

# Radio Journal

**ELECTRIC APPLIANCE**

*Glad. Henderson*  
Editor

RADIO

LOCKS-SOCKET APPLIANCES-TUBES-HOME AMUSEMENT PRODUCTS

## ANNOUNCING RCA VICTOR'S STARTLING SUMMER SALES DRIVE!

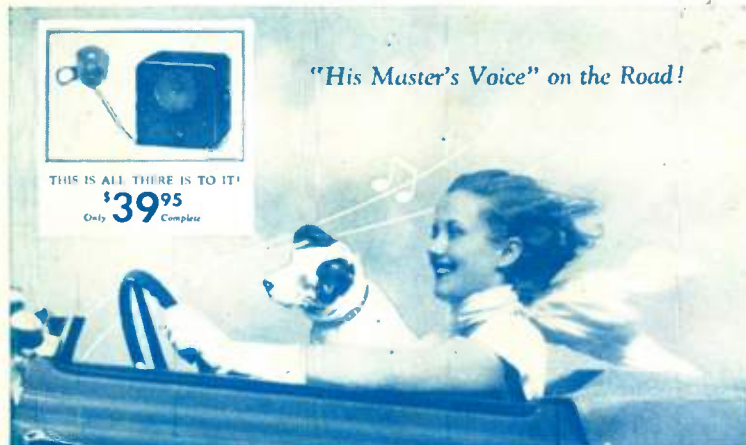
*A new deal for RCA Victor dealers...with special summer sets for*

**AUTO • HOME • VACATION**

advertised on

a gigantic coast-to-coast radio hook-up...in national magazines  
...newspapers...billboards...exhibited at Chicago World's Fair

featuring



RCA VICTOR AUTO RADIO

HERE'S the biggest news ever! RCA Victor has produced ideal sets for summer use! And to help you we are launching the largest summer radio selling campaign ever conceived! We are featuring special sets for the auto...the home...vacation. Smart sets...priced right...sets that are already breaking all records.

As you read this the campaign is already under way! Smashing newspaper and magazine ads...billboards...and a coast-



Model R-28A - Five-tube Superhet, tone control, electro-dynamic speaker, also police waves. Walnut finish, list \$21.50

(Price slightly higher west of Rockies)

### VICTOR RECORDS for "2 in One Music"



All advertising features Victor Records and radio-phonograph RE-40. A chance to increase record business. List...\$49.95

to-coast radio broadcast. There is dealer material by the ton ready for you! Get all the details from your RCA Victor distributor. At last the chance has come to make some real money all summer long!

## RCA Victor

RCA Victor Co., Inc. "Radio Headquarters" Camden, N. J.  
A Radio Corporation of America Subsidiary

★ ★ ★ ★ ★  
HERE'S HOW... President Roosevelt's Secretary, broadcast news from Washington, Sunday Night 10 P. M. Eastern Daylight Time, WEA and NBC network.





Now...  
Stromberg-Carlson's New  
Radio Quality in . . .

TE-LEK-TOR

MODELS

WITH the new Nos. 52 and 54, Stromberg-Carlson makes available in luxurious Te-lek-tor models the same startling new quality of radio performance which has been increasing like magic the sales of the recently introduced standard models.

*Stromberg-Carlson sales during March were 65% better than February. And sales in April were more than 35% above those of March.*

Here in these new Te-lek-tor models is merchandise of even greater attractiveness to your choice patrons—something which brings new people to your store by its unusual features—and best of all—has the “repeat” sales possibilities only found in Stromberg-Carlson Te-lek-tor. Remember, the lure of Te-lek-tor is so great . . . it is so fascinating . . . that it becomes a salesman's most potent ally in raising a prospect up to a sale of profitable size.

*Stromberg-Carlsons range in price from \$125 to \$592.50  
(East of Rockies)*

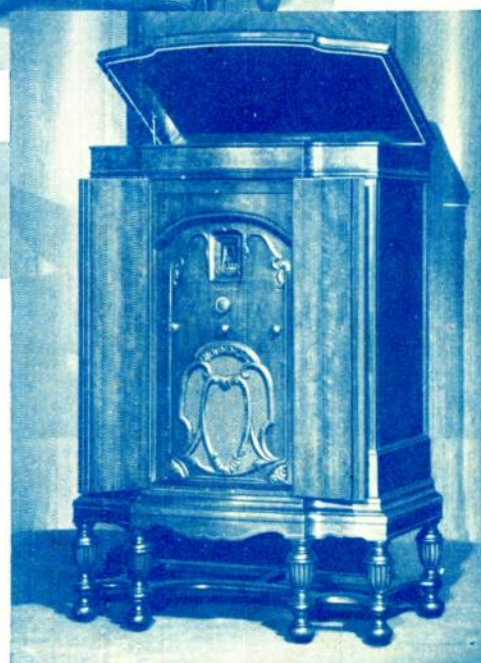
STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.



*Radio's  
Latest  
Advance*

No. 52 Radio

No. 54 Radio  
and Automatic  
Phonograph  
(below)



*With a Te-lek-tor Radio you can,  
from any place in the house—*

1. Start and Stop either Radio or Automatic Phonograph.
2. Control Volume of either Radio or Automatic Phonograph.
3. Select and switch loud speakers on or off from any control position.
4. Tune Silently and Automatically to eight favorite stations.
5. Tune Silently and Visually (meter tuning) to all other stations.

*“There is nothing finer  
than a Stromberg-Carlson”*



1894

Stromberg-Carlson

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



1933

**HERE'S THE SALES CLINCHER YOU'VE  
BEEN  
LOOKING FOR!**



**An exclusive patented  
feature of the  
New CROSLEY  
*Electric*  
REFRIGERATOR**



The Shelvador doesn't need explaining. One glance and the story is told. What a show-room and show-window feature!

With the Shelvador you're a mile ahead of competition. You have something every housewife wants in her new electric refrigerator or is sorry she hasn't in her present one.

**Increases "Usable" Capacity 50%**

Shelvador actually makes the "small" refrigerator "larger" by increasing the "usable" space. It saves the annoyance of "feeling around" for small, hard-to-find objects . . . puts them where they are easily reached.

And remember—only the Crosley Electric Refrigerator can use the Shelvador; for it is an exclusive, patented Crosley feature. Insulation is not sacrificed in the Shelvador—the exterior of the door is extended to permit the use of a standard thickness of insulation.

In addition to the Shelvador, the Crosley Electric Refrigerator—famous last year for its trouble-free, service-free operation, has been refined in several points to make it even better. See your nearest Crosley distributor or write direct to factory.

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!"

**MODEL D-35** NET contents — 3½ cubic feet. Shelf area—8 square feet. Overall Dimensions: Height, 50½"; Width, 23¾"; Depth, 24"; Leg Height, 10½"; No. ice trays, 2; No. ice cubes, 42.



**MODEL D-45** NET contents — 4½ cubic feet. Shelf area—10.6 square feet. Overall Dimensions: Height, 56½"; Width, 23¾"; Depth, 24"; Leg Height, 10½"; No. ice trays, 3; No. ice cubes, 63.



**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.



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

Montana, Wyoming, Colorado, New Mexico and west, prices slightly higher  
**The Crosley Radio Corporation - Cincinnati**  
POWEL CROSLEY, Jr., President. Home of "the Nation's Station"—WLW

*Electric*

**WITH SHELVADOR**  
U. S. PATENT 1898922



# BUILT TO SELL

# ZENITH LEADS

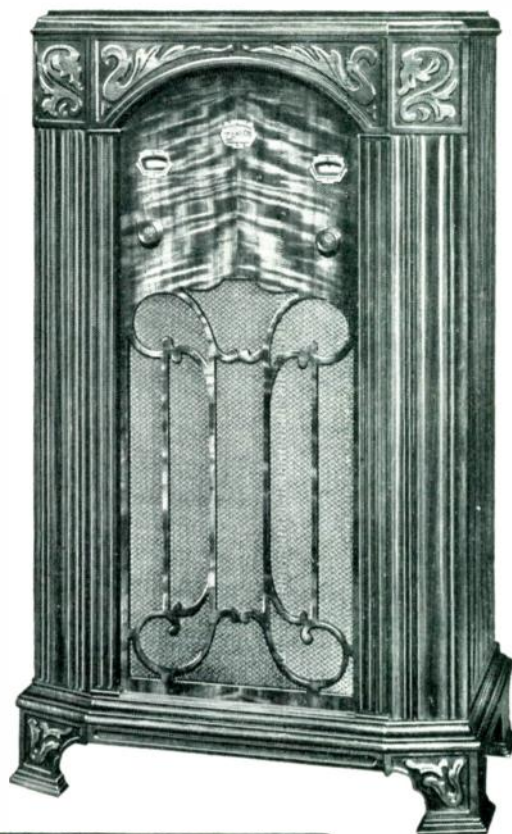
This is the new 1933-1934 Zenith Challenger Line!

Read the descriptions of each model illustrated. Remember, they are six, eight, and nine tube superheterodynes with new-type tubes . . . automatic volume control . . . vernier tuning . . . especially constructed over-size dynamic speakers . . . cabinet designs that introduce *a new trend in radio furniture!*

Only Zenith's experience in building high-priced QUALITY radio receivers could have produced this low-priced QUALITY LINE.

See this new line QUICK!—Communicate with the Zenith Distributor serving your territory!

