors are invited to have a DEMCO set sent in without obligation, together with data on the DEMCO line, for complete tests. If what I say is true, we will both be happy in doing business together.

Dealers who are anxious to see and hear the latest in radio will be advised the name of the Wholesaler in their territory.

Wm. D. Dooley

*Write me personally
for special attention*

President and Chief Engineer, Demco Radio Corporation, Wheeling, West Virginia



It's witchcraft on the opera stage ... in the pit, it's science

CHARM... and counter-charm! There you have Humperdinck's "Hansel und Gretel"—a contrapuntal fairy tale with grown-up orchestra.

Introducing the rapid portion of the *Vorspiel* is the counter-charm—the crisp, lilting trumpet motif inscribed above. Thereafter, the trumpet becomes almost one of the opera's characters.

This, of course, is quite in accord with musical evolution. With an eye to this modern trend, the House of York has developed a wholly new series of instruments. It can safely be said that these remarkable creations represent this generation's most significant step toward technical and tonal perfection in brass.

Typical of these advances is the marvelous new Model 28 York trumpet, now finding its

way into the preference of America's most exacting musicians.

To balance the matchless action of its Floating Adjustable Tension Pistons, you will find utterly new standards of response and flexibility throughout the scale—fairy-like delicacy—infinite reserves of power.

A test will prove this trumpet your worthy companion to the heights. Play your most exacting passages—the dainty theme above, the

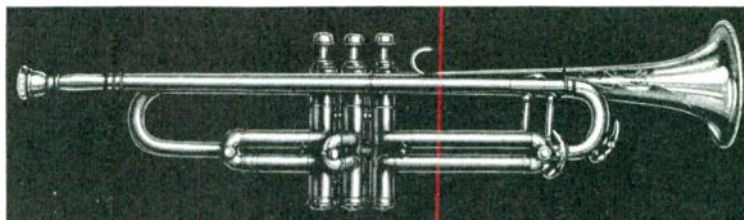
inspiring fanfares from "Ein Heldenleben", that heart-breaking trill from the third act of "Aida."

Then remember—you can own this revolutionary trumpet for the same price asked for most "standard" makes—a price well within your reach!

Make that test now! Obtain a Model 28 from your nearest York dealer. Or write direct to the factory for our Free 6-Day Trial Offer!



BUILT "IN THE FOOTSTEPS OF THE MASTERS"



YORK BAND INSTRUMENT COMPANY

Makers of GOOD BAND INSTRUMENTS for 50 years

Department MM-34

Grand Rapids, Michigan

THE HOUSE OF
YORK

Something up

THE new 1935 American-Bosch Round-the-World Radios presented here are a miracle of technical perfection.

Into them have been built engineering developments combined in no other sets anywhere at any price.

Every set in the line has a new superior type of continuous tone control and a superior performance for which radio engineers everywhere have hitherto labored in vain.

Every set in the line is built on the new American-Bosch principle of Anchored Construction!

The Multi-Wave Selector, a patented exclusive American-Bosch feature on the all-wave models, makes round the world tuning a simple matter at last, because only one wave-band at a time is visible.

The audio quality in Model 480D is, we believe, the best ever heard on any radio set at any price. *The ability of this set to tune in foreign stations is superior to that of any standard set on the market!*

Two models—Nos. 460R and 480D—introduce Right-Angle Tuning, a basic new principle in radio design and beauty!

But even that is not the whole story! Not by any means! We have something up our sleeves! It is the most sensational sales plan ever put behind round the world radio! The big selling idea the radio trade has been waiting for! A plan that will *reach every radio home*: create replacement business for radio dealers as never before!

A bold claim? Judge for yourself! Write or wire for new broadside, "Your Ship's Coming In," which outlines in detail the plan that will make the folks right in your neighborhood want a new 1935 radio, an all-wave radio, a new American-Bosch Round-the-World Radio!

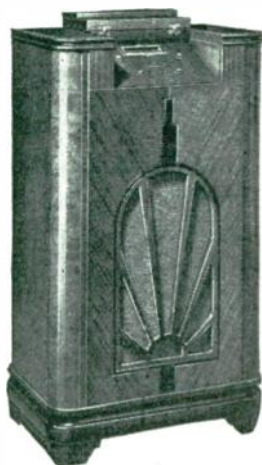
UNITED AMERICAN BOSCH CORPORATION
SPRINGFIELD, MASS. NEW YORK CHICAGO DETROIT
 American-Bosch Radio is licensed under patents and applications of R. C. A.



MODEL 480D—10 tube, 12-tube-performance. All-wave superheterodyne console radio de luxe. Range from 540 to 22,500 Kilocycles. Shown at left with lid closed. Multi-wave selector; dial shifts for each of 4 wave bands. Full automatic volume control. 18 Watts output. 4-gang condenser. New superior continuous type tone control. Superior audio quality. Cabinet includes exclusive Right-Angle Tuning, the comfort angle for tuning radio comfortably. **\$149.50**

NEW 1935 AMERICAN-

our Sleeve!



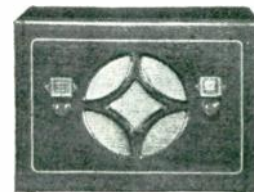
MODEL 460R—7 tube, 9-tube performance. All wave superheterodyne console radio. Range from 540 to 21,000 Kilocycles. Shown at right with lid closed **\$94.50**



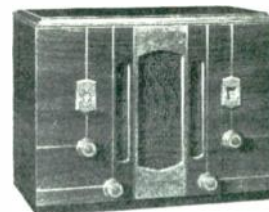
MODEL 460A—7 tube, 9-tube performance. All wave superheterodyne console radio. Range from 540 to 21,000 Kilocycles . . **\$69.50**



MODEL 460B—7 tube, 9-tube performance. All wave superheterodyne console radio. Range from 540 to 21,000 Kilocycles . **\$67.50**



MODEL 402—5 tube, 8-tube performance. Dual Wave Personal radio. For AC-DC operation. Range 540 to 1750 Kilocycles. Generous volume. **\$29.95**



MODEL 420—5 tube, 8-tube performance. Dual Wave Personal radio for AC operation. Range 540 to 3600 Kilocycles with special focus on police calls **\$39.95**



MODEL 440T—6 tube, 9-tube performance. Standard and short wave superheterodyne console radio. Range 540 to 1600 Kilocycles and short wave from 5600 to 15,500 Kilocycles . **\$54.50**



MODEL 440C—6 tube, 9-tube performance. Standard and short wave superheterodyne console radio. Range 540 to 1600 Kilocycles and short wave from 5600 to 15,500 Kilocycles **\$69.50**



MODEL 376S (left above)—5 tube, improved battery superheterodyne console radio for use with Air Cell, Dry Cell or 2 volt storage battery. Range 540 to 1600 Kilocycles . . . **\$59.95**



MODEL 376BT (right above)—Same chassis as above in console cabinet. Provides space for batteries within the cabinet **\$32.95**

BOSCH *Round-the-World* RADIO

NEW KADETTE MODELS

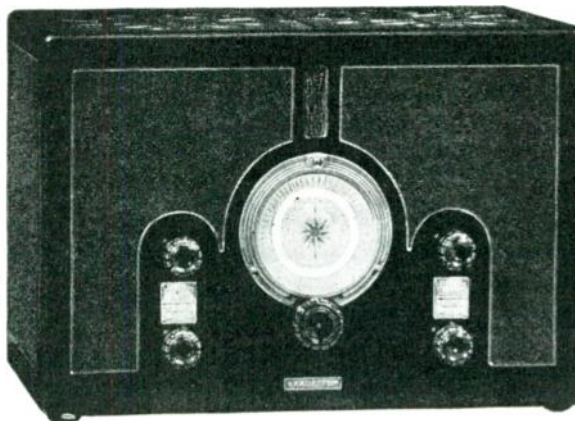
ARE BEING ANNOUNCED

IN STEP WITH THE MARKET

THE JULY LEADER

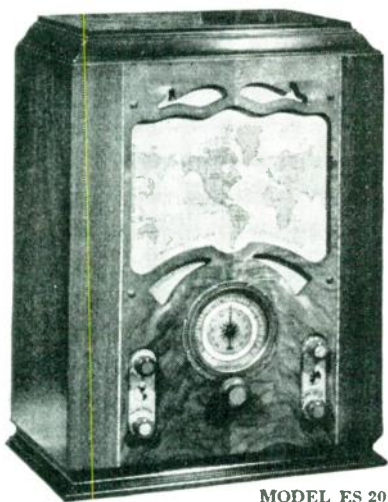
The first radio designed for ten million American homes now equipped with good broadcast receivers. Exclusive short-wave radio. **\$29.75** Complete . .

This market of millions is wide-open for immediate sales with this



MODEL ES 25

sensational new model ES 25 exclusive short-wave Kadette 5-tube superheterodyne, tuning world-wide, short-wave channels from 18 to 200 meters, 6-inch dynamic speaker, tone control, automatic volume control, all front controls.



MODEL ES 20

International's policy of announcing new and original radio circuits including distinctive cabinets at timely intervals appeals to all live dealers because it enables them to constantly feature Kadette with profitable results.

New Kadette Models will be announced later. More sensational than ever before. Designed to fit in the current Kadette line.

International Radio Corporation will maintain its leadership by creating the most original and salable line, without regard for competition.

Write for information on the complete Kadette line or see them on display at your nearest Kadette jobber.

EVERY MODEL A WINNER

Model ES 20. The most practical and distinctive dual-band receiver yet designed. Real tone from AC-DC.

Model ES 19. The first perfected AC-DC dual-band European and Standard broadcast receiver.

Model CB. The lowest-priced battery radio on the market.

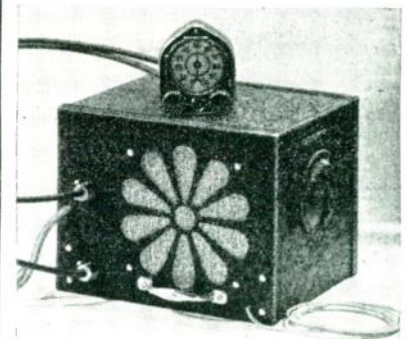
Model K 60. We announced in June a new perfected precision-built automobile radio.



MODEL ES 19



MODEL CB



MODEL K 60

Originated and Manufactured by

INTERNATIONAL RADIO CORPORATION
ANN ARBOR U. S. A. MICHIGAN

As we see the business



WITH RADIO UP A THIRD OVER last year, and with the expectations that radio sales will show a 60% advance for most factories over last year, great enthusiasm accompanied the introduction of the new 1935 lines. Looks as if dealer-jobber activity from now on will be profitable—with the better lines. The short-long wave sets are all-powerful to give dealers the expected profits. Last year, deliveries didn't "average" from the factories until October, while this year, August is the "average" date—two months ahead, and much improved values for the public. Get enthused on the new lines and go to work on radio selling!

SPECIALIZE ON THE ALL-WAVE SET, and go after the replacement market with the same eagerness of seeking a slug



of booze at a Convention. Do that, and no one needs to say more. This new era of easy radio selling is made to order for live dealers; the head of the house (who pays for the set) can't let you take a set away after he starts dialing around the world. Get him fussing around the dials; let him hear a favorite program side by side to his own Junkora, and the sale is made without cutting price. Remember he either has an all-wave set or he hasn't . . . no elementary discourse on tone or an argument. It is the first time for years you've had a sales weapon of such huge calibre, and if you don't make the "mae west" of it on this bulging market, then you ought to start selling electric ranges in a natural gas territory.

GAG ADVERTISING IS ALL RIGHT within reason, but the Detroit dealer advertising motor car radio sets at \$9 (cash and carry) is as raw as some of this "aged in the garbage can" whisky. What chump would answer this ad, but then again, the birth announcements must contain many deluxe dopes. \$39.50 is as low as anyone ought to pay for an auto set, and \$49.50 would be better, because if the set doesn't work well, it hurts everyone in the radio business. We suspect that the reason more auto sets were not sold this year is due to frightening off of prospects with nutty retail advertising. No radio manufacturer has any magic wand in the factory that enables the production of a good motor car set at \$29.99, for example, unless it is

Formerly TALKING MACHINE & RADIO JOURNAL consolidating CENTRAL STATION RETAIL SHOPS — Established 1916

Radio Journal

SELECTRIC APPLIANCE

MUSIC-RADIO
Electric Appliances

Glad Henderson
Editor

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

for JULY 1934

Vol. XXXVII, Number 1

50c a copy, \$5 a year

Editor
GLAD. HENDERSON

Managing Editor
DANIEL WEBSTER

RADIO CITY, Rockefeller Center, 1270 Sixth Ave., New York



made so well that \$5 is lost on each one. Sell only good auto radio sets, well installed, and you could also make sales by exposing petty larceny advertising of \$9 sets. It is a blow at every dealer.