ZENITH RADIO CORPORATION  
3620 Iron Street • Chicago, Illinois



MODEL 750 ➡

6 tube advanced type AC superheterodyne circuit. Shadowgraph Tuning . . . Automatic Volume Control . . . Dynamic Speaker . . . dial calibrated in kilocycles—tuning range 1750 to 535 . . . gets police calls! Never before has a Zenith console radio with Shadowgraph Tuning been sold at such a low price. Front panel of this console is of matched, mottled Australian laurel wood, with genuine wood carvings. 38" high; 13" deep; 22" wide.

MODEL 705 ➡

6 tube advanced type AC superheterodyne circuit. Automatic Volume Control . . . Vernier Tuning . . . Dynamic Speaker . . . dial calibrated in kilocycles—tuning range 1750 to 535 . . . gets police calls! Cabinet has beautifully figured butt walnut front—genuine imported marquetry inlay with top border finished in maple burl—solid walnut top—fluted ends. 8 3/4" high; 15 3/4" wide; 6 3/4" deep.



➡ MODEL 706

A cabinet of modern design. 6 tube advanced type AC superheterodyne circuit. Automatic volume control . . . Vernier Tuning . . . dynamic speaker . . . dial calibrated in kilocycles—tuning range 1750 to 535 . . . gets police calls! The cabinet is of solid walnut with butt walnut panel. 8 3/4" high; 15 1/4" wide; 7 3/4" deep.



"YOUR CONCEPTION OF RADIO VALUES WILL BE COMPLETELY

# IN THIS MARKET!

## THE PROFIT WAY...at \$24.95 and up!



### ← MODEL 755

8 tube advanced type AC superheterodyne circuit. *Shadowgraph Tuning* . . . automatic volume control . . . 8 inch dynamic speaker . . . dial calibrated in kilocycles . . . tuning range 1750 to 535. Cabinet is 6 legged console of graceful design. Front panel of butt walnut with Plaster panels of butt walnut. Top arch of California maple burl. 40" high; 24 1/2" wide; 14" deep.



### MODEL 760 →

Console of modern design. 9 tube advanced type AC superheterodyne circuit. Automobile (dash-type) escutcheon including *Shadowgraph Tuning* . . . visual tone indicator . . . visual volume indicator . . . automatic volume control . . . twin 8" dynamic speakers. An exceptionally beautiful cabinet of modern design—top side panels are of California maple burl separated with genuine imported marquetry. 38 1/2" high; 23 1/2" wide; 23" deep.

### MODEL 707 →

6 tube advanced type AC superheterodyne circuit. Automatic volume control . . . Vernier Tuning . . . dynamic speaker . . . dial calibrated in kilocycles—tuning range 1750 to 535 . . . gets police calls! The cabinet is butt walnut in front and has "book-end" style construction. Border across the top and bottom of genuine imported marquetry. 8" high; 17" wide; 6 1/2" deep.



### ← MODEL 711

6 tube advanced type AC superheterodyne circuit. *Shadowgraph Tuning* . . . automatic volume control . . . dynamic speaker . . . dial calibrated in kilocycles—tuning range 1750 to 535 . . . gets police calls! Entire cabinet of beautifully figured butt walnut . . . gold plated metal trimming inlay . . . border of genuine imported marquetry. 8 1/2" high; 16" wide; 6 1/2" deep.

# ZENITH

TRADE MARK REG

CHANGED WHEN YOU SEE THIS NEW ZENITH LINE!"

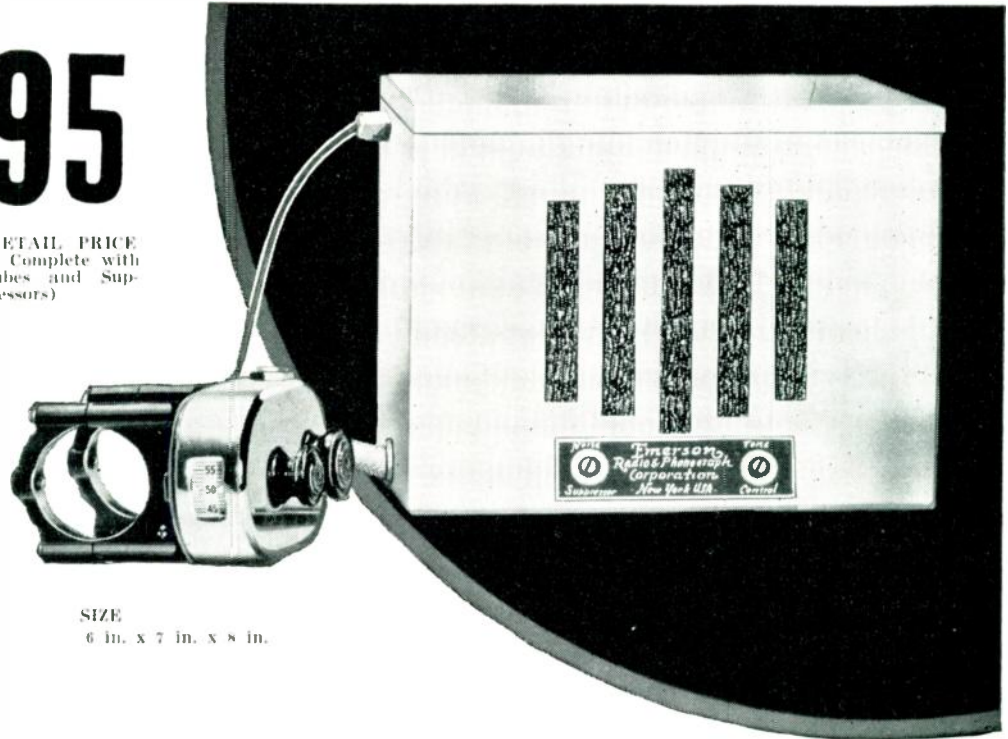


# Emerson **AUTOMOBILE** *Radio* **AND MOTOR BOAT**

*Only*  
**49<sup>95</sup>**

(RETAIL PRICE  
— Complete with  
Tubes and Sup-  
pressors)

*and..*



SIZE  
6 in. x 7 in. x 8 in.

## GREATER PROFITS..

Here is your chance to make some real money on the enormous public interest in automobile radio. Don't be content with the short discounts common today. To successfully merchandise auto radio you need a quality product at a popular price, and A REAL PROFIT

MARGIN. Remember—Emerson has always protected your profit on home radios. With the Emerson Automobile Radio we make YOUR PROFIT EVEN GREATER than on Emerson home radios.

## BETTER PERFORMANCE..

Five Tubes, including New Pentagrid Converter—giving eleven tube performance.  
Extremely Low Battery Drain, only 1.5 amperes.  
Tubeless "B" Power Supply.  
Superheterodyne Circuit.  
Three Gang Condenser (giving high signal to noise ratio and high ratio image suppression).  
Six Tuned Circuits.  
Separate Delayed Automatic Volume Control.  
Full-wave Tubeless Synchronous Rectifier.  
Automatic Tone Compensation.  
Automatic Noise Suppression (a brand new feature).  
First Stage Audio, Resistance Coupled.  
Push-Pull Power Output Stage. Transformer Coupled Class "A".  
Four watts maximum output.  
Automatic Fidelity and Selectivity Control.

Full Electro-Dynamic Loud Speaker.  
High Gain 172.5 K.C. Intermediate Frequency Amplification.  
Sensitivity better than one microvolt per meter.  
Neutralized Space-charge Diode Detector.  
Electron-coupled Oscillator.  
High Efficiency Modulator.  
Protective Fuse on Tuning Control.  
Illuminated Tuning Dial.  
Lock Switch on Tuning Control.  
Simple, quick mounting.  
Tubes can be checked without dismantling set.  
Shielded Cables.  
Tuning Range 1510 K.C.-530 K. C.  
Full Heavy Chromium Plated Case.  
Over-all dimensions—6 in. x 7 in. x 8 in.  
Entire Set, including "B" Supply, in this one case.  
Tubes used—1-78, 1-6A7, 1-6B7, 2-41.



DEALERS: Jobbers handling the Emerson Automobile Radio are located in nearly every part of the country. Get in touch with the nearest Emerson jobber at once or wire us direct for information. Do not delay in taking advantage of the big selling season!

## OUTSTANDING APPEARANCE..

In line with Emerson's policy of creating unique designs with outstanding sales appeal, the Emerson Automobile Radio is not only different, but will stand out in your window, or on your counter, and will make an immediate quality appeal to owners of cars and motor-

boats. The new Emerson features a gleaming full chrome-plate finish on the all-in-one chassis and on the remote control. It is a set of beauty, designed to harmonize with auto and boat fittings.

**EMERSON RADIO AND PHONOGRAPH CORPORATION**  
641 Sixth Avenue Tel. WAtkins 9-2264 New York, N. Y.

# As we see the business



**I** KNOW A NUMBER OF DOCTORS and it is a rare case that comes to them from under-eating. Most of their business is due to over-eating, and the doctor business would fall off considerably if the most simple plan of proper eating were followed. In radio, refrigerators, washers and in every line we ever had anything to do with, over-production causes more trouble, financial losses and general confusion than any other six reasons. Dealers made fortunes disposing of surplus stocks that were created by school boy planning, and the public didn't gain anything. We are either short of merchandise or over-stocked—being properly short does no harm except to create fictitious figures as to how much was lost by not shipping. Being over-stocked is ruinous because it results in the melting of cash. What you “think” you might profit if you had the goods, and what you actually lose when you have too many is so widely divergent to the theory of the two conditions, that it seems more profit-

able to be “caught short.” You can under-stock and make a profit whereas over-stocked means a loss.