WITH MORE RADIO MANUFACTURERS going into the refrigerator business and no refrigerator maker yet daring to go into radio, just what is the solution to the profit angle of refrigerators? With all the excitement about the market this year (unforeseen by anyone) and with sales approximating 1,500,000 for 1934, who makes all the money out of this enormous business? Maybe it is the finance companies — for with 17% gross on a sure thing, it is the same as mining gold in the back yard. Surely no other division, even the factories don't get such a huge slice of the pie. And with the advent of the "nonsense refrigerators" at nertz or nuts prices, it means more trouble all 'round.

Why is there a fictitious difference in price between the 4, 5, 6 and 7 ft. boxes?

Why did so many distributors running retail stores flop so badly, requiring the factory to take them over? If there are profits in the business, why didn't they get them? Is the day all over for the exclusive refrigerator company? On the retail angle, is service still the profit-eliminator, due to slipshod manufacturing?

Why should a distributor retail and make a sucker out of himself?

Do dealers enjoy competing with the distributor on the same prospect?

How many distributors have enough money to service all the sales in a territory of any particular brand?

Why do some factories have one compressor for the line and other companies have a bunch of them to complicate things?

Why is there so much nonsense, marketing-tomfoolery and unintelligent "policies" being "put over" by factories?

Is so much grandeur compulsory that sanity, and uncommon-sense in trade dealings banished?

Is the managerial chest so expanded and the dome so swollen that dictatorial nincompoop policies are holy?

THERE ARE A FEW BRAINY MEN in the refrigerator business but do they become stupified in the atmosphere of blown-up ego and supercilious regard for good sane business methods? Looks to us as if profits are thrown away by stupid managements and that there is a big market for castor oil in the refrigerator field. We thought there was buffoonery in radio management circles but our momentum on refrigerator knowledge is perking better

and, for the industry average, radio idiocy is mild compared to the refrigerator punktivity.

"COLD TURKEY" WAS SERVED at a refrigerator manufacturer's office recently by a retail organization that demanded to handle that make, and which said: "You'll either sell us or we will advertise the line at cut prices and raise hell with your market in our city." That idea is older than a radio comedian's jokes. The factory was Scotch in its reply by saying: "NUT to you." But it is rather a crude way to try to do business and this dealer rates good whiffs of a stench bomb atmosphere.

ALL BUSINESS IS DIVIDED INTO two groups, the efficient and the dopes, and this applies to manufacturers, jobbers or dealers. It explains why 93% of all people who go into business fail. We suspect that the basic reason why the codes (outside of hours and labor rates) are not so "hot" is because it either means that the dopes must gear up to the best group, or the latter must brake down to the dopes. In radio, refrigerators or washers, the same situation exists, and we cannot imagine the bright element deciding that the dopes are right and then lowering the quality of their activity to the dope-degree. If the manufacturers did this, imagine what the dealers and wholesalers would be up against. There is no equality in brains with all concerns in a business, and it is hopeless to try to believe there is. Everyone is for the codes on hour and labor prices, and the small man with ingenuity can always compete successfully against the largest house, code or no code — he always has and he always will—for many of the successes today in our associated industries were the small people of five years ago. There can be no valid reason, nor do we believe it is anyone's intention, to subtract the skill from the skilled to the level of the dope-iness of the dopes.

AT LUNCHEON WITH A. ATWATER Kent in 1930, Mr. Kent remarked that he couldn't see much evidence back of the expectation that the "depression" was temporary. Said he: "Business isn't going to be too good in 1931; it will be worse in 1932, and about the end of 1933, will start to get better." If this isn't prediction accuracy, then it will have to stand as such until a better example of business management comes along. Recently, the new 1935 line of Atwater Kent radio was introduced to the assembled jobbers, and plans unfolded for the "old-fashioned" Atwater Kent campaign of radio promotion of tremendous power. Part of the cryptic message to wholesalers from Atwater Kent included: "I am greatly encouraged and optimistic about the present and the future. In my judgment business is definitely upward, and I am shaping my affairs with the Atwater Kent Company so that our share of this additional business can be secured. We are planning to spend more money for sales work. We have created a splendid line of radio sets, and have incorporated in them all the features you (the jobbers) asked for. Conditions point to a definite increase in the radio business and I believe the activities of the Atwater Kent Company and its organization will measure up to every requirement of the improved 1935 radio situation."



A. Atwater Kent

IT IS SO RARE TO GET AN Expression of business opinion from Atwater Kent that his talking optimistically is NEWS. His renewed energy in business attack is a clue, for there are not 5 manufacturers that can equal his record of performance, and I take in any line of business. 32 years of business without ever borrowing at a bank and never an unprofitable year, gives an idea. 4,000,000 (four million) Atwater Kent sets will have been

made before 1934 is over—a record not made by any other company — and the name "Atwater Kent" is a synonym for quality with the world-public. I do not dare to give more data on the accomplishments of A. Atwater Kent, because he is as modest as he is great, and dislikes personal publicity. I just had to get in a little data to highlight an opinion of such high calibre as to the outlook for the radio business, and specifically on plans for Atwater Kent radio.

PORCELAIN REFRIGERATORS were such a disappointment in sales this year that even the porcelain manufacturers are trying "to do something" about it. The Porcelain box is the one to sell; there is more money in it for the trade, and generally the satisfaction is greater to the buyer, especially if the size is right. Perhaps these porcelain makers can improve the production process so that shades, tints and colors match better, and that chipping diminishes. Top money on chipping, was the inspector hit on the head with a popping chip as he inspected the refrigerator.

WHENEVER A COMPANY PUTS out a survey, with conclusion only, and no data as to the reasons back of the conclusion, then make up your mind it is phoney. We can put out a survey for any purpose to prove anything any time we wish. 99% of the surveys remind me of the guy who visited a spiritualist and said that she was only MEDIUM.

CAN YOU MATCH THIS Refrigerator record for the month of May? Frank Pitts, Boston, distributor (Grunow) refrigerators, sold 1400 boxes, only 83 of which were under \$200, list. And it speaks mighty well for the dealers, too, who have the ability, the courage and the ambition to make profitable sales. We congratulate all concerned in this monthly achievement.



David M. Trilling



James E. Aitken



H. G. Erstrom



Benjamin Gross



Francis Stern



Harry Alter



L. H. Lucker

Radio Wholesalers Convention reports 72 hours of achievement



THREE solid days, in which even the hours between sessions were actively employed rewarded the Eighth Annual Convention of the Radio Wholesalers Association with definite achievements on the code and merchandising principles. Forty states were represented and nearly every district agency sent

its chairman or delegate, so that code problems could be attacked with truly national representation. Fourteen new distributing companies joined the association, so that there were no non-members present to elect their representatives. Benjamin Gross outlined the difficulties which had been overcome before the code was signed. Retiring President James E. Aitken and Executive Vice-President H. G. Erstrom showed how the code had been arranged and its effects.

High spots of the merchandising activities of the RWA is the Five Point Plan, which calls for cooperative work by the entire industry. This will coordinate the entire industry in a joint promotional campaign to be carried on in newspapers, broadcasting, magazines, contests, publicity and other means to awaken the public to the tremendous advancement of modern radio. Discussion of this plan on Tuesday morning under the leadership of Benjamin Gross and Wednesday morning by David M. Trilling was greeted by the unanimous approval of all distributors.

First session of the convention was given over entirely to discussion of tube merchandising. Maurice Despres, chairman of the tube committee, reported the recommendations suggested for trade practices by radio tube manufacturers and wholesalers. The afternoon was devoted exclusively to parts and accessories distributors. With W. C. Braun of Chicago as chairman, these wholesalers pointed out the fact that their interests were practically identical with that of the radio set distributors. They suggested the formation of a Parts and Accessories division within the RWA and a committee to work with the other distributors for joint action for the welfare of the industry.

David M. Trilling, of Trilling & Montague, Philadelphia, was elected president of the association. H. G. Erstrom was unanimously appointed to continue his duties as executive vice president. Other new officers include: Benjamin Gross, of Gross Sales, New York, vice-president; E. A. Wildermuth, Brooklyn, N. Y., vice-president; A. H. Meyer, Leo J. Meyenberg Co., San Francisco, vice-president; A. A. Schneiderhahn, Des Moines, Iowa, vice-president; Francis E. Stern, Stern & Co., Hartford, Conn., vice-president; Harry Alter, Chicago, secretary; Chas. B. Mason, Jr., Chicago Talking Machine Co., Chicago, treasurer; James E. Aitken, Aitken Radio Corp., Toledo, O., chairman of the board.

New directors include: Lawrence H. Lucker, Lucker Sales, Inc., Minneapolis; R. F. McGee, Harper-McGee, Inc., Seattle; R. J. Brown, General Electric Supply Co., Bridgeport, Conn.; W. C. Braun, Pioneer Automotive Supply Co., Chicago; Paul Felden, Philip Werlein, Ltd., New Orleans, La.; Harry Lever, Capitol Electric Co., Atlanta, Ga.; Raymond Rosen, Raymond Rosen Co., Philadelphia; Francis Stern, Stern & Co., Hartford, Conn.; J. G. Suor, Moses & Suor Co., Kansas City, Mo.

Annual dues have been altered so that small distributors and distributors whose radio sales are a small part of their businesses may join. In addition, dues for distributors doing over \$50,000 a year have been cut in half. Special arrangements have been made for companies operating several branches.

New members of the association include: Crosley Distributing Corp., Cincinnati, O.; Allied Radio Corp., Chicago, Ill.; Federated Purchaser, New York City; M. H. Sporting Goods Co., Philadelphia; Hughes-Peter Electric Corp., Columbus, O.; Wholesale Radio Service Co., Inc., New York City; Mid-West Radio Mart, Chicago; Walter Ashe Radio Co., St. Louis; Burstein-Applebee Co., Kansas City; Cappel Furniture Co., Dayton; Radio Parts Co., Inc., Milwaukee; Cameradio Co., Pittsburgh; Radio Electric Co., Pittsburgh; Newark Electric Co., Chicago.

Let the other fellow offer 'Nothing down'



COMPETITION with powerful chain and department stores is too often met by the small dealer with an attempt to exactly match offer with offer. Such willingness to meet competition, in turn, often brings about the ruin of the dealer who has not the strong reserves of the "big fellow" to back up his buying and selling. For instance, offering electric refrigerators on "no down payment" requires a skillful credit investigation if half the sales are not to come back. Apparently the small dealer has a choice of footing the bill for such credit work or losing profits on the returns.

Nevertheless, the imaginative small dealer finds that every weapon wielded by "the big fellow" suggests its own shield. Louis Goldenberg, doing business as the Glenwood Radio, in Brooklyn, N. Y., lets the chain store advertising check his own credit risks. They advertise "no down payment" on electric refrigerators. He insists on a down payment, even from customers with whom he has previously conducted business. A prospect who is a poor risk naturally does not buy at his store and Goldenberg finds that the chain stores are shielding him from dead beats.

Such practise might sound like suicide to the small dealer who is persuaded that he must meet all competition. Let's look at Goldenberg's figures. Remember, he is a one-man store, employing only one floor salesman and a girl as his entire organization. Last year he sold practically no electric refrigerators. This year he had sold over 60 by June, 30 of them in April alone, all of them sold right in his store. If his down payments are losing him sales he is convinced they must be sales he doesn't want.

Not that Goldenberg believes blindly in big payments. His idea is to out think the other fellow. For instance, back in 1931 he was one of the early dealers to begin selling midgets for \$5 down when most were asking full cash. He knew that he would have returns, and he figured his orders to the jobbers so that his returns would not overload his stock. That was his biggest year in radio in number of units, for he sold 1,345 sets. Most of them, of course, were the \$49 midgets popular then, but his books are sprinkled liberally with \$149 sales, too. At the close of the year he found that he had taken back nearly 100 sets, but they had been re-sold.

Goldenberg is an enthusiastic Crosley refrigerator dealer, which gives him the bulk of his business although he carries two other lines. In his displays and his advertising, he features the \$99.50 box at 15 cents a day. Actually, he has not sold one of those boxes yet and most of his

Says

**Louis
Goldenberg**

"It will keep your credit risks down to nothing if you insist on a down payment in face of such advertising by competitors. Don't think you're going to lose sales this way—we've sold over 60 electric refrigerators this year, and not one of the lowest price model. And not a single repossession!"



sales have been in the \$117 to \$135 class. He says that prospects can immediately see the advisability of spending more money when it is a matter of comparing sizes. As he puts it, "What's two cents a day more?" It is much more difficult to boost the unit price when one must talk hidden qualities. He suggests a line with enough step-up models so that a dealer can boost prospects by stages.

Although this is the first year that Goldenberg is really active in electric refrigeration, he has been in business for 13 years and first stocked refrigerators over three years ago. At that time, however, he found that too much outside work was required to move them. He was making a comfortable profit in radio by staying in his store and he refused to add to his expenses by outside canvassers. This year, he finds that he can sell them by using his list of past radio customers and soliciting by mail.

Labor plus net material cost

Is Lederhaus's method of beating mail order competition on parts

By A. W. Calder



TO COMPETE with replacement part mail-order competition, H. W. Lederhaus of Jackson Heights, N. Y., has worked out scale of charges for service based on net prices of material. He finds that many of his customers receive net price catalogs and are ready to argue charges figured on list prices. He therefore checked over his own costs on typical jobs and figured his average expense. Thus, armed with figures on his labor cost, he quotes labor-plus-material.

Figuring this way, his charge for a power transformer job is \$6.00 plus the net cost of the transformer. Lederhaus knows that it takes him about four hours to pull the set, make the change and return the set. He can't figure any profit on the transformer, so his labor charge is high enough to give him his complete profit. To the man who buys his own transformer from a mail-order catalog, Lederhaus charges \$3.50 if the man will bring the chassis and transformer to his shop. It is surprising, he reports, the number of people who will buy such parts, figuring

that they can do the work themselves, and then discover the job is too complicated.

This competition of mail-order catalogs quoting net prices is a very serious matter to many service men. Lederhaus, who operates a retail store as well as a very efficient service organization, found that he had to accept the fact of such competition and work out his own method of still making a profit. Some of the figures he discovered about his own business should be interesting to other dealers.

On routine service work, he can keep his service labor costs down to fifty cents an hour. An average service call costs him \$1.85, even if it is for only the simplest adjustment. He charges \$1.00 a service call, in spite of 50c advertising by competition, but this call includes a complete analysis of the trouble even if it means taking the set to his shop. This dollar is then absorbed in the repair charge, which also includes a three-month guarantee. He has charted his average gross and knows that each call brings him in nearly five dollars, exclusive of materials used, which is comfortable margin above his \$1.85 labor cost.

Another trimming of cost has been effected by carrying a sufficient stock of replacement parts. Lederhaus found the costs and delay of picking up individual units cut into his profits. Today he has a stock of replacement parts worth about \$700 at his cost and it is kept up to date weekly. This gives him a complete range of small items, all carefully filed in drawers so that he can put his hands right on them, but of course he has to depend on suppliers for major parts. Together with his testing equipment and tools, this runs into an important investment.

The retail end of the Lederhaus business is chiefly the supplying of such small items as tubes and midget radios to his neighborhood. His reputation as service expert brings him many inquiries for such specialties as all-wave radio aeriads.

Lederhaus has, in effect, completely turned around the old method of service organizations who used to offer their labor free and make their profits on the mark-up of replacement parts. He figures his replacement parts at no profit but charges full labor costs plus a comfortable profit. His territory is reached by both mail order catalogs of replacement parts companies and low service charges advertised by organizations who specialize on boosting the charge no matter what the radio trouble. His method seems to successfully meet both these problems.



Important display is given the Lederhaus repair charges in his store

Now that space coolers are offered in self-contained, single units, radio and refrigerator dealers are rapidly becoming important "packaged air-conditioner" outlets. Models shown on this page sell at attractive prices, require practically no service and are as simple to install as refrigerators.

"Packaged" air conditioners

Best prospects for single unit coolers this year are offices, hotels, hospitals, physicians' and dentists' offices and waiting rooms, small restaurants, barber shops, beauty shops, women's apparel stores.



Crosley's Coolrest

Many of these self-contained models are as important in Winter as in Summer. A few of them heat, and most of them can be used for humidifying and cleaning air. Although their most important function, from the sales point of view, is cooling, dealers should make their prospects "air conscious".



Kauffman

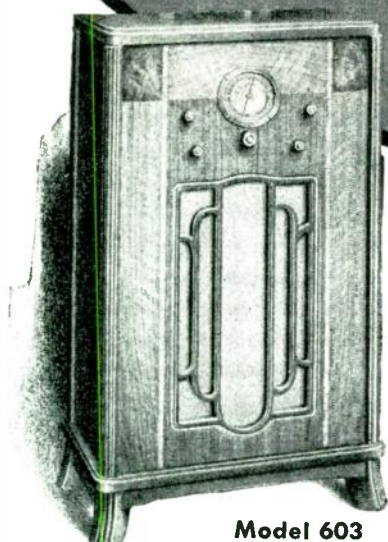


COLONIAL



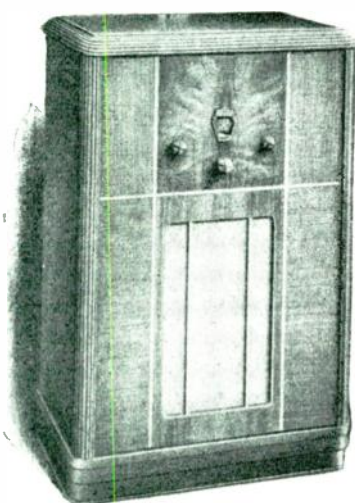
presents..

**A DISTINGUISHED
NEW LINE FOR 1935**



Model 603

Six-tube AC superheterodyne American and Foreign. Full vision illuminated aeroplane dial. 8-inch dynamic speaker.

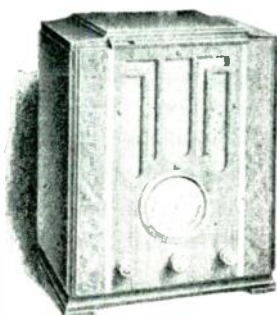


Model 600-A

Six-tube superheterodyne broadcast and intermediate short wave. 2500 to 540 kilocycles. Illuminated dial. 8-inch dynamic speaker.

THE finest "balanced" line in Colonial's long history—in a practical price range—with LONGER dealer discounts and vastly greater salability.

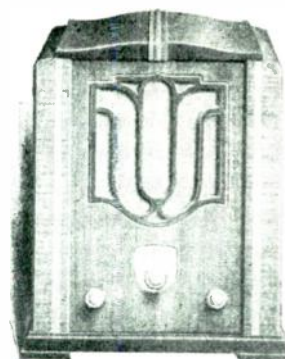
These illustrations and brief descriptions are but a "taste" of Colonial's 1934-35 proposition. Ask your nearest Graybar distributor for all of the technical and merchandising facts.



Model 652

Five-tube superheterodyne American and Foreign. Full vision illuminated aeroplane dial. 6-inch dynamic speaker.

Battery Model 659
American and Foreign
Same cabinet as Model 652. Six tubes.



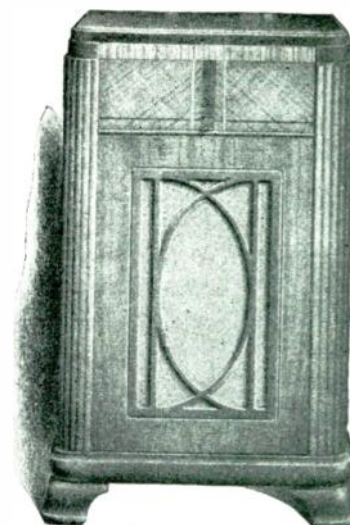
Model 653

Five-tube AC superheterodyne, —1750 to 540 kilocycles, 6-inch dynamic speaker.



Model 656

Six-tube AC superheterodyne ALL-WAVE—3-band. Full vision illuminated aeroplane dial. 6-inch dynamic speaker.



Model 605

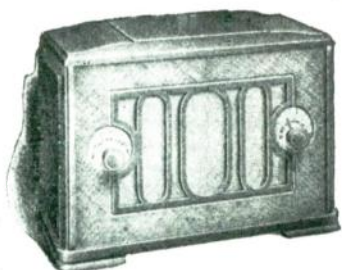
Seven-tube superheterodyne ALL-WAVE—3-band. Sloping panel concealed by swinging door. Full vision illuminated aeroplane dial. 8-inch dynamic speaker.

Plus a Complete Line of
COLONIAL AUTO RADIO
Particulars on Request

COLONIAL RADIO CORPORATION, BUFFALO, N. Y.

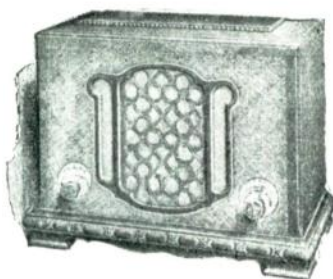
AMERICAN AND FOREIGN RECEPTION

No Additional Cost!



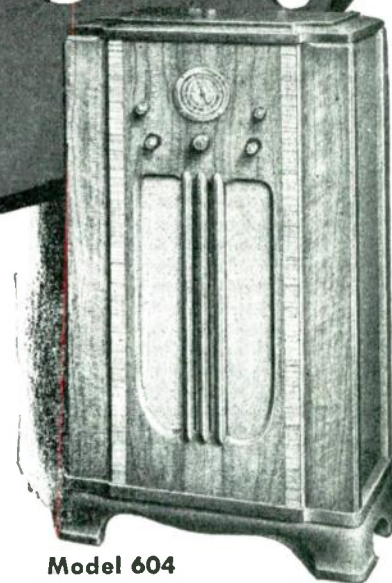
Model 655

Six-tube AC superheterodyne American and Foreign. Illuminated dials. Dynamic speaker.



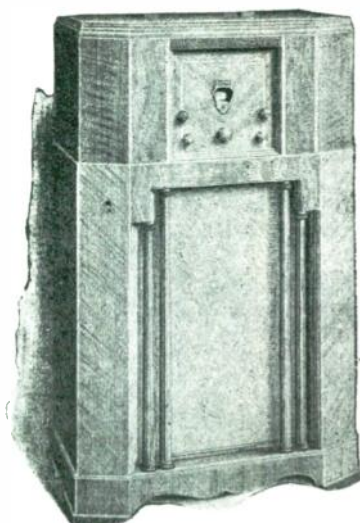
Model 658

Six-tube AC superheterodyne American and Foreign. Illuminated full vision dials. 6-inch dynamic speaker.



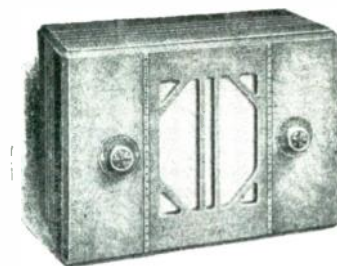
Model 604

Eight-tube superheterodyne ALL-WAVE—4-band. Full vision illuminated aeroplane dial. 8-inch dynamic speaker.



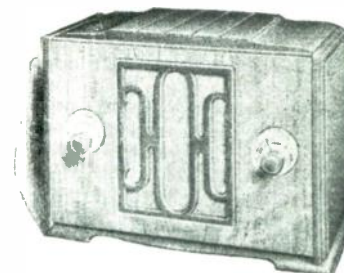
Model 601

Ten-tube superheterodyne Broadcast and Intermediate short wave to 70 meters. Illuminated dial. 12-inch dynamic speaker.



Model 654

Five-tube AC-DC superheterodyne Broadcast only. Operates on kilocycle range of 1750 to 540.



Model 657

Five-tube AC-DC superheterodyne American and Foreign. Illuminated dials. Dynamic speaker.

Model 651

Five-tube AC—same general construction as Model 657.

Write or Wire for Prices and Discounts

A complete Colonial broadside, giving all essential dealer information, is now available. Write or wire your nearest Graybar Branch for prices and discounts, or address Headquarters: GRAYBAR ELECTRIC COMPANY, Inc., 420 Lexington Avenue, New York, N. Y.



COLONIAL RADIO CORPORATION, BUFFALO, N. Y.

SOON!

big news from Sparton!

A New and Sensational Radio Line with Important Developments in Styling and Engineering

Radio buyers want more distance, more scope, greater program variety. Sparton gives it to them.

Radio dealers want new styling, improved engineering—faster moving, more profitable merchandise. Sparton gives it to them.

Just a hint! There will be three new types—two combining regular broadcast band with short wave reception, giving sensational all-wave reception in all price classes.

Smaller models of the broadcast band and short wave sets will reach down from 55 meters to 19 meters, which spans fully 700 more channels than last year's models, except all-wave sets. Larger models encompass the entire American, foreign, amateur, aircraft and police broadcast fields.

All-wave models will span wave lengths down to approximately 15 meters.

Think of the advantages these new sets will give you! They will be made in both table and console models; will be attractive; will sell. You can get the business that's available with them. Find out all about them. Don't wait. Mail the coupon below for information.

SPARTON

THE SPARKS-WITHINGTON CO.

(Established 1900)

Jackson, Michigan

U. S. A.

SPARTON OF CANADA, LIMITED

London, Ontario

MAIL THIS COUPON TODAY

THE SPARKS-WITHINGTON COMPANY,
JACKSON, MICHIGAN, U. S. A.