**A** GAINST THE FOREGOING FACTS, as gleaned from the experience of many dealers and jobbers in our business, is the theory of the motor car makers that each dealer should sell just so many cars, and the cars are sent in and are expected to be disposed of, profit or no profit. The basic thought is that no dealer knows what he can do until he is forced to do something. We believe in this for “drives” but not for constant use. No one can keep hopped up all the time—not even the manufacturers—and for occasional sales drives, there is great merit in kicking most dealers and many jobbers in the pants. But kicking too much creates a callus. When a trade becomes half stewed as a standardized condition, it creates additional work to the rational function of an industry by requiring a steady stream of new dealers, new capital and new salesmen to replace exhausted personnel and bank rolls. There are many 22 calibre dealers who can do good work for their size, bore and range. Put them into a 38 or a 44 by kidding and grandizing their power, when their powder is just right for the 22, helps to ruin an industry quickly.

**O** UR FIRST VISITOR TO OUR NEW offices in the R.K.O. Building,

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

## Radio Journal

**ELECTRIC APPLIANCE**

**MUSIC-RADIO**  
Electric Appliances

*Glad Henderson*  
Editor

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

## for JUNE 1933

Vol. XXXIV, Number 6 50c a copy, \$5 a year

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

Radio City, 1270 Broadway, N. Y.



Radio City, Rockefeller Center, N. Y., was C. Frederick Martin of Nazareth, Penn., an officer of C. F. Martin & Son, which this month celebrates its 100th anniversary. Mr. Martin's great - great - grandfather founded the concern at Penn. in 1833. They manufactured for 100 years, musical instruments sold through music dealers, a record that is not only a great tribute to Martin management but to the music trade of this country for its energies in buying and selling enough Martin goods to make possible this long and successful career. The Martin organization make and sell only quality merchandise; the Martin reputation is second to none, and its success is due to adhering to sane and profitable policies. The company has never been swayed by what "others do" no cut prices and to shorten or perforate their career. The Martin policy is to make the best kind of musical instruments; to sell them at proper prices and to conduct its affairs ethically. We are very proud of Mr. Martin's visit, for he represented the success of time honored business policies which have withstood panics, hard-times, war and Civil War—conditions that to our today's "depression" would compare to a banquet versus starvation. Frank H. Martin is the head of The Martin Co. today, father of C. Frederick Martin, our first visitor.

**B**ILL HADDEN, THE MILLIONAIRE, drives from Haddenfield, N. J. (named after his family) to Newark morning and night, 81 miles, on four gallons of gas each way, using a straight-8 new small car. Time, about 2 hours each way. Note: 20 miles to the gallon of gas with the new late car, against from 10 miles to 15 with the other five or six cars that he owns—big, medium and small. Using a new car needing but 8 gals. daily, against 12 to 16 gals., he saves 6 gals. daily—more than 100 gals. a month. If everyone in the country used new cars today, the gasoline business would drop off a third. Now, do you know that everyone of your customers

and friends who own a radio, refrigerator or washer, bought 2 years ago or before that, is giving inadequate service to the owner compared to what the latest models give, doing it better and cheaper? Do you realize that \$300 put into the new government bonds pay but \$8.25 for the year? Utilities cannot reduce their rates as fast as our manufacturers can make refinements in their products, and people who are running their radios or refrigerators, 2 years old or older, can do some "shifting" with you, if YOU WILL TELL THEM ABOUT IT.

**N**O ONE DISPUTES THAT JIM Hardee, Jamaica, N. Y., is considered the biggest washing machine dealer in Metropolitan New York. Jim knows how to sell washers. His unit of sales is large and he has no time or patience for the new type of cheap low priced washers. Thus he rates as a progressive power against low priced models and is a real constructionist for the washer business. On one line alone Jim sold 14,000 washers—the Savage we believe it was. Hardee also specializes in repairs and does an exceedingly large volume of repair work with an excellent profit. It was interesting to hear him remark that if all washers were alike, one particular brand that he handled on which he has required but \$22 worth of parts in 18 months, that his lucrative repair service would be eliminated. Another Hardee epigram is that no one can afford to pay less than \$100 for a washer.

**A** RADIO JOBBER WHO IS FINDING washers an excellent business is the Morris Distributing Co., Syracuse, Binghamton, Rochester and Albany. During the first three weeks of April four carloads of washers were sold, two-thirds of which were sold at \$100 list, or over. Last year on one brand of radio alone 20,000 sets were sold. 32,000 tubes were



sold in a radio tube drive during April. Morris is a wholesaler who has no complaint about business, and who operates in the black.

**D**ON'T MISUNDERSTAND US AS being inimical to the interests of the air conditioning group, but packaged air conditioning is still far away, aside from the appliances for humidifying air, these popular priced humidifiers being good articles to sell. The phrase "Air Conditioning," however, is used to cover any number of phases of air conditioning. A humidifier is an "air-conditioner," a \$30,000 installation in a store is an "air conditioner." Our trade uses the phrase "Air Conditioner" to cover a packaged product for humidifying, de-humidifying, and air cooling. The air cooling device is the hitch in securing a combination product for resale, via jobber and dealer. What is most needed is a product covering all phases of air conditioning, including cooling of about 5,000 cubic feet, at \$250.

**M**UCH BIGGER THAN TELE-vision for immediate aid to our business is the recent creation of what is termed "three dimension tone" or auditorium perspective recording and broadcasting, both running from about 60 cycles to 13,000 cycles in performance. We believe it is the biggest development since the introduction of the dynamic speaker. This is the last word in radio and musical reproduction, and of course, will not be heard until adopted by the broadcasting stations. This information is given as "news" and doesn't mean that you are to slump into a chair and not work until the day after the first air performance. This will "obsolete" no sets either now being sold or in the homes, but will aid in the selling of cabinet models and in the sale of phonograph records.

**A** NEW ERA IS ASSURED FOR THE development of Association work with the suggestions from Washington for improved business. A trade body functioning as a unit can be of powerful character for the "good of the business." And it is surprising what a few eggs can do in any industry towards destroying the aims and purposes on the majority. With the eggs being sliced and dropped into the same sauce, both the radio and music industries will show a marked improvement in policies, plans and results.

**E**VERY TIME THE TRUCK DELIVERS a refrigerator, have the boys include a small set and install it at the same time—on speculation. If you don't sell half of these "installations" there is something wrong with human nature in your city. We know one dealer doing this that sells 80%.

**M**OTOR CAR RADIO INSTALLATIONS by dealers are being criticized by distributors and manufacturers, due to the inrush of business which is prompting dealers to skimp and "rush" installations. There is no excuse for not giving customers practically perfect motor car radio, and good service men find no mystery in accomplishing this result. Dealers will enjoy an excellent summer business this year UNLESS the urge for excessive profits via the "rush route" gradually destroys the public's interest. It is of paramount importance that dealers fulfill their obligation to the public and manufacturer, alike, with proper installations.

*Glad. H. Hunsicker*

# Roosevelt Business Bill Stops radio price cutting



RESIDENT ROOSEVELT'S great industrial campaign for putting business back on its feet is the greatest work ever suggested. His recognition of the 10 per cent of an industry always tearing down the efforts of the 90 per cent shows a thorough understanding of just

what the radio associations are up against in trying to do what most people want done. Everyone in radio should applaud the movement under way, for by it, cut-throat competition will be eliminated; proper prices and standards are possible and everything done to insist upon the production and sale of goods at fair prices. When this work gets under way, whereby whole industries will be "managed" to maintain health, it will be the greatest advance step radio has enjoyed since 1924. And the same management is possible, too, for the makers of refrigerators, washers, etc.

We show herewith the "ad of the month" which was the second answer to another advertisement featuring the same set at a dollar more. The new management policies of government for business will eliminate all this type of advertising, whereby one dealer cuts the price by a dollar; the second dealer takes another dollar off and so it goes until all dealers must offer the sets at a loss in order "to do business."

Last Christmas, when everything was rosey, a dealer cut the price from \$25 to \$18.74 on a particular set, succeeded by other dealers doing the same thing—all for no reason at all except for store traffic and as a "loss leader"—with the result that the manufacturer has not yet recovered from the blows of throat slitting advertising. It not only disturbed his market in the metropolitan district but the "talk of the trade" covered much of the eastern territory, and the store that started the cut prices might just as well have socked the manufacturer and put him in the hospital.

The advertisement herewith is used as an example that dealers are no respecter of persons. It makes no difference to them whether a manufacturer has \$80,000,000 in the bank or ten cents. If one dealer "starts something," other dealers follow suit with a vengeance to protect themselves. This is the ad. that followed another ad. offering a set for \$8.94, and probably before we can get this into print, another ad. will appear at a less price. And so this thing goes on in radio, refrigerators, tires, shoes, and all lines, with the result that the public are buying goods for nothing and no one makes a cent, because there are just enough smart people who buy what is advertised and ignore switching attempts.

This fighting among dealers, aiming to destroy a manufacturer's prestige, is something new in radio of late years. Close-outs, bankrupt sales, and surplus stocks, etc., are OK to hammer as much as possible, but to pick out "new goods" for advertising shows that the manufacturers are forgetting the art of maintaining their market. At one time, dealers were fearful of knifing a line, but no more. The new plans from Washington will permit the handling of advertising side-shows in the proper manner, with the cooperation of the newspapers.