Send me information about the coming new line of Sparton Radios.

Name

Address

City State

(869)

Leslie F. Muter

President
The Muter Company

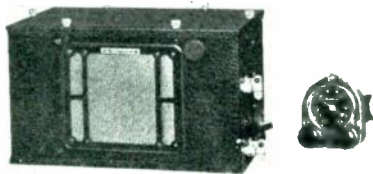
*July Presentation
in The JOURNAL
Series of Portraits
PROMINENT
MEMBERS OF
THE INDUSTRY*



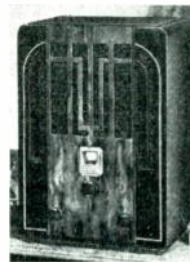
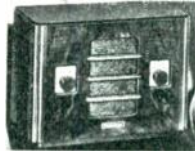


Westinghouse

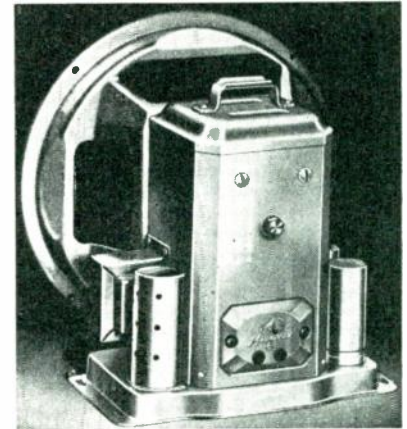
Seven Westinghouse radios, for distribution through Westinghouse Electrical Supply Co. channels, include two automobile sets, four table models and one console. The console model is all-wave, four bands, tuning from 540 to 20,200 kilocycles. It has a seven-tube chassis and lists at \$89.50. The same chassis in a table model lists at \$67.50. An AC-DC model in walnut cabinet lists at \$19.95 with four tubes. Five-tube AC in table model lists at \$31.95. Five-tube AC in table model lists



at \$29.95. Both of these five-tube models provide dual-wave reception. Designing of this line has been aimed to give the dealer models which would answer the demand for all-wave, dual-wave and regular broadcast reception at prices which will develop volume sales.



Magnavox



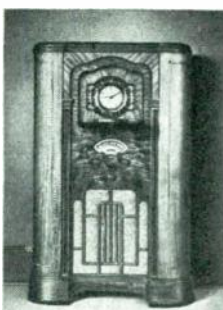
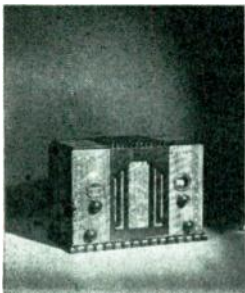
Offered for high fidelity reproduction, new Magnavox speaker is claimed to bring laboratory reproduction to commercial receivers. By special cone material it is possible to handle a voice coil power of 25 watts. Average response level is maintained down to 50 cycles. It gradually rises towards high frequencies, peaking at 4,000 cycles, giving average value at 6,000 cycles and cutting off above 7,000.

Atwater Kent

All-wave, high fidelity and automatic tuning feature the new Atwater Kent radios announced at the recent distributors' convention. Prices range from \$22.50 to \$190.00. Including 32 volt DC and battery sets, there are 27 models in the line. Nine of them are compact, fourteen consoles and four automobile. Com-

pacts are priced at: 4-tube AC, \$22.50; 5-tube AC, \$39.50; 5-tube 32v. DC, \$59.50; 5-tube AC-DC, \$34.90; 5-tube battery, \$44.90; 6-tube AC, \$49.90; 6-tube DC, \$54.50; 7-tube AC, \$74.50; 8-tube battery, \$69.90. Consoles are: 5-tube AC, \$49.90; 5-tube 32v. DC, \$72.50; 5-tube battery, \$57.50; 6-tube DC, \$67.50; 6-tube, \$69.90; 6-tube, \$59.90; 8-tube AC, \$89.90; 8-tube AC, \$99.90; 8-tube battery, \$84.90; 9-tube AC, \$119.50; 9-tube AC, \$134.50; 11-tube

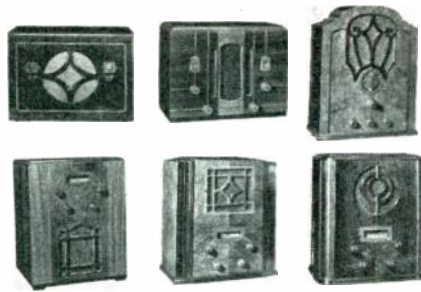
AC Tune-O-Matic, \$190; 12-tube AC, \$165; 12-tube AC, \$180. The four automobile radio sets are all six-tube models, priced at \$49.90, \$59.50, \$64.50 and \$68.50. The Tune-O-Matic starts and stops itself and will bring in as many as fourteen different pre-selected stations. Model 112-S at \$180 is offered as "The finest radio receiver ever built," giving definite 10 kilocycle selectivity over entire range and 15 watts of undistorted output.



American Bosch

The new American Bosch line includes two 5 tube personal sets, models 402 and 420. Both are unusually efficient in bringing in police calls. Model 402, for AC-DC operation, has a range of 540 to 1750 Kilocycles. Model 420, for AC operation, has a range of 540 to 3600 Kilocycles.

Model 480D, is a 10 tube, all-wave superheterodyne de luxe console model. It has a range of 540 to 22,500 Kilocycles (2197 communication channels). Model 460R is a 7 tube, all-wave superheterodyne console. Range 540 to 21,000 Kilocycles (2047 communication channels). Model 460A is a 7 tube, all-wave superheterodyne console. Range 540 to 21,000 Kilocycles (2047 communication channels). Model 440T is a 6 tube, standard and short wave superheterodyne console. Range 550 to 1600 Kilocycles and short wave 5600 to 15,500 Kilocycles containing the largest and most useful group of foreign stations (1098 communication channels). Model 440C is a 6 tube, standard and short wave superheterodyne console. Range 550 to



ballast tube. Model 376S is a console model with 5 tubes and a current control tube. It provides such features as full vision calibrated dial, reduction tuning drive, 2 gang condenser, etc. Model 376BT has the same chassis in a console which provides space for batteries within the cabinet itself.

International Kadette



International Kadette short-wave radio set is aimed at the customer who owns a broadcast receiver and wants stations between 18 and 200 meters. It is AC-DC, AVC, airplane dial, six-inch dynamic speaker, in a black cabinet.

Power Recorder



New power recorded from Universal, reported in last month's JOURNAL, is proving popular by the brilliance it imparts to the record. This is achieved by the field coil being generated by six volts, insuring a powerful magnetic field and eliminating lag. It is furnished in 15-50-200 and 400 ohm models.

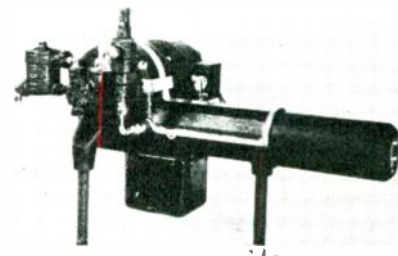
tubes at \$29.95. Model 808 has three band reception, six tubes at \$49.95. Model 809 has three band reception, six tubes, at \$54.95. 829 has three band reception,

Grunow

Big point of the new Grunow radio is the signal beacon to expedite tuning in short-wave stations. Normally a noisy process and a difficult one, as there are a dozen short-wave stations on the same space on the dial as one broadcast program, the new method cuts out all the irritation. A high-pitch note on the set announces the proximity of a short-wave station. As the station is tuned in the note decreases in pitch until it is absent at correct tuning. A switch then snaps in the program at perfect tuning. Featured with this signal beacon is a world-cruiser antenna of the dual doublet type and cabinet panels three-quarters of an inch thick to provide resonance. All-wave Grunows range from \$75 to \$139.50.

Topping the Grunow line is Model 1151, an 11-tube all-wave for \$139.50, tuning from 550 kilocycles to 21,700 kilocycles. Range switch changes antenna connections for each frequency range. This model has a 12-inch speaker, patented top design with continuous wood from base to over the top. Model 751, a 7-tube all-wave, in a smaller cabinet, lists for \$99.50. Similar is Model 752 with Hepplewhite legs. Model 651 is a 6-tube dual-wave listing at \$69.50. Tuning range is 550 kilocycles to 4,000 kilocycles. Model 750 is a table all-wave at \$75. It is a 7-tube set ranging from 550 kilocycles to 21,700 kilocycles. Model 650 is a 6-tube table dual-wave for \$54.50, ranging 550 to 4,000 kilocycles. At \$32.95 is Model 550 with five tubes. Four-tube dual-wave is Model 450 listing for \$27.50.

Norge

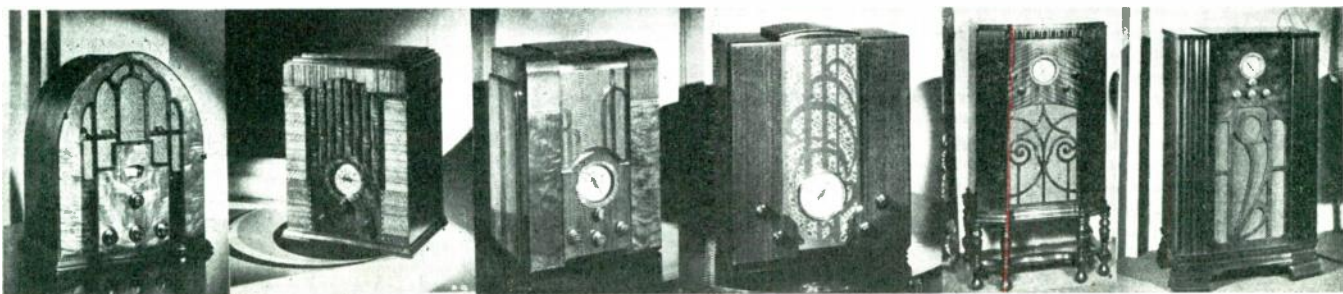


New Norge oil burner, Model N-8, designed to fill the requirements of 85 per cent of all domestic installations, features "Whirlator" principle. Patented design of multiple vanes completely rotates entire mass of air used for combustion, giving perfect mixture with oil. Removal of three screws makes entire interior mechanism accessible.

seven tubes at \$69.95. 850 has standard and short wave, five tubes at \$59.95. Model 870 has three band reception, seven tubes, and 12-inch speaker, at \$79.95.

Zenith

Six new Zeniths range in price from \$29.95 to \$79.95, offering extra tuning range. Model 805 has dual tuning, five



Radio

Today's trade situation

Radio situation from the manufacturing and jobbing angle is just 2½ months ahead of the same period last year. Factories are practically through showing their lines and are starting deliveries to jobbers and dealers. Last year this did not occur until September. Tremendous interest in New York Electrical Radio Show, at Madison Square Garden, with most space about sold

out. Average list-price of sets up over 40% from last year. Latest report shows 231 different radio tubes. Jim Grigsby, one of radio's notables, getting irksome at loafing—and plans going back into radio. International announces short wave set as auxiliary home receiver. Major W. D. Dooley, Wheeling, W. Va., back in the radio business with both feet.

Raytheon Launches New Tube Campaign

According to E. S. Riedel, general sales manager of Raytheon Production Corporation, their three-day sales conference was extremely productive and successful, to insure greater interest in Raytheon this coming year. Raytheon's increased acceptance and position in the tube industry through jobbers and manufacturers during the past year clearly demonstrated the selling advantages and jobber and dealer profits obtained from 4-Pillar construction. Raytheon revealed that it was the second largest producer of tubes under its own nationally advertised trade-mark name. Raytheon 4-Pillar Tubes are used as standard equipment by over 60 per cent of the licensed set manufacturers.

Complete announcement will be made to the trade on Raytheon's fall tube campaign, which includes extremely attractive window and counter display, technical ser-

vice to service men, attractive literature and service equipment; complete illustrated jobber and dealer manuals attractively illustrated with full particulars in presenting the complete Raytheon campaign to assist the trade in becoming fully familiar with Raytheon's profit opportunities.

Due to increased business from new receiving set manufacturers, resident sales engineers have been placed in manufacturing centers; larger laboratory testing facilities and testing equipment have been added at the factory, with the addition of four circuit engineers to assist Dr. Nelson in checking manufacturers' new circuits before being put into production, so that tube production at the factory can be synchronized with manufacturers' test requirements.

Technical Tube Manual

Unusually complete technical manual of radio tubes has been compiled by Hygrade Sylvania Corp. and is now being distributed for ten cents a copy. Characteristics of all types of tubes are given, and the circuit application of each tube clearly described. As the number of popular tubes has jumped in five years from a dozen to eighty, the engineer needs some concise manual such as this to give him quick references. Copies of this manual may be secured for ten cents each from Paul Ellison, Hygrade Sylvania, 500 Fifth Ave., New York City.