**Drastic Cut**  
in the low price of the newest model  
**GENEAL ELECTRIC**  
**Radio**  
For Long Wave & Police Calls

  
**MODEL K 41**  
Very latest G. E.  
Radio

**GETS POLICE SIGNALS** as well as regular programs.

Has powerful **DYNAMIC SPEAKER**

A little radio with a great big **CLEAR TONE**

Operates on both **A.C. and D.C.**

**Reg. \$12.95**

**\$7.94**

**COMPLETE with genuine RCA TUBES**

**Radio Insurance**

Nussbaum's practices no advertising deception. We sell you what is advertised at the advertised price and back it with a money-back guarantee.

**24 HOUR CASH REFUND IF NOT SATISFIED**

**NUSSBAUM'S**  
NEW YORK STORES  
61 CORTLANDT STREET 104 WEST 42nd STREET  
BROOKLYN STORES  
116 FLATBUSH AVE. 1508 PITKIN AVE.  
Cor. STATE ST. Opp. Loew's Pitkin Theatre  
ALL STORES OPEN TILL 11 P. M. PITKIN AVE. STORE OPEN SUNDAYS



## Arthur T. Murray

President

United American Bosch Corp.

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





# The ultimate in radio installations



**I**F THE best radio on the market, giving perfect tone, power and sensitivity, sold for only ten dollars, "I would still believe that my present radio system is worth ten thousand dollars to me," A. J. Powers told the writer. He has one of the most complete radio jobs in the entire country. It is so important to him because it transforms radio from an instrument capable of reproducing anything on the air to an almost-thinking electrical secretary which remembers what programs Mr. Powers wants to hear, turns on the set, tunes in the program and then calls his attention to it.

Mr. Powers is president of the photo engraving firm in New York bearing his name and in his three plants he does much of the work of prominent publishers and advertisers. His offices on Thirty-Ninth Street are in the same building as his apartment home. On the roof he has one of the most complete private indoor and outdoor gymnasiums in the city. His unique radio installation was made by the Home Radio Service, Inc., of New York. J. Hoffman, president of this latter organization has previously written valuable articles for JOURNAL readers.

The heart of the installation is a Landis program machine, driven by a master clock, which makes pos-

*E. J. Powers devotes his entire attention to business, secure in the knowledge that he will miss no pre-selected radio program.*

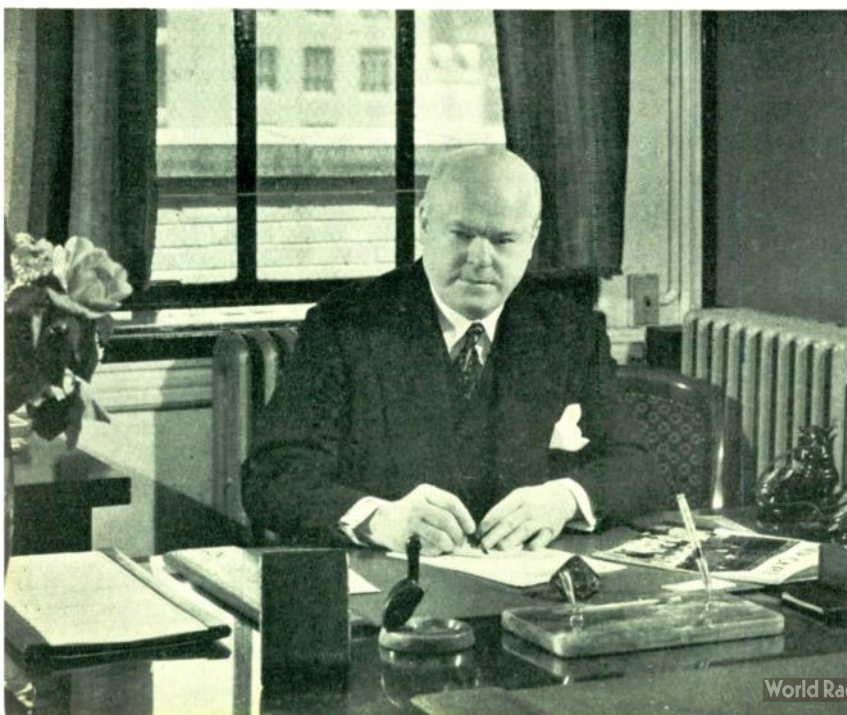


*A section of the outdoor gymnasium and recreation roof showing control box from the table on the left, the indoor baseball diamond this*

sible the making and breaking of sixteen separate circuits at one minute intervals any time of the day or night for a full week. This machine will switch the radio on and off, tune it to a pre-selected station and direct the program to pre-selected speakers. This program machine is stationed in the outer office. When Mr. Powers indicates the program he wants to hear, a secretary can adjust the program machine.

Adjoining Mr. Powers' private office is the conference room. In this room is the automatic radio-phonograph combination, a Stromberg-Carlson. In his office, above his desk, is an electric chime. When a pre-selected

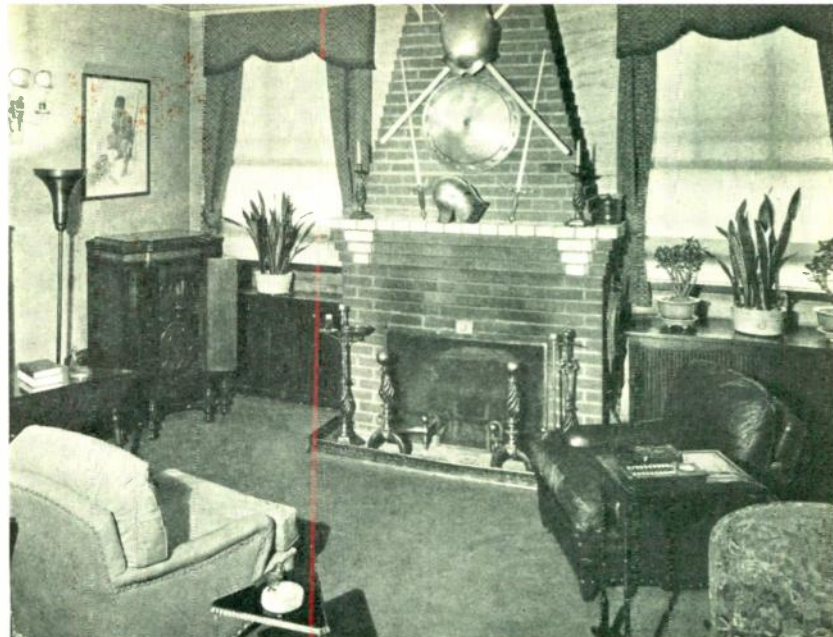
Engravings by Powers Reproduction Corp.





## Mr. Powers' Radio Will:

1. Pre-select stations at one-minute intervals.
2. Turn the radio on for any of the pre-selected programs, tune in the station and turn the radio off at the end of the program.
3. Reproduce the program through any or all of several speakers, so that the pre-selected station is played only in a pre-selected room.
4. Ring attention chime in the office to call attention to a pre-selected program about to begin in the conference room.



*In the conference room is the radio set with one of the control boxes convenient to an easy-chair.*

program is tuned in during business hours, this chime announces that the radio in the conference room is playing. A Telektor remote control unit permits Mr. Powers to sit at his ease in the conference room and change the program or volume or switch to the phonograph.

Extra speakers are provided in other rooms of the apartment, as well as extra remote control stations, so that Mr. Powers can have whatever program he wants wherever he wants it.

As an enthusiast for exercise in the open air, Mr. Powers naturally spends a great deal of time in his roof gymnasium where he has every conceivable form of athletic sport. It is natural that he should install speakers, here, too, where he can listen to his favorite programs as he exercises, or even follow the broadcast morning setting-up drill. In order to have instant control over the radio from any spot on the roof, he has had an extra Telektor wired so that he can reach it from three different locations.

Mr. Powers' plant and home have every possible modern device that can make for better living and better work. Petty, cluttering details are lifted from his mind by his "mechanical secretaries." For instance, he showed us an automatic engraving machine which carried plates through acids sprays and dragon-blood brushes. It not only operated without human attention, but it also produced a better engraving, eating out the metal where most plates would be tooled.

He is not content to have his life merely up-to-date. He is at least five years ahead of time. An interesting installation he is now working on to operate from the program machine will be amazing in its ingenuity to his contemporaries. After he has gone to bed in a warm room, the windows will automatically open. They will close by themselves at six in the morning and an electric-steam radiator will turn itself on. As the building's steam heat rises at seven, the electric heater will turn off.

In his living room he has a log-burning fireplace. To light it, all he need do is step on a button. A jet of gas flame spurts under the logs and they ignite. Later this log fireplace may light itself at a pre-determined time.

"This automatic installation is as important to me as the radio itself," Mr. Powers described its value to us. There are millions of dollars worth of entertainment on the air. I don't want to listen to everything, but I don't want to miss the things I'd like to hear. One reads about an interesting feature to be broadcast and

*(Continued on page 20)*



*one of the speakers. A clever arrangement permits access to a upper left and an indoor gymnasium farther left but not shown in photograph.*

5. Ring an alarm chime in the bedroom as an arising signal and also as a signal that a pre-selected program is about to start.
6. The machine may be set for a week in advance so as to omit a program on any day said program is not wanted.
7. Permit manual control if desired.
8. Permit remote control from conference room, bed room and outside roof gymnasium.





Lennie Hayton

# Stars that



Don Bestor

**LENNIE HAYTON:** It's good news to many fans to have you back on the air. I'm happy to know that your sponsor realized your value, and, after all, he should consider himself lucky. I, like many others, know of only one Hayton, and I would have hay-ton like the devil to wait too long to hear that music again. Play, Lennie, Play not *Fiddle* but *Underneath the Linden Tree*. For *It's Time to Sing Sweet Adeline Again*. Lennie's back!



Ben Alley

## By Al Vann



Freddie Martin

**FREDDY MARTIN:** So You're back at the Bossert Hotel, Bklyn! I bet you're at home there, and that they welcome you. I'll bet you'll be glad to see me. And I'll bet you'll pay my check again. Any odds? Tell me, Keed, how's Junior and his Ma? Boy, would I like to

see that youngster give you a licking! Don't worry, but he will. Wait till he and I get on speaking terms. Anchor a table for me. I'm anxious to hear your sweet music, tho I'd rather see you *In The Valley of the Moon*.

**BEN ALLEY:** Your name gives me three reasons why I should write about you: One, B-e-n wakes me each morning with that ring that's commanding; Two, A-l-l-e-y: I've got to make my trip to Tin Pan Alley to get news and business—principally business; Three, to tell you to thank Orbach for giving you to us on their program. Tell them also my wife spends plenty with them. . . . I should at least be the salesman and get some of that commish. *Hey Young Fella*, how about ya singing *I Cover the Waterfront*—a swell song for you.

**DON BESTOR:** The Bestors news I got today was that you were going to stay 'amongst our midst.' The New Yorker Hotel ought to be proud of you—*Honestly*. They're lucky, Don. How's that *Tropical Nights* of yours doing. It's a dandy. Also, when are you going to write another *Contented*? I won't be contented till you do. *Strike Me Pink, Man!* Who makes your arrangements? Whoever he is, he's *Okay Pal!*

**ARTHUR TRACY:** "The Street Singer" keeps right on singing his way into the hearts of many thousands of people. We who listen ought to be grateful that there is such a thing as radio, for it would be a crime to miss such marvelous talent. Here's one singer who can sing on anyone's corner, and on anyone's street, or in any old neighborhood, no matter what the nationality may be. He's always sure to speak the street's language, is it any wonder why they call him the "Street Singer?" When he sings *Pagliacci*, I run out and get spaghetti! When he sings *Eli, Eli*, I order gefilte fish! And when he sings *When Irish Eyes Are Smiling*, I soon find myself in the midst of an Irish stew! I'm glad he doesn't sing African music, because I don't wanna be a Clyde Beatty!

**EVAN EVANS:** I've been wanting to write about you for a long time. Somehow, I've missed and the reason probably is that I don't live right. All clowning aside: won't you come in and say hello. I'd like to tell you in person how much your admirers appreciate your swell programs. Even an Evans should like that. Come in won't you. And, by the way, say hello to Freddie Rich for me. Thanks. Reader: If you want singing. Evan Evans is the best bet.

**PAUL SABIN:** How are ya? How's the car? How does she run? How about a spin. Old Top? Really. Paul, do you still keep late hours? How's Ohrbach treating you? I could ask lots more questions, but I'd rather answer a few. I'm fine. Just getting over a broken foot. Had my teeth pulled. Lost my dog. And *Love Is Sweeping the Country*. And how's your Aunt Emma? NBC'ing you!

**PHIL REGAN:** They say you sing. . . . And how! They say you're handsome. . . . And how! They say a lot of things. . . . And how! Can I say anything else? As for your singing, you didn't get on the Robert Burns Panatella Program selling fire insurance. (Some joke, eh Boss?) And as for your looks, I suppose you'll be screening on a lot out Hollywood way! You leave a "strain" of enjoyment on every sustaining program you do. Columbia ought to be mighty proud of you. To you, Readers, if you bunk into Phil Regan, beware—he nice—or else you'll be *Going, Gone, Going*, because he's a Dick in sheep's clothing.



Paul Sabin



Phil Regan



Evan Evans



Arthur Tracy

# sell radio



# Majestic

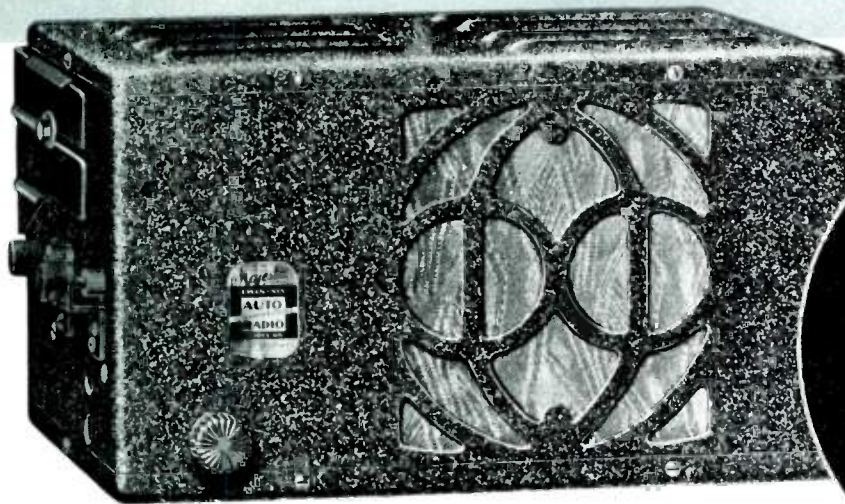
MAKES KNOWN A SENSATIONAL PRICE ON  
A SENSATIONAL AUTO RADIO

## THE TWIN-SIX

THE 6-TUBE SUPERHETERODYNE WITH 6-INCH DYNAMIC SPEAKER

This is America's superlative auto radio. It is new and ahead of the times—with features found combined in *no other auto radio* at any price. 8-tube performance . . . all-electric . . . all-in-one . . . tone control . . . auto-

matic volume control . . . illuminated airplane dial on steering column . . . Majestic Spray Shield tubes . . . Majestic colorful tone . . . extreme sensitivity and selectivity . . . utmost compactness.



**\$39<sup>95</sup>**

Complete with tubes, suppressors, and condensers.

Federal tax paid.

Slightly higher on west coast.



### NEW, EXCLUSIVE AIRPLANE DIAL

Only Majestic Twin-Six has this beautiful, big, illuminated dial. Marked in kilocycles for easy tuning. Telltale light shows when set is on. Removable shut-off key prevents tampering when car is parked.

### EXTENSION SPEAKER (2 Sets in One)

Another Twin-Six feature. Connect extension speaker to jacks on set and enjoy music on porch, indoors, or in camp while car is parked nearby! Speaker retails for only \$9.95.

Zipper carrying case available at slight extra cost.



PRICED FOR PROFITABLE VOLUME NOW!



# Majestic

## THREE NEW SUPERFINE MODELS



**THE QUEEN ANNE  
CONSOLE  
MODEL 77**

A simple, graceful example of careful cabinetwork, of authentic period design, done in matched butt walnut and V-matched Oriental wood. The cabinet stands 30 inches high; is 20 inches wide and 11 deep. It houses a 7-tube Majestic superheterodyne receiver, with automatic volume control, full-range tone control, and full-pentode amplification. The retail price is **\$46<sup>50</sup>**

*(Slightly higher on West Coast)*

### THE MASTER MODEL 461

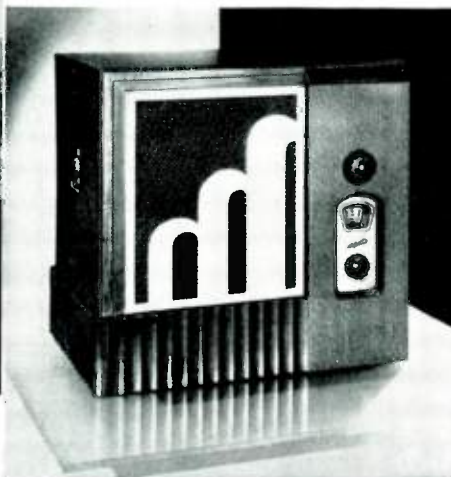
Strikingly original in design and styling, this ornamental small radio is enriched by the chromium trim on the front panel of matched butt walnut. Dimensions: height, 17 inches; width, 13 $\frac{1}{4}$  inches; depth, 8 $\frac{3}{8}$  inches.



### THE 461-463 CHASSIS

The Master and Century models pictured here employ the same chassis—a highly refined 6-tube superheterodyne. Noteworthy characteristics are full-range tone control; delayed automatic volume control; full-pentode amplification; latest-type Majestic Spray Shield tubes; rich, colorful tone; and great volume without distortion. Both models are made to retail at \$32.50.

*(Slightly higher on West Coast)*



### THE CENTURY MODEL... 463

Modern design lends new charm to this table model. Note the rich combination of black walnut and lace-wood, and the polished chromium grille and escutcheon plate. Dimensions: height, 12 $\frac{3}{4}$  inches; width, 13 $\frac{1}{4}$  inches; depth, 9 $\frac{1}{4}$  inches.