Sylvania Well Represented at RMA Convention

Sylvania tubes were well represented at the recent RMA Convention at Chicago, and at the Radio Wholesalers' Association meeting held in the same city, as well. The delegation, headed by B. G. Erskine, president of the Hygrade Sylvania Corporation, included several of its sales officials and engineers. C. W. (Bill) Shaw, manager of equipment sales, was on hand to talk with radio set manufacturers. C. G. (Charlie) Pyle, supervisor of replacement sales, represented the jobber-dealer division, assisted by R. P. (Bob) Almy and Paul S. Ellison, radio advertising manager. Clyde Mahoney, Fred Strayer, Charles E. Marshall and others attended.

Appointed Editor of New House Organ

Louis Kendall was recently appointed editor of the new house organ of the RCA Victor Company, Camden, N. J. Mr. Kendall is unusually qualified for this work as he is an experienced trade paper editor.

Manson Honored

Dr. R. H. Manson, director and vice-president in charge of engineering and research of the Stromberg-Carlson Tel. Mfg. Co., has been elected president of the Rochester Engineering Society.

EXPERIENCED ADVERTISING AND SALES PROMOTION MANAGER AVAILABLE


37 years of age, proven executive ability with 15 years successful experience in all phases of advertising and sales promotion work with national concerns—layouts, art work, composition, printing and general production. Broad knowledge of merchandising through jobbers and dealers. Very able correspondent. Proven ability to handle a heaping load of detail without supervision and assume additional executive assignments. Will locate anywhere. Well educated, married, Christian. Box D. M., Radio & Electric Appliance Journal, 1270 6th Ave., New York.



AUTO RADIO AERIALS
Especially Designed for:
• SEDANS
• CONVERTIBLES
• PHAETONS
• ROADSTERS
• CABRIOLETS
• RUNNING-BOARD
• FLEXIBLE STRAPS
• UNDER-CAR CABLE
• STATIONARY TOP
• FLEXIBLE TOP
• SPECIALS

WRITE FOR DETAILS!
Specialty Manufacturers **SNYDER** 55 N 7 St Philadelphia

World's Lowest Prices!



CANDO HMS
ARMoured WIRE WOUND RESISTORS
STANDARD EQUIPMENT IN LEADING SETS

REPLACEMENT CATALOG
NEW COMPLETE CATALOG NOW READY
SEND TODAY FOR YOUR COPY

THE MUTER COMPANY
1255 South Michigan Ave., Chicago

Radio Owners are **demanding** TUNG-SOL Tubes

93% of the Tung-Sol Tubes sold by our 9000 partners go to replace tubes of other makes

The truth is that Tung-Sol Tone-Flow Tubes are not made to meet price-cutting competition, but to render the finest possible service.

They are built with hair-line precision and scientific accuracy that insures longer life, quieter performance, higher sensitivity and greater uniformity.

That is why they stay sold and that is why 93% of all Tung-Sol Tone-Flow Tubes sold by our 9000 retail partners go to replace tubes of other makes!

Do you want replacement business?

The Tung-Sol Time-proven Protection Plan

- 1** Insures an adequate stock without investment on your part.
- 2** Insures the full profit merited by merchants who build business on the firm foundation of quality merchandise.
- 3** Insures protection from cut-throat competition.
- 4** Insures elbow-room for all by selling only to selected retailers.
- 5** Eliminates cut-rate gyp-shop and mail-order competition.
- 6** Protects against loss due to price declines and obsolescence.



MADE BY THE MAKERS
OF TUNG-SOL AUTOLAMP
BULBS

Write in at once for the full details of the Tung-Sol Protection Plan

TUNG-SOL

Tone-flow radio Tubes

TUNG-SOL RADIO TUBES INC. NEWARK, N. J.

T156

Atlanta

Boston

Charlotte

Cleveland

Chicago

Dallas

Detroit

Kansas City

Los Angeles

New York

Prima

Featured in the Prima line are two washers and an ironer which will serve dealers looking for machines offering every convenience at prices below most competition. They are advertised by



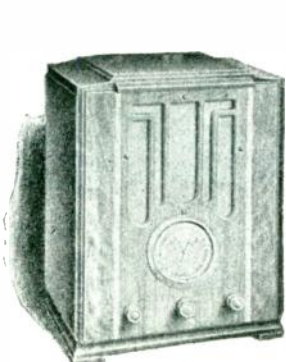
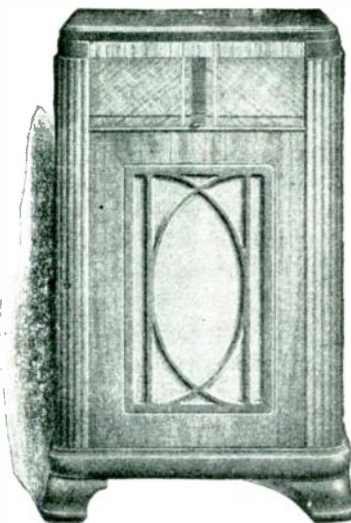
Prima as listing for \$20 less than similar washers from other companies. Both washers are spin-dry, offering the advan-

tages of complete washing, including automatic filling of the tub, blueing, rinsing and damp drying so that the owner can actually do the complete washing without getting her hands in the water.

Big part of the Prima merchandising plan is the additional ironer sales which it creates for washer dealers. At \$39.50 list, this ironer opens up a wide new market. Features are: ease of operation, no slow-moving shoe, adjustable to any position, ease of feeding, full-size chrome-plate ironing shoe, phosphor bronze bushings, only five moving parts, self-adjusting shoe, special pressing feature, 1,200-watt heating element.

Colonial

Including all-wave, dual-wave, broadcast, battery and automobile sets, there are eighteen new models from Colonial this month. Prices range from \$19 to slightly less than \$100. Featured is the increased dealer profit and saleability. There are five five-tube receivers: Model 657 and 651 AC-DC for American and foreign reception; Model 654 AC-DC for broadcast only; Model 652 AC for American and foreign, and Model 653 AC tuning 540 to 1750 kilocycles. Similar to 652 is 659, a six tube battery set for American and foreign reception. All of the latter are table models. There are three six-tube table models, too: Model 658 AC for American and foreign; Model 655 AC for American and foreign, and Model 656 AC all-wave with aeroplane dial. There are five consoles, two of them with six-tube chassis: Model 600A tuning 540 to 2500 kilocycles; Model 603 with American and foreign reception, and Model 605 seven-tube with all-wave reception. Model 604 is an eight-tube all-wave model in console cabinet. Model 601 is a ten-tube

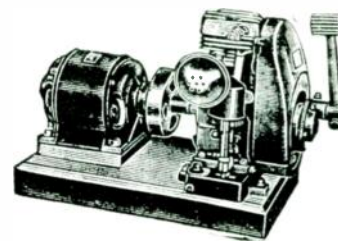


broadcast and intermediate receiver, tuning to 70 meters, with a twelve-inch dynamic speaker. These models are distributed through Graybar branches in 74 cities.

Cottage Refrigeration

Unusual interest is uncovered this year in power plants for electric refrigerators in unwired homes. It appears that many people will summer with oil lights and battery radio, but they insist on home-frozen ice. Dealers are cashing in on this trend by selling power plants.

Particularly suitable for such work is the Kato 300-watt generator which produces 110-volt, 60-cycle AC, so that the customer can use the same appliances in his unwired cottage as he does in the city. Further advantage for the radio



dealer with this plant is the fact that it is ideal for mounting on a truck for PA work. Important in the Kato line of plants is the manner in which they can be made fully automatic by the addition of storage batteries.

Stromberg Selector Aids Short Wave Sales

The Stromberg-Carlson No. 69 Selector has proven itself a convenient and practical instrument for demonstrating the pleasures to be found in short wave reception, many dealers are reporting. Compact, light in weight, and simply attached to any existing broadcast receiver, many dealers are taking the Selector to the homes of prospective purchasers of all-wave or short-wave receivers, attaching it to their broadcast receivers and permitting them to hear foreign broadcasts over their own equipment.

Where the broadcast receiver is an old and out of date model and improved broadcast reception is desired in addition to reception of the foreign short-wave stations, even though it is possible to bring in foreign stations by the addition of the Selector, the exercise of a little salesmanship generally results in an order for an all-wave receiver, or, in some cases the sale of one of the more expensive Stromberg-Carlson receivers and a Selector to enable the reception of short-wave programs.

UNIVERSAL BLANK RECORDS



Plain or Pregrooved

- Wax-Impregnated Aluminum—
- Cellulose-Coated Aluminum—
- High Density Celluloid.

Sizes: 6 in. to 16 in.

Also Cuttingheads, Lead Screws, etc.
Write for catalog and quantity prices

Universal Microphone Co., Ltd.
424 Warren Lane,
Inglewood, Calif., U. S. A.

(More new goods on Pages 20 and 21.)

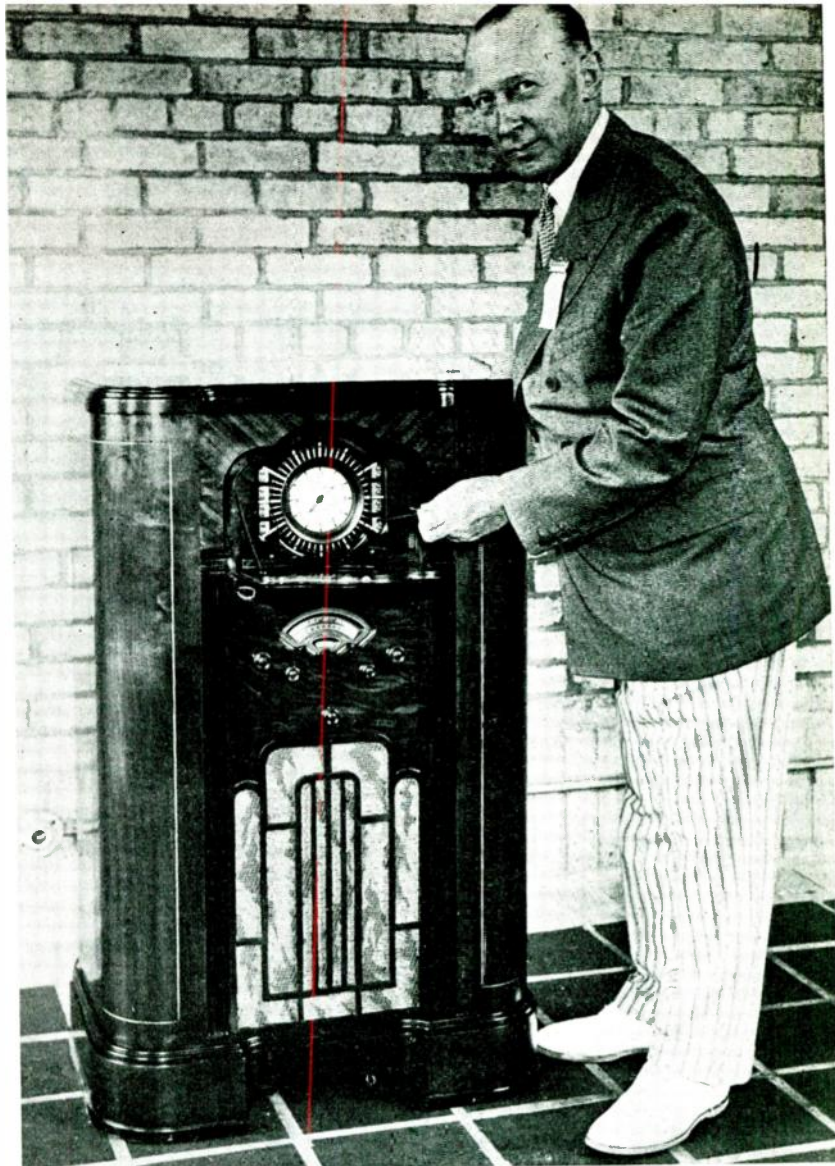
A. Atwater Kent Discusses 1935

A strong note of optimism for the immediate future of radio industry was struck by A. Atwater Kent in his welcoming speech to several hundred radio men gathered at the ninth annual convention of Atwater Kent distributors, held recently at the Hotel Ambassador in Atlantic City. In line with his feeling of optimism, Mr. Kent said the Atwater Kent Manufacturing Company is going out after the increased business believed available and will spend more money in advertising and promotion than they did last year.

After reviewing the company's policies over the past years, which he said had proved sound for the company as well as for the distributing organization, Mr. Kent said:

"I think the outlook as I see it is one to cause us to be optimistic and cheerful. I think we have bounced off the bottom and that we are on our way up. Business is better for several reasons with which you are familiar and I believe that business will continue to improve. I think it would be very bad if it were to improve too rapidly because we could not adjust ourselves to such a condition in a stable, sensible manner, and we might be prompted under such conditions, to do unwise things that would only result in a bad recession and a prolongation of bad times. And I don't think that business is going to improve rapidly. I think it is going to improve steadily and soundly. There may be minor recessions but the trend, in my judgment, is certainly upward.