*Above two models receive Police Calls*

**GRIGSBY-GRUNOW COMPANY, 5801 DICKENS AVENUE, CHICAGO**



# When should new sets be announced?



**A**S THERE is no official radio show this year, and therefore no month indicated for the announcement of new models, it is interesting to see how manufacturers have changed their radio lines since last year's June show. In this chart we have taken nineteen of the leading set manufacturers and listed the number of new sets each have announced each month. The black graph line shows the number of the nineteen manufacturers an-

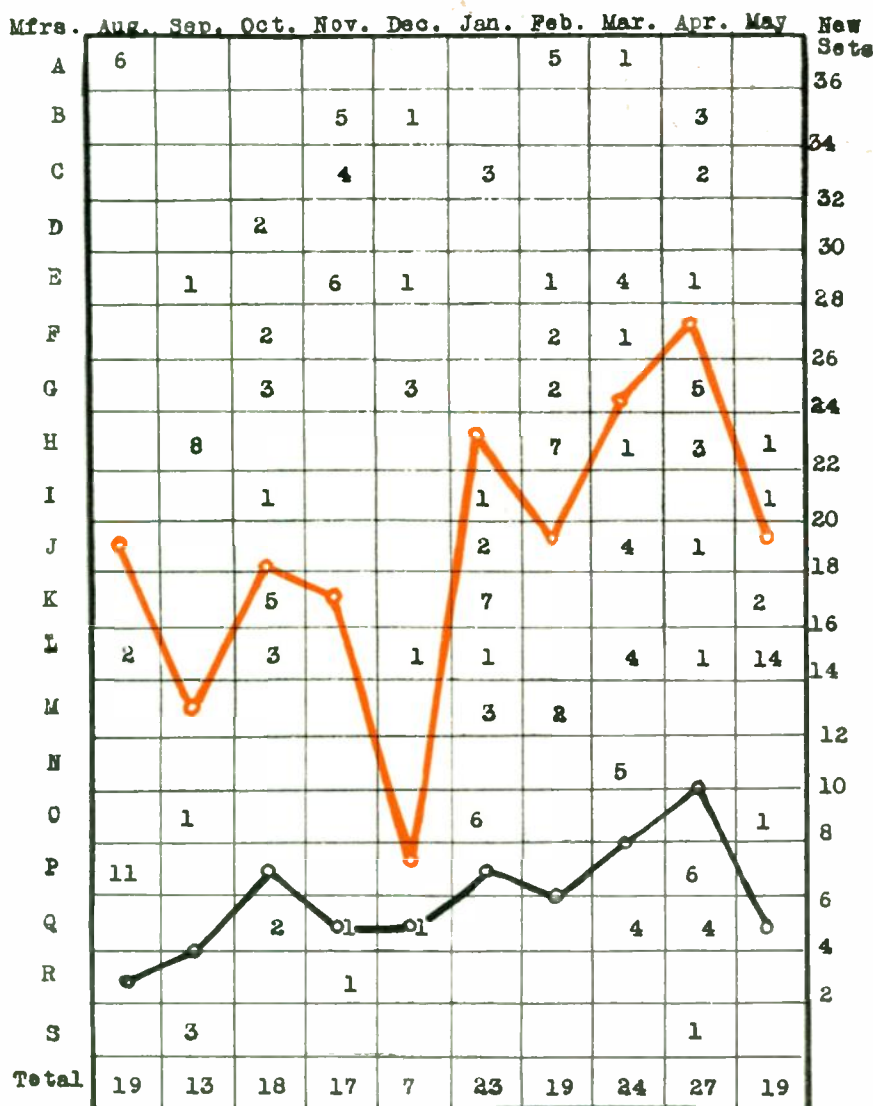
nouncing sets each month. The red line totals the number of sets announced by all nineteen for each month.

Here we see that there has been a comparatively steady increase in the announcement of new models month after month following last year's "official" showing. As in past years, new developments in radio have had no regard for show dates. Manufacturers have steadily improved their lines, adopting the latest features of their art as fast as engineers made them practicable. Last June, the high-lights of the show were the pentode tubes, automatic volume control, and twin speakers.

A couple of manufacturers delayed their new line announcements until August, although then there were no radical differences from others. About the same time, several manufacturers announced price changes, particularly on their "super console" models. Gothic midgets, however, were still the leaders. Additional models were added to many lines in September to round them out for Fall selling. In October the first announcement was made to the trade of a radio which worked on both AC and DC. So successful was this model in the pre-Christmas season that other manufacturers began designing any-current sets. Although announcements of new models hit the year's low for December, immediately after Christmas they came back with a rush and the January announcements made a new peak.

After the turn of the year, new automobile sets began to be proclaimed. These, added to the parade of more AC-DC models, kept pushing the announcements up until in April ten of the nineteen companies studied showed twenty-seven new sets.

The nineteen companies covered in this survey include the biggest national manufacturers who set the pace for the rest of the industry. Of the lines they showed last year at Chicago, not one continued with it throughout the year, and a bare 15% of them made only one change. One of the companies announced new models seven times in the ten months. Practically all of the companies announced at least one completely new line at one time and added models later.







Snapped on the Boardwalk at Atlantic City is David Sarnoff, president of the Radio Corporation of America, accompanied by Mrs. David Sarnoff and their son, Tom Sarnoff.



The last new model No. 1 De Luxe is accompanied off the production line in the Horton Mfg. Co. factory by the company executives. Left to right they are: W. T. White, sales manager, A. H. Peters, general manager, H. J. Bowerfind, vice-president, and H. W. Kortum, chief engineer.



Showing fifty million Frenchmen what is right. This is the permanent display of ABC washers and ironers maintained by Calor, Altorfer Bros. distributors for all France, in Paris. American home appliances have a very fine reputation in France.



Out in Oregon the Leonard refrigerator makes personal appearances before dealers' stores with this truck designed by A. M. Cronin, Jr., president of Cronin Distributing, Inc. The car is for salesmen working outside of Portland and it shows refrigerators, radios, ranges, washers and small appliances.



The DeWald Motortone has been popularly received because of its simplicity of installation and its turn-over price.



The first distributors' dealers' pilgrimage to the new Grunow Corporation to see production of the Super Safe Carrene electric refrigerators. The pilgrimage was sponsored by the Grunow Illinois Co. of Chicago.





A special delivery motorcycle is used in New York to rush shipments of Emerson radios to dealers. Appearance of this machine scooting down the streets gives valuable publicity to the line in the Metropolis.



The Hon. Wm. H. Woodin, Secretary of the Treasury, inspects a master plate of his composition, "A Lullaby," with Jack Knapp of the Brunswick Record Corp.



Irving Sarnoff of Bruno-New York is discovered by an alert photographer enjoying Spring sea breezes in Atlantic City.



Picturing how modern design is changing the appearance of home electric appliances. From wringer to "skirt" this washer has adopted stream lines.

## •ANNOUNCING•

To the 3,000,000 People in our territory—that  
**JENKINS MUSIC CO.** Is Now DISTRIBUTOR FOR  
**Majestic Electric Refrigerators and Majestic Radios**

In Our Opinion The New Majestic Line of Refrigerators and Radios  
 For 1933 Is Outstanding

**Majestic High Space**  
Model 1400

**Majestic High Space**  
Model 1200

**Majestic High Space**  
Model 900

**Majestic Radios**

**Majestic Radios**

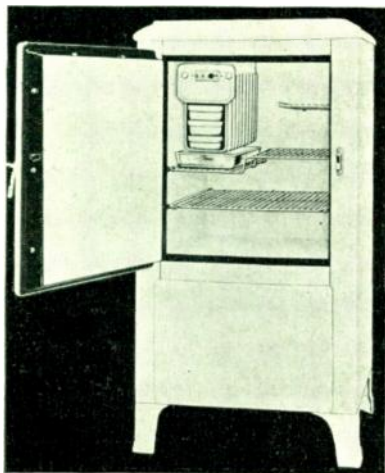
**JENKINS MUSIC CO.**

Proud of its appointment as distributor of Majestic radio and refrigerators, the Jenkins Music Co., Kansas City, publicizes the event.





### Leonard



Bringing its line of household electric refrigerators to 12 models, the Leonard recently announced the addition of a new model, designated as the L-531.

The new model, it was explained by R. I. Petrie, general sales manager, was created to fill an urgent demand from the field for a cabinet in the low-price group, to fit in between the L-425, lowest-priced model in the line, and the L-641, until recently the second lowest.

The delivered price of the new model in Zone 1, in which the factory is located, is \$122.50. Its exterior finish is white lacquer on rust-proof steel, while the interior is Leonard porcelain on Armeo iron. Food storage space amounts to 5.24 cubic feet, while the shelf area is 10.41 square feet.

Leonard approved insulation 2 1/2 inches thick is used. The overall dimensions are 51 7/16 inches high, 25 3/4 inches deep, and 28 7/16 inches wide. Three freezing trays are used, giving the box an ice capacity of 63 cubes, or 5.1 pounds, at one freezing.

Standard equipment found in the new model consists of the Chill-om-eter, with Steady-Kold Defroster; glass defrosting pan, table top, broom-room legs, Sanitrays, all-porcelain cooling unit, bar-type shelves, special black door trim, black rubber door gasket and one-piece porcelain food compartment, with rounded corners.

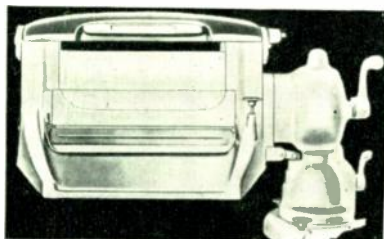
### Stromberg-Carlson



Two new De Luxe Telektor to top its line of "Six Times Undistorted Power" models have been announced by the

Stromberg-Carlson Tel. Mfg. Co. Model 52 stands 48 inches high and has over six square feet of baffle area. Model 54 is similar, having in addition an automatic phonograph unit which will play fifteen ten or twelve-inch records. It has nearly seven and one-half square feet of baffle area.