"I am greatly encouraged and I am very optimistic about the future and about the present. I have shaped my personal affairs to conform with the optimism that I feel and I am likewise shaping my business affairs, as they relate to the Atwater Kent Manufacturing Company, in the same way. That is to say, we believe more business can be enjoyed this year if we go after it somewhat more aggressively, and I propose to do this. We are going to spend more money in advertising and promotions than we did last year and I believe that we are going to conform very sensibly to what might be expected of a business that is looking hopefully ahead."



A. Atwater Kent demonstrates his new Tune-O-Matic radio, which starts, stops, and tunes itself.

Westinghouse Radio

Westinghouse name on radio is announced this month by Harry M. Gansman, general sales manager of the Westinghouse Electric Supply Co., who is directing the distribution of the new line through regular Westinghouse jobbing channels. Mr. Gansman is widely known in the radio distributing industry, with an experience in this field dating back to his manager-ship of the Roberts Electric Supply Co., Philadelphia, when Westinghouse distributors were handling Radiola.

Plans for the new Westinghouse radio call for handling it through the Westinghouse distributors, and through independent distributors in territories where it will best serve the dealer's needs. Name prestige is figured to start the line off with several thousand dealers, with enough more to be added to give complete coverage.

Models have been designed to provide all the sales points of all-wave, dual-wave and regular reception at prices which will give dealers an opportunity of building volume business on the line. Merchandising plans call for a liberal proposition to the dealer to aid him make money.

Paul Klugh Resigns From Zenith Post

Resignation of Paul B. Klugh as vice-president and general manager of Zenith Radio Corp., was announced in Chicago

early in July. He retains his large stock interest in the company and will continue to serve as a director, but he will now be free to devote his attention to several projects in which he has a joint interest with Commander Eugene F. McDonald, Jr. Mr. Klugh has been one of the leading figures of the radio industry almost since its inception as a business.

Duties of general management will be assumed by Commander McDonald, president of the organization. Hugh Robertson, experienced secretary and later treasurer of the corporation, has been advanced to executive vice-president and treasurer. E. A. Tracey, who has been general sales manager, is now vice-president in charge of sales. Arthur Freese is secretary. R. D. Burnet and Samuel Kaplan are assistant secretaries and treasurers.

Pearson R. K.'s in N. Y.

E. V. Pearson is handling sales in the East for R. K. Laboratories, makers of radio sets and specialties. Mr. Pearson is known to all radio men in the Mid-West and is no stranger to the trade in Eastern circles.

New A-K Distributor

Stratton-Warren Hardware Co., is the newest Atwater Kent radio distributor. With headquarters in Memphis, Tenn., the company's territory embraces an important Mid-South area. Don Warren will direct radio activities of the firm.



Distributors Endorse Prima Merchandising Plan

Quick approval for its new merchandising policies is being won to Prima by distributors and dealers. Typical of the "reason why" explanations is that given by M. E. Hegleman, sales manager of Capital City Distributing Corp., Albany, N. Y.

"One of the main reasons we have taken on the Prima line is the value of its merchandising program. In the first two weeks we have distributed these washers, we signed up over 22 dealers. Many of them were handling other lines, but they eagerly accepted the Prima merchandising

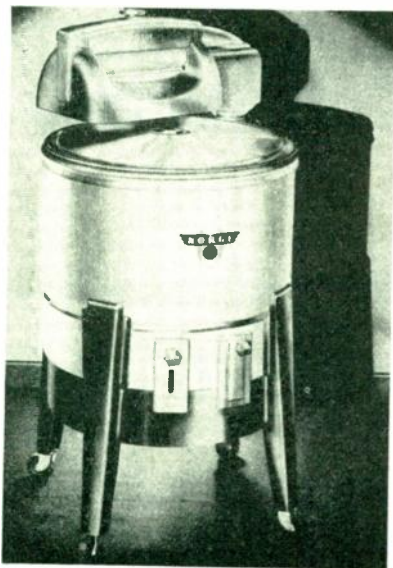
plan as the one thing that would lead to higher sales and more profits.

"Over a million washers were sold last year but only 65,000 ironers. Prima has designed a merchandising program which increases the sale of ironers wherever the washers have been shown. In addition, it overcomes the competition which faces the small dealer as he sees large stores advertising 'leaders' at \$29.50 and \$39.50."

Capital City has ordered several carloads of washers and ironers, to be distributed to dealers in the territory embraced by Eastern New York, Vermont and Western Massachusetts.

Norge

New Norge washers are rapidly being distributed to the trade in three models. Model 50 offers unusual value in its price class, with larger tub finished in white porcelain, six-vane agitator, four legs. Models 70 and 80 have a new agitator with a powerful washing action, reversing 60 times a minute in a 180 degree arc. Both



of these models have drain pumps as optional equipment. Design of the Norge washers gives them appeal beauty, as the illustration of Model 80 shows.

Proudfit Adds Washers

R. S. Proudfit Co., distributors in Nebraska of RCA Victor radio and Trucon electric refrigerators, has added One Minute Washing Machines, manufactured in Newton, Iowa. With the inauguration of this department, James Duffield, who has represented One Minute for eleven years, will join Proudfit as manager of washer sales. A branch will also be opened in Sioux City, Iowa, with C. W. Jones in charge. Carl Swanson has been added to the travelling staff. George E. Proudfit is president and Frank S. Proudfit, vice-president of the company.

Delta-Raytheon

The Delta Manufacturing Company, formerly of Cambridge, Mass., makers of Acme-Delta transformers, chokes, and power equipment for radio amateurs, Delta high voltage rectifiers for broadcast stations, Delta voltage regulators, and other special power conversion equipment, has joined the Raytheon Manufacturing Company. The activities of the combined companies will be carried on under the name of Raytheon Manufacturing Company, Electrical Equipment Division, in a newly acquired plant at 190 Willow Street, Waltham, Mass.

There has been no change in the Delta organization and all products formerly made by them will now continue to be manufactured by the same personnel and sold by Raytheon's Electrical Equipment Division. The Raytheon Production Corporation, Raytheon Tube Division, which

makes the well-known Raytheon Four-Pillar Radio Tubes, continues as before with its manufacturing plant at Chapel Street, Newton, Mass.

Marsh Sales Manager Conlon Corp.

S. J. Marsh, for six years with Landers, Frary & Clark, the last two years as sales manager of the washing machine division, has been appointed general sales manager of the Conlon Corporation, manufacturers of Conlon washers and ironers, Chicago, according to announcement by President Walter J. Conlon. D. A. Colman, formerly vice-president and sales manager of Charles Dawes & Co., has been made sales promotion manager. H. D. Broughton, special field representative of the Conlon Corporation, is in the midst of an extensive tour of the concern's western outlets.

Haag Wringer Fed By Mechanical Hand

A mechanical hand for automatic feeding of articles into the washer wringer rolls is announced for models produced by Haag Bros. Mfg. Co., Peoria, Ill.

It is an A-shaped contrivance of polished aluminum, set parallel to the wringer on a horizontal pivot mounting. In wringing articles the washer operator



drops a corner of each into the aperture between the "hand" and the wringer rolls. Pushing with the operator's other hand against the side of the feed closest to the operator serves to start the articles through the rolls.

Today's Washer situation

New marketing policies under consideration by several washer manufacturers. Prima changes to complete distributor set-up with unusual success; getting some of the best jobbers in the country. Harry Alter Company, Chicago, takes on Auto-

matic. ABC Washer—21 page advertisement in Radio Journal a sensation. Haag announces new Washer line with many distinctive features. Vulcan moving from Kansas City to Sandusky, Ohio. Citizens giving them a factory.

DISTRIBUTORS

Prima offers the most amazing opportunity in electrical washer field...

**A WRINGERLESS WASHER
AND AN ELECTRIC IRONER**
on which there is **NO** competition!

PRIMA

**offers the
aggressive distributor—**

- 1. Three real leaders as pictured.**
- 2. A Good Profit.**
- 3. A balanced wringer line in all price brackets.**
- 4. Merchandise styled for public appeal and built to last. There is no service problem with Prima-made merchandise.**
- 5. A sound sales policy and cooperative advertising.**

*Exclusive Distributor Franchises now available
for wide-awake distributors. Write, phone or wire for details.*

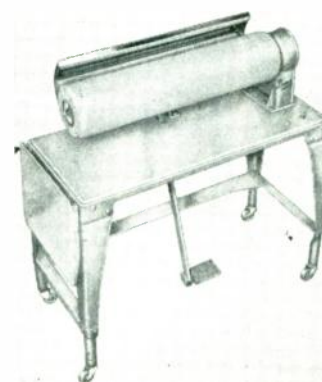
● Please note especially.

Prima Manufacturing Co., Inc.

(Established 1884)

21st and Arch Streets

Philadelphia, Penna.



Three Prima models that dominate the field . . . and each an average of \$20.00 less than competitive merchandise of a like quality.

2 New General Electric Auto Radios

A new high-output six-tube model, and a new deluxe model employing six tubes with tubeless power supply, have been announced by the General Electric Company, Bridgeport, Conn., as additions to its line of auto radios. The new models supplement the improved four-tube auto radio and the unique, dual-use, portable auto radio, recently introduced.

New superheterodyne circuits are employed in both new models. They provide unusual sensitivity for long-range day-time reception, with greatly improved

signal-to-noise ratios. Particular attention given to the design of the audio channels and to the automatic volume controls is largely responsible for the rich, full tone and the unusual freedom from fading which enable these two sets to provide a quality of reception comparable to that of home receivers.

In both models the new Type 6D6 tubes are used for the radio, and intermediate-frequency stages, type 6A7 for the oscillator-detector, and Type 75 for the second detector and automatic volume control.

The deluxe receiver, designated as Model C-61, is provided with a Type 41 tube as a driver and a type 79 for the

twin-push (Class "B") amplification. The output is unusually high—4.2 watts undistorted, 6.8 watts maximum. A tone control of the full-range type shades reception to suit the taste of the listener. A separate full-range sensitivity control reduces interference between stations in noisy locations.

The other new receiver, Model C-60, is provided with a Type 41 tube for the final (Class "A") audio stage, and a Type 84 as a rectifier. Its output, too, is very high—2.5 watts undistorted and 4.0 watts maximum. A two-point tone control permits tone shading. Automatic volume control, as in the deluxe set, is particularly efficient and fast in operation.

Profitable Business

A **QUALITY** product plus a merchandising plan that brings in customers means profit for the dealer. This is the basis on which Ken-Rad operates.

Ken-Rad Radio Tubes, noted for their dependability and long life, are in demand. Write for our free booklet, "Facts about Ken-Rad."

Ken-Rad
Radio Tubes
DEPENDABLE LONG LIFE

THE KEN-RAD CORPORATION, Inc., Owensboro, Ky.
Division of The Ken-Rad Tube and Lamp Corporation
Also Mfrs. of Ken-Rad Incandescent Electric Lamps



ARKAY Radio
Manufacturers of
MIDGETS, AUTOMOBILE, CONSOLE
AND SPECIAL RADIOS
R. C. A. LICENSED
R. K. RADIO LABORATORIES, INC.
6312 Northwest Highway Chicago, Ill., U. S. A.
Tel. Newcastle 4040 Cable Address: Arkay Chicago

Electric Refrigerator Bargains

Volume Buying Plan Cuts Prices to New Low

IF you're not interested in reductions on your new Electric or Gas Refrigerator you won't be interested in this article. Mr. John Bess, general manager of the famous KAPA-Bargain Refrigerator Stores, tells how tremendous purchases have made it possible for his company to sell new and 100% reconditioned refrigerators at prices so low that thousands of customers have been attracted to this concern's "specials."

"We offer these same values in our Brooklyn and Jamaica showrooms," said Mr. Bess, "and hundreds of Brooklyn, Jamaica and Long Island families have secured considerable reductions by coming to KAPA for their refrigerators. For example," continued Mr. Bess, "because of certain special buying concessions which I am not at liberty to mention, we are offering to our customers New 1934 Models of nationally advertised Electric Refrigerators in a group of various sizes and types, starting at \$69—an almost unheard of price for some of these famous makes."

Nationally Advertised Makes, Too. At Reductions.

"Of course, you understand that I cannot mention the various names of these famous makes of Refrigerators. The manufacturers would not allow it. We are selling them at such low prices that they'd be down on our ears if we even mentioned their names in the newspapers. But our customers recognize the Refrigerators the minute they see them. They've seen these Refrigerators pictured in the national magazines, in the newspapers, with all their exclusive features mentioned. They're wonderful buys at the sensation-

ally low prices at which KAPA sells them!

"Do you also sell re-conditioned refrigerators?" we asked Mr. Bess.

"Of course," he replied. "All makes, all sizes, and all types, too, specially re-conditioned by our own experts. We offer this week General Electric Refrigerators, with the famous G-E Monitor Top, used but in 100% condition, extra capacity, 6 shelves, extra ice trays, and fully guaranteed, for only \$69. That's one of the greatest values we have ever offered, and it's a real bargain for any family!"

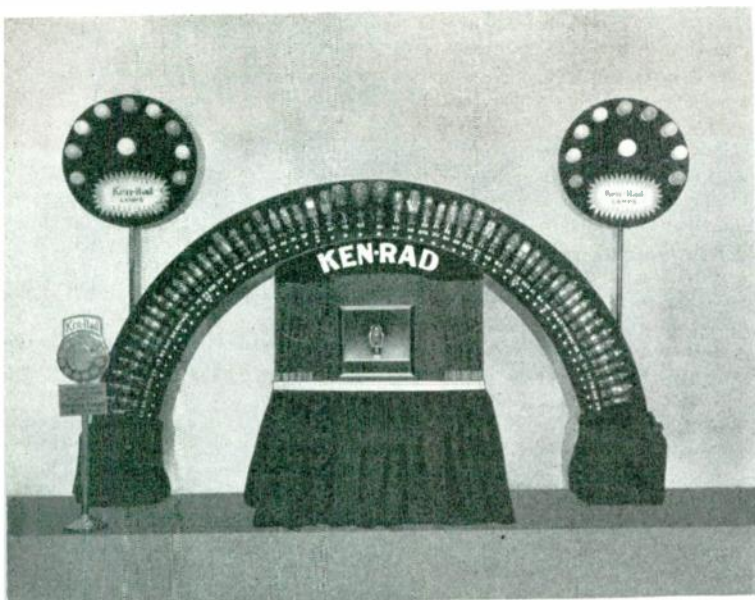
Completely Serviced.

"INCIDENTALLY," continued Mr. Bess, "every KAPA refrigerator is delivered, installed, fully serviced and guaranteed by us, assuring you of complete satisfaction and long years of excellent service."

"Do you sell for cash only, Mr. Bess?" we asked.

"We generally sell only for cash," he answered, "because our considerable price reductions are based on cash figures. But occasionally, if the purchaser is reliable, we will agree to terms favorable to him. In such case, it would be best to visit our Brooklyn and Jamaica Showrooms, see the models, figure the actual substantial reductions and then ask for convenient part payment terms. Thousands of families have secured reductions with KAPA, and we are glad to be of service. Our Brooklyn showrooms are located at 159 Livingston Street, near Abraham & Straus, and our Jamaica Showrooms at 146-13 Jamaica Avenue (Sutphin Boulevard)."

Original size, 2 columns x 7½ inches, reproduced primarily to show a "perfect" reader-type newspaper ad. Every artful word device is used to make people take action, with every sentence powerful. Piano dealers sold many pianos twenty years ago with similar intent copy, but with nowhere near the finesse of the copy. This ad is worthy of study, for every element of sales procedure is utilized and it is a masterpiece of composition sequence. Whoever wrote this ad had years of experience in specially selling, for it is a sales-advertisement, and not an advertising-advertisement, the latter type ads being inert in selling power.



The mechanically operated Ken-Rad display in Amateur radio section at the Century of Progress this year. In the centre is a shadow box with a tube and an incandescent light alternating. Below the arch of tubes are small lamps which light continually towards the apex. Humming into the microphone lights the lamps on the plaques and keeps the audience before the display.



Unusual space is given Norge refrigerators in this large Newark, N. J., window. Notice how the arrangement brings out the full beauty of the refrigerators, allowing the "copy" to be entirely devoted to the mechanical features. "Good service in 1963" is particularly strong, as is the "A roller rolls and there's ice!"

Pictorially Speaking



Snapped at the recent Atwater Kent convention at Atlantic City, N. J., but don't tell anyone who they are: Sam Schulman, Joe Bitheimer, Glad Henderson and Lou Stutz. Sam is the new Atwater Kent jobber at Chicago (Commonwealth Utilities, Inc.). Joe is sales manager of the company, and Lou is general manager, but who is that guy Glad?

It was two o'clock in the morning when the photographer flashed this one in Chicago before the boys started to Marion to see the new Grunow radios, but there was not a sleep in the crowd. Coming back they were even more enthusiastic after what they had seen and heard at the factory.



Today's trade situation

Norge just concluding series of distributor meetings all over the country for summer campaign, proving to be a big sales boost. Looks as if factories are planning huge September drive for retail sales. Another radio manufacturer will announce refrigeration plan shortly. TVA models

not well received by jobbers who are buying legs and putting them out as regular models. Drastic indictment of dealers, in selling refrigerators, if report is correct, that 70% of the people buying boxes report later on that they made a mistake and bought too small a box.

Hamburg Bros. Appointed Electrolux Distributors



E. A. Hamburg, Louis Hamburg, Jr., Joe Hamburg, Harold Kay
President Vice-President Secretary and Sales Manager
Treasurer

OFFICERS OF HAMBURG BROS.

Hamburg Bros. of Pittsburgh, Pa., were appointed distributors of the Electrolux refrigerators early this Summer. This is one of the oldest companies in the radio field, having started manufacturing radio headphones back in 1919, becoming distributors as complete sets came on the

market. By 1928, refrigerators, washers and cleaners were added. In the group shown above are the Hamburg officials. Left to right, they are: E. A. Hamburg, president; Louis Hamburg, Jr., vice-president; Joe Hamburg, secretary and treasurer; Harold Kay, sales manager.

Shorty Sherman Joins Stewart-Warner Sales

H. E. Sherman, Jr., who until recently was manager of the California Majestic Company in Los Angeles and, prior to that, associated with the Leo J. Meyberg Company, RCA and Norge distributors, at Los Angeles, has become associated with the Stewart-Warner Sales Company, Los Angeles, California.

Mr. Sherman will have charge of Stewart-Warner radio and refrigerator

sales in the southern California territory. C. A. Roesch, president of the Stewart-Warner Sales Company, will accompany Mr. Sherman to the forthcoming Stewart-Warner radio distributors' convention in Chicago. Mr. Sherman, better known to the trade as "Shorty" Sherman, contemplates holding a series of dealer meetings in the territory in the very near future for the purpose of setting forth the newly established dealer policies of the Stewart-Warner Sales Company, and for the purpose of introducing the new Stewart-Warner radio line.

Ben Witlin Was There

At the recent Radio Convention in Chicago, one of the bystanders was Ben Witlin, sales manager, of Gallagher & Burton, Inc., producers of fine whiskies, Philadelphia. Ben was a genial host, distributing 1,000 bottles, with the compliments of the house. In fact, with many of the companies G. & B. became the official drink. Ben was just concluding a 10,000 mile trip, taking the interest of this brand; and reports a very successful journey.

A. W. Seiler President

The Cramer-Krasselt Co., prominent Milwaukee advertising agency and merchandising counsel for Norge, announces the election of A. W. Seiler as president of that company, effective June 8th. Mr. Seiler has been identified with the company since 1907 and is nationally known as a leading advertising executive. Among the many innovations in agency practise accredited to him, is the practise of contact at the point of sale.

A. W. Altorfer President Altorfer Bros.

A. W. Altorfer has been elected president of Altorfer Bros. Company, Peoria, Ill., maker of ABC household washers and ironers, to fill the vacancy caused by the recent death of Silas H. Altorfer, his brother. Henry W. Altorfer has been made vice-president.

Kaplan at Grunow Meet

Among those attending the Grunow four-day convention at Marion, Ind., and Chicago, was the jovial Louis Kaplan of the Nassau Distributing Co., Trenton. He was accompanied by his son Relly and W. R. Garrey.

The Smith Brothers

Familiarly known as "The Smith Brothers," those three factory representatives down on Liberty Street have their fingers in many a radio pie around the Metropolis. Howard, Bob and Pop between them have enough radio material and experience to supply manufacturers, wholesalers and dealers with everything from input to output.

REFRIGERATOR PARTS For ALL MAKES *in Stock* Send For Our Catalog

Dehydrated Tubing
Brass Fittings, Pins
Floats, Seals, Gaskets

Temperature Controls
Expansion Valves
Condensing Units

THE HARRY ALTER CO.
1728 S. Michigan Ave. CHICAGO

Listing Over
2,000
Items



Those Who Sell Auto Radios

Need A

UTAH

"A" BATTERY ELIMINATOR

Don't have a dead storage battery kill a sale. The Utah "A" Eliminator supplies full "A" voltage and gives constant life and power to your demonstration.

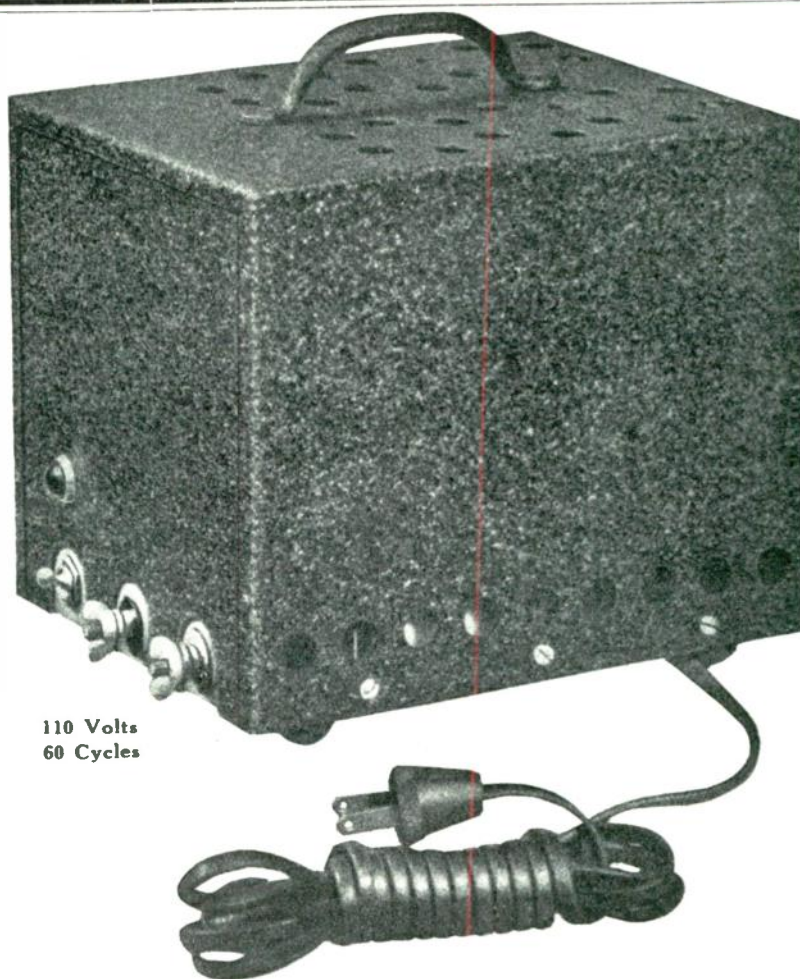
PLUG IN
AND
GO

PRICE
\$13.75

110 Volts
60 Cycles

UTAH RADIO PRODUCTS CO.

820 Orleans Street, Chicago



SWELL STUFF about a **SWELL PAPER** from **SWELL GUYS.**

Number 1863.

B. J. Oppenheim.
President, B & O Radio, Inc.

New Jersey Distributor of Norge Refrigerators, Washing Machines and
Oil Burners; Fada Radio; Tung-Sol Tubes.

"Congratulations on the marvelous editorial in your May Radio & Electric Appliance Journal.

"Going over our own records, I found that the statements you made are 100% right. As a matter of fact, I used the same sort of arguments at our own salesmen's meeting last Friday night, and while they may not have believed me, they can't help but believe you, because you have it in print.

"More power to you. Send me six additional copies of your May issue, and strange as it may seem, I am willing to pay for them."

You Radio Dealers Who Sell Musical Merchandise and Musical Instruments, should visit Chicago on August 20-21-22 to attend the 1934 Convention and Trade Show at the Medinah Club Hotel.

A mass meeting of dealers to exchange ideas for getting more Fall business and to get a solution to the problem of some manufacturers and jobbers selling over the heads of dealers, is "reason" enough for attending.

Then, you'll see exhibits of the latest in Accordions, Guitars, Banjos, Mandolins, Ukuleles, Harmonicas, Drums, Saxophones, Trumpets, Clarinets, Flutes, Strings, Mutes, Mouthpieces, Violins, Cases, Cymbals, Supplies and Accessories.