### ABC



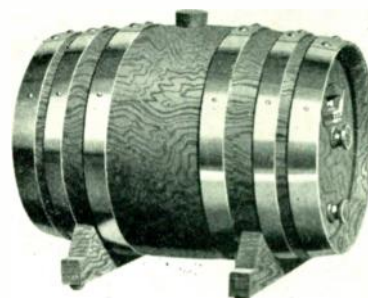
Featured in the ABC line of washers is the new wringer with Fingertip Control. A slight pressure on either control, instantly starts or stops the rolls. The patented touch, or bar release, offers last word in protection. Instantaneous release is made from the slightest touch of hand, finger, arm, elbow, or other part of the body.

Eight other sales points of the new wringer are offered. It is one piece, all metal, finished in vitreous porcelain. It does not fly apart, and may be reset automatically by a slight pull on the resetting lever. Large two and a half inch balloon rolls operate in four oilless bronze



bearings. Four equalized springs control pressure to a maximum efficiency. No adjustments are necessary for varying thickness of articles. Flipper drainboard is automatically reversible. It swings easily into eight positions on special roller ball bearings. Rolls automatically stop when wringer is swung into different positions.

### R K Radio Keg



Capitalizing on the beer kegs of today, R. K. Laboratories announce a radio set entirely encased in a quarter-sawn white oak keg in walnut finish. With burnished copper hoops, copper spigot and bronze escutcheon, it makes an attractive as well as interesting appearance.

Chassis of the Radio Keg is a five-tube super-het using one 77, one 78, one 85, one 43, and one 25Z5, tuning to police-call range. It operates on both AC and DC, with dynamic speaker, illuminated dial, automatic volume control, and rubber-cushioned frame. List, \$29.95.

### Alstone

An all-purpose radio operating on 110-125, 25-60 cycles, or for 220-volt use, adaptable to boat and automobile, AC and DC, is the Alstone, offered by the International Distributing Corp., at a list of \$25. The cabinet is dual type, finished in mottled brown and black Leathrette, with a carrying handle. Removal of the front cover reveals a panel of burl walnut with marquetry inlay.

## 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.



Well-planned advertising — dealer helps — vigorous merchandising methods get results for Ken-Rad dealers. Statistics show that there is a vast undeveloped radio tube replacement market to be sold. Are you in a position to get your share of this profitable business? Ken-Rad will help you. Write for details.



## Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE

The Ken-Rad Corporation, Inc., Owensboro, Ky.  
Division of the 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**  
RKO Bldg., Radio City  
New York, N. Y.

# NEW RADIO SENSATION SELLS ON SIGHT



PATENT  
APPLIED FOR

## Radio Keg

(trade mark)

Something New in Radio—RADIO KEG.

Right now people are "beer minded"—Here's the first real opportunity for the radio trade to tie in with the big idea of the day. You can sell this number—in fact, it sells itself wherever shown. A timely, up-to-the-minute, small portable quality radio. New, unique in design. A fast moving number, all dealers say.

Take advantage of the opportunity that RADIO KEG offers. Increased sales—quick profits.

**RADIO KEG** has *many* qualities unsurpassed. A good looking instrument, too. Encased in a small quarter-sawn white oak keg. Beautifully finished in walnut, bound with highly polished copper hoops and copper spigot. Modern designed escutcheons and knobs . . . illuminated dial . . . mounted on a stand. Five tube super heterodyne a.c. or d.c., covers complete broadcast band and gets police calls, operates on 110 volts, employing tubes of brand new type. Dynamic speaker, heat dissipating cord, automatic volume control. Selective . . . Sensitive . . . *tremendous* volume. Dimensions: diameter 8 ins., ends; height (center) 10 ins.; length 12 ins. Carefully engineered and offered only after severe and exacting tests. Assures distributors, jobbers and dealers sales and satisfaction. Moderately priced.

R. K. RADIO LABORATORIES, Inc.  
6302 Northwest Highway, CHICAGO, ILL.

## JOBBER DEALERS WRITE

Please mail at once your Merchandising Plan on RADIO KEG.

NAME .....

ADDRESS .....

If Dealer—  
Your Jobbers' Name .....

Be the first in your territory to show RADIO KEG



## The Ultimate in Radio

(Continued from page 11)

promises oneself to hear it. Then it is forgotten in the rush of daily events. With my 'radio secretary' I hear everything I want to hear without having my mind so full of scheduled programs that I am handicapped in other lines. I find that even in important business conferences my associates are glad to be reminded of programs of vital significance and to step into my living room to hear them. More and more, I believe, these things will be left to automatic control so that a man's mind is free of all detail and yet he misses none of the good things of life.

"With my 'radio secretary,' at 6.45 a gong sounds softly in my bedroom. It awakens me, but allows my wife to sleep. I step into the next room and a speaker is playing the morning's setting-up exercises. I go up to the roof gymnasium to exercise in the open air and the program I want follows me. By nine o'clock I am at my desk in the office, giving full attention to my day's work, knowing that nothing on the air of importance will miss me. Time comes for one of my pre-selected programs and a warning chime sounds in my office. I step into the conference room and the radio has tuned itself to the station, the speaker is reproducing the program. I can listen and then step back into my office, knowing that the set has turned itself off and will again remind me of my next choice.

"This certainty that I am getting the best of the thousands of programs on the air, without the interruption of cluttering details, would be worth ten thousand dollars even if the best radio I could buy cost only ten dollars."

## Installation Data

**By Arnold G. Ferdon**

*Home Radio Service, Inc.*

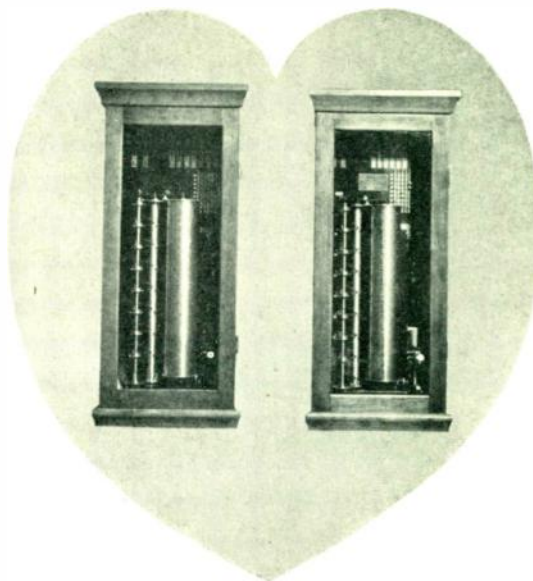
The installation which was made by us for A. J. Powers is an elaboration of the Telektor system incorporating many new and novel features.

Primarily, the system consists of a combination radio and automatic phonograph equipped with three speakers located at various points with a remote control box at each speaker. Using this equipment as a start we proceeded to add a program machine, controlled by a master clock which actuated many relays and did many things seldom asked of a radio set. For instance:

These program machines can be set to turn on the radio at any time of the day or night, tune in any pre-determined station on any pre-determined speaker, ring a chime in another room to announce it and continue that station for the time set and then either turn the whole machine off or switch to another station and another speaker.

The first difficulty we ran up against was the direct current used in this locality. Of course, a converter was necessary as the Telektor system operates on alternating current only. We therefore used direct current to actuate the "on" side of the master relay and alternating current to work the "off" side of the same relay. Due to the heavy arcing of the "on" contacts caused by

## The Heart of the System



*The two program machines*

the load of the 500 watt converter it was necessary to use an auxiliary relay with much heavier contacts.

We now come to the program machines and Master Clock:

A Master Clock sends out impulses every minute which causes the drums studded with pins in the program machines to rotate. Two eight circuit, 12 hour (which is equivalent to two four circuit, 24 hour) program machines were used. One to turn the radio off and select stations and the other to select any one or all of the speakers, sound the chimes and turn the outfit on.

As it takes a while for the remote control motor to turn the tuning dial, it was necessary to have the station selector circuits remain closed for about one minute, thus giving the tuning motor ample time to function.

At the conclusion of a pre-determined program, the "off" circuit is closed by the program machine which turns off the main relay and all speaker relays. All speakers are thus disconnected and ready for another program.

We might mention that control can be taken at any control box at any time regardless of the setting arranged on the program machine.

## Four More Distributors for Stewart-Warner

Material Service Corp., 33 North La Salle St., Chicago, has been appointed to handle wholesale distribution of Stewart-Warner Electric Refrigerators in the Chicago territory. H. Richardson has charge of that phase of selling for this company.

Other new appointments include: The Davidson Company, Des Moines, Iowa;

Dix, Bowers Company, Norfolk, Va.; Carolina Wholesale Company, Columbia, S. C.