Special hotel rates: \$3 a day to you; stay a few days longer and see the Chicago World's Fair. Wire or write your reservation to Manager, Medinah Club Hotel, (the five million dollar hotel) 505 No. Michigan Ave., Chicago, Ill., or to Acting Managing Director, 1934 Musical Instrument Dealers Convention, RKO Bldg., 1270 Sixth Ave., New York, N. Y.

Sources of Musical Merchandise for Dealers

(When Writing Identify Yourself by Mentioning The Radio JOURNAL)

ACCORDIONS

Atlas Accordion Mfg. Co., AB, 152 W. 45th St., New York.
Buegeleisen & Jacobson, BA, 5 Union Square, New York.
Catena-Harmony, Inc., 2148 Third Ave., New York.
Chicago Musical Instrument Co., BB, 311 S. Wabash, Chicago.
Continental Music Co., BC, 630 S. Wabash Ave., Chicago.
Excelsior Accordion Mfg. Co., JJ, 333 Sixth Ave., New York.
Carl Fischer Musical Instrument Co., BC, 56 Cooper Square, New York.
R. Galanti & Bros., JB, 71 Third Ave., New York.
The Fred Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Gretsch & Brenner, Inc., AP, 42 E. 20th St., New York.
Progressive Musical Instrument Corp., AC, 404-4th Ave., New York.
Standard Accordion Mfg. Co., AAH, 69 Third Ave., New York.
Volga Accordion Mfg. Co., AAB, 80 Avenue A, New York.
Wurlitzer Grand Piano Co., Accordion Div., AZ, DeKalb, Ill.

FRETTED INSTRUMENTS

The Bacon Banjo Co., Inc., BC, Groton, Conn.
The Fred Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Gibson, Inc., LG, Kalamazoo, Mich.
The Harmony Co., BE, 1752 N. Lawndale Ave., Chicago.
Kay Musical Instrument Co., BD, 316 Union Park, Chicago.
National String Instrument Corp., AD, Los Angeles, Calif.
Slingerland Mfg. Co., AS, 1325 Belden Ave., Chicago.
Schireson Bros., AAL, 226 N. Main St., Los Angeles.
Oscar Schmidt-International Corp., BBC, Jersey City, N. J.
Henry Stadlmair Co., Inc., BE, 253 5th Ave., New York.
The Vega Co., BAV, 161 Columbus Ave., Boston, Mass.

BAND INSTRUMENTS

Buescher Band Instruments Co., AE, Elkhart, Ind.
Frank Holton & Co., BF, Elkhorn, Wis.
Indiana Band Instrument Co., AR, Elkhart, Ind.
Harry Pedler & Co., RAS, Elkhart, Ind.
Penzel-Mueller & Co., BM, 36-11 33rd St., Long Island City.
The Martin Band Instrument Co., BJ, Elkhart, Ind.
Pan-American Band Instrument Co., LF, Elkhart, Ind.
Simson & Frey, Inc., JS, 116 East 16th St., New York.
The Vega Company, BAV, 161 Columbus Ave., Boston, Mass.
York Band Instrument Co., BG, Grand Rapids, Mich.

HARMONICAS

Harmonica Dist. Corp. of America, BH, 239 4th Ave., New York.

STRINGS

Gibson, Inc., LG, Kalamazoo, Mich.
The Fred Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Wm. Lewis & Son, BAT, 207 S. Wabash Ave., Chicago.
E. & O. Marl, BL, 13-21 E. 22nd St., New York.
National Musical String Co., AN, New Brunswick, N. J.

Progressive Musical Inst. Corp., AC, 404-4th Ave., New York.
Simson & Frey, Inc., JS, 116 E. 16th St., New York.
V. C. Squier Co., AAD, Battle Creek.

DRUMS

The Fred. Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Chicago Musical Instrument Co., BB, 311 S. Wabash, Chicago.
Slingerland Drum Mfg. Co., AS, 1325 Belden Ave., Chicago.

REEDS AND MOUTHPIECES

H. Chiron & Co., AJ, 233 W. 42nd St., New York.
Wm. Lewis & Son, BAT, 207 S. Wabash Ave., Chicago.
Otto Link & Co., JQ, 264 W. 47th St., New York.
J. Schwartz Music Co., BJ, 10 W. 19th St., New York.
The Woodwind Co., JO, 131 W. 45th St., New York.
Steve Broadus, Inc., BK, 1595 Broadway, New York.
F. L. Kaspar Co., Dept. BL, 506 So. Wabash Ave., Chicago.
Penzel-Mueller & Co., BM, 36-11 33rd St., Long Island City.

VIOLINS

Czechoslovak Music Co., JN, 1358 First Avenue, New York.
Simson & Frey, Inc., JS, 116 East 16th St., New York.
Wm. Lewis & Son, BAT, 207 S. Wabash Ave., Chicago.
Simson & Frey, Inc., JS, 116 East 16th St., New York.
William Volt Co., Inc., AAF, 26 E. 22nd St., New York.

SUPPLIES AND ACCESSORIES

George Cloos, Inc., batons, flutes, JR, 1659 Stephen St., Bklyn.
W. R. Dalbey Music Co., oils, BR, Omaha, Neb.
D'Andrea Mfg. Co., picks and covers, BN, 208 E. 27th St., New York.
L. A. Elkington, picks, steel bars, supplies, BO, 220 E. 34th St., New York.
Frost & Stone, cases, BV, 200 Tillary St., Brooklyn.
A. D. Grover & Son, Inc., AAG, bridges and pegs, Baldwin, N. Y.
William Lewis & Son, strings, reeds, rosin, BAT, 207 S. Wabash, Chicago.
Krauth & Benninghofen, music stands, JN, Hamilton, Ohio.
J. Schwartz Music Co., Micro specialties, BJ, 10 W. 19th St., New York.
Burns Co., oil, sax pads, 2678 N. Buffum, Milwaukee.

JOBBERS

Buegeleisen & Jacobson, BA, 5 Union Square, New York.
Chicago Musical Instrument Co., BB, 311 S. Wabash, Chicago.
Continental Music Co., BC, 630 S. Wabash Ave., Chicago.
Carl Fischer Musical Instrument Co., BC, 56 Cooper Sq., New York.
The Fred. Gretsch Mfg. Co., LD, 60 Broadway, Brooklyn.
Gretsch & Brenner, Inc., AP, 42 E. 20th St., New York.
Polk Musical Supply Co., BT, 29 Pryor St., Atlanta.
Progressive Musical Instrument Co., AC, 404 Fourth Ave., New York.
Sanborn Music Co. JW, 740 Superior Ave., West, Cleveland.
Simson & Frey, Inc., JS, 116 East 16th St., New York.
Southwestern Music Corp., BW, 517 S. Ervay St., Dallas, Texas.
Targ & Dinner Music Co., BBF, 125 S. Wabash Ave., Chicago.

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THE COOLREST (Patents Pending) AIR CONDITIONED BED CANOPY

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Electrically air conditioned compartment fits over bed to bring comfortable, healthful sleep on nights as hot as the steaming jungle. A New Market—Ready, Wide Open—including Homes, Hotels, Hospitals . . . wherever there are people who need or like refreshing sleep on hot, sticky nights.

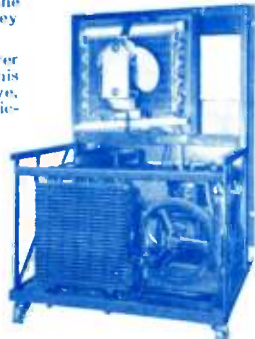
Now nearly everybody can afford to sleep in cool, air conditioned comfort on hot, sticky nights. The Crosley Coolrest air conditions only the bed compartment and this at a cost of but a few cents for each hot night. The original cost is only a small fraction of that of an air conditioning unit for the entire room that can give no more comfort—if as much. In the Coolrest, Crosley has placed what was once the rare luxury of the rich within the means of the masses . . . giving you a mass market and a mass profit.

In most of the states summer nights are HOT and muggy. Average people cannot afford to escape to the North Woods. Electrical air conditioning for the bed-room is far beyond their reach. So they toss and turn, swimming in perspiration.

In the Coolrest, Crosley gives you the answer to the question: "Is there no escape from this awful heat?" This inexpensive, attractive, quiet, and amazingly efficient device electrically air conditions the sleeping compartment over the bed. It not only cools, but also removes excess moisture from the atmosphere, re-circulating and purifying the air so that it is actually as cool, fresh, and pure as that of the North Woods.

For Hotels and Hospitals

Few hotels have air conditioned rooms. Hotels will buy the Crosley Coolrest for renting to guests who want comfort on hot nights. The hotels might charge, say, a dollar extra each day the Coolrest is used. In a season it will largely pay for itself. And what an advertising advantage for the hotel—and you!



The unit is as quiet as a small electric fan . . . It is famous for trouble-free performance.

"Air conditioned sleeping compartments by means of the Crosley Coolrest Air Conditioned Bed Canopy!"

And hospitals—doctors agree that physical comfort has a lot to do with recovery. Every hospital ought to have a number of Crosley Coolrests for patients who need them in hot weather. This is a market easily sold—for here the Coolrest will be a self-paying proposition.

Package Sale—No Installation Problem

Any householder can put up the Crosley Coolrest in a few minutes. The air conditioning unit is housed in a handsome cabinet of rare woods and the canopy is suspended from fixtures attached to the cabinet. When making the bed, the whole unit is simply rolled away and then pushed back to the bed.

Easily Demonstrated

Display a Crosley Coolrest on your floor or in your window. Have it set up and working. Invite your customer to go inside and lie down for a few moments and to note the refreshing coolness and purity of the air. Demonstrate how it may be controlled while lying down; how canopy may be pushed away and pulled back as easily as one throws a blanket aside or pulls it up. Then sell it as a package—as you would a Crosley Radio or Shelvador Electric Refrigerator. This is a rare opportunity for you to get in on a ground floor proposition. See your Crosley distributor.



Should the Crosley Coolrest not be needed you can fling back the canopy as easily as throwing a blanket aside.

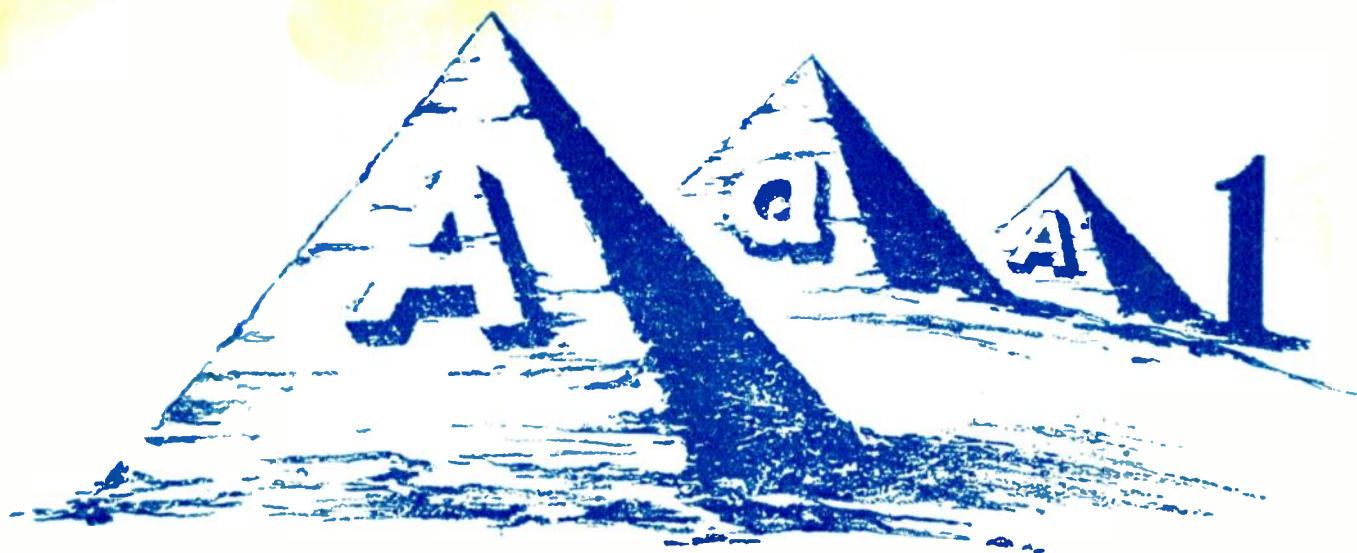


The Coolrest Air Conditioned Bed Canopy does not interfere with making bed. Just flip the canopy back or push the entire unit away.



Cool, purified, and dehydrated air enters gently and quickly, circulates throughout the bed compartment, and is withdrawn through rectangular opening at left.

The Crosley Radio Corporation - Cincinnati
(Pioneer Manufacturers of Radio Receiving Sets)
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Throughout both booms and depressions, the financial rating of the Hygrade Sylvania Corporation has remained consistently AaA1!

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