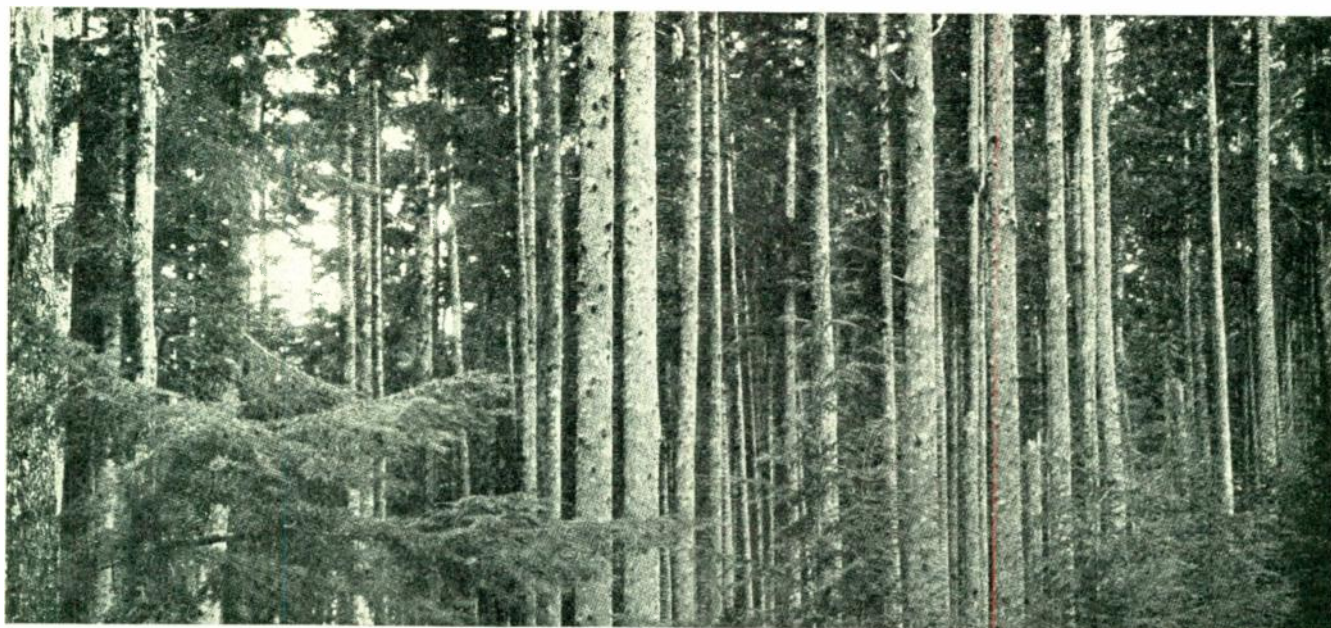
## Kelvinator Oil Burner Now in Production

Kelvinator Corporation started production May 24 on a new type of oil burner for home heating, to be distributed large-

ly through the company's existing sales organization, it was announced by George W. Mason, chairman of the board and president.

Present plans call for sale of the new Kelvinator oil burner through distributors in a limited number of selected key cities during this year. No effort will be made to get national distribution for the new product until a year of merchandising experience has been passed through and future merchandising policies set.





## Let Me Help You Out of the Woods!

- *when you're in the woods of "small unit sales" the sunshine of big unit sales cannot touch you. In business, dealers have just so many hours a day, and an occasional large unit sale should be made to "average up" on the unit volume. Unless this is done, cost of doing business "eats up all the farina" and leaves little profit.*
- *we don't advocate substituting our product for radio, refrigerators or washers, but we do know that a slight re-arrangement of selling plans can include our product in the promotion work, and an occasional sale of our big unit product, will be highly remunerative and exceedingly valuable.*
- *we know, too, that your contact with people will give you any number of possible leads. Every dealer has a number of "good customers" who are NOW BUYING our product. The possibilities haven't dawned on you because you haven't even thought about the product, let alone trying to find out who might buy one.*
- *can't we "egg you on" to write us. Let us tell you about the product, the market, and the value of selling it. We do not expect you to set the world on fire, nor to spend much time on it. A little time, a little effort, with ONE SALE A MONTH only, done in the aggressive way a radio dealer knows how to work, will make you elated.*

(This product is sold direct to dealers and we regret we have no idea for radio and appliance wholesalers.)

DEALERS: Send back the coupon now or write me a personal letter.

**Corley Gibson**  
611 West 51st Street,  
NEW YORK,  
N. Y.

*Special  
Inquiry  
Coupon*

**Corley Gibson**  
611 West 51st St.,  
New York,

Send us the data, which looks interesting in this era.

Name .....

Address .....

.....



# The Last Word

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

## New York Utilities Stop Selling

Utilities in New York City are withdrawing from direct selling activities on July 1, according to an announcement by The New York Edison Company, The United Electric Light and Power Company, Brooklyn Edison Company, and New York and Queens Electric Light and Power Company.

"On July 1," said the announcement, "the electric companies in this city, affiliated with Consolidated Gas Company of New York, will stop all sales of electrical appliances and mazda lamps. For about a year the utilities have been gradually lessening their selling efforts and placing emphasis on promotional work, the chief benefit of which has accrued to the other merchandising outlets. Progress made on this co-operative basis of operations has been gratifying, and has convinced us that we can cease selling appliances and lamps after July 1. Our companies will devote their resources to promotion for the benefit of all dealers in electrical equipment. Our sales rooms will become demonstration stations; our advertising will sell the idea of using electricity, but will not endeavor to sell any specific type or brand of appliance. Our Home Economics Bureaus will continue their valuable work. Our sales people will become promotional representatives. Our interest, which is to produce a larger use of electric current, will always assure our heartiest co-operation in the development of sound sales policies and practices."

## Nashville Chair Co. New Majestic Distributor

John F. Ditzell, assistant vice-president and general sales manager of the Grigsby-Grunow Company, announces the appointment of the Nashville Chair Company, Nashville, Tennessee, as Majestic distributors in central Tennessee. This firm does a large wholesale furniture and supply business. R. W. Turnley is president and W. H. Morrison is vice-president of the company. W. H. Lindahl has been appointed sales manager.

## Newton D. Baker Director of RCA

David Sarnoff, president of the Radio Corporation of America, announced that at a meeting of the board of directors of the Radio Corporation of America Newton D. Baker was elected a director of the corporation to fill the vacancy on the board created by the resignation of Owen D. Young.

## Riedel Raytheon General Sales Manager and Zinkan Assistant

General sales headquarters of the Raytheon Production Corporation, radio tube manufacturers, have been moved to New York, according to announcements by David T. Schultz, vice-president and general manager.



Edgar S. Riedel

Effective May 15th, Edgar S. Riedel, formerly of Chicago, will become general sales manager and Alvin Zinkan, assistant general sales manager for sales through jobber-dealer channels.

Mr. Riedel was at one time vice-president of the Reichmann Company, makers of the "Thorola" speaker, then general sales manager for Raytheon, during which

time he marketed the Raytheon BH tube; later in the same position with the Utah Radio Products Company, and more recently assistant general sales manager of Grigsby-Grunow, in charge of the tube division.

For the last 10 years Mr. Zinkan has been associated with National Carbon Company. He was for five years the company's assistant division manager in Chicago. He spent much of his time in the Eveready division of the company,



Alvin Zinkan

devoting especial attention to advertising and promotional work.

Mr. Schultz, Mr. Riedel, and Mr. Zinkan will make their headquarters at 30 East 42nd Street, New York.

## To Direct Frigidaire Commercial Sales

W. D. McElhinny, former vice-president in charge of sales for Copeland Products, Inc., will be in charge of the commercial refrigeration division of Frigidaire Corporation, subsidiary of General Motors, it was announced by H. W. Newell, vice-president in charge of sales.

Mr. McElhinny was one of the pioneer Frigidaire salesmen when the company was a department of Delco-Light Company. From the status of a salesman, he rose to the rank of assistant sales manager in charge of the eastern half of the United States, and later became commercial sales manager.

Known as the first man ever to sell a million-dollar commercial refrigeration order, Mr. McElhinny always has been close to the field for commercial products. He is widely known in the refrig-

eration industry and by grocery, meat, ice cream and many other trade groups of the nation, having appeared at national conventions as the representative of the refrigeration industry.

In heading up the sales activities of the commercial refrigeration division of the Frigidaire Corporation, Mr. McElhinny will be assisted by H. F. Lehman, widely known executive of Frigidaire.

### 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.  
424 Warren Lane, Inglewood,  
Calif., U. S. A.



## Stewart Warner Corp. Reorganizes

Reorganization aimed to decrease production expenses and increase sales efficiency has been made by the Stewart Warner Corp. Joseph E. Otis is vice-president and general manager, formerly of the same post in Alemite Corp. F. A. Hiter becomes general sales manager of Stewart Warner, also holding that title in



F. A. Hiter

Alemite. Plant and management of both Stewart Warner and Alemite have been amalgamated.

New products are on the line. Refrigerators are announced with the reorganization notice and radios will be disclosed June First.

## National Manufacturers Support N. Y. Show

Success for the National Electrical Exposition is assured. Already an imposing list of national manufacturers have contracted for space at the Madison Square Garden, New York, for the ten days beginning September 20th. With the absence of an official national trade show, many are taking advantage of the New York public show to make new trade contacts and to renew old.

The list of exhibitors reads like a cross section of the radio and allied industries. Radios, refrigerators, washing machines, vacuum cleaners, small appliances, air-conditioners, oil burners, and even ranges, are to be shown. In addition to those already signed, as shown in the following list, dated May 25, a number of companies are planning to engage space.

Exhibitors already signed include:  
Stromberg-Carlson Tel. Mfg. Co.  
Crosley Radio Corp.  
Grigsby-Grunow Co.  
General Electric Co. (All appliances)  
RCA Victor Co.  
Premier Vacuum Cleaner Co.  
Halsen Radio Mfg. Co.  
Nineteen Hundred Corp.  
Norge Corp.

William C. Grunow, president of the Grunow Corporation, announced that a contract has been signed for the merger of that company with the United States Radio and Television Corporation.

The merger, he said, would be subject to approval of stockholders, which "would undoubtedly be forthcoming as soon as the usual legal time requirements have been complied with."

Mr. Grunow, formerly executive of the Grigsby-Grunow Corporation, manufacturer of radios, entered the electric refrigerator manufacturing field last October. The corporation at present is turning out 500 refrigerators daily, he said.

The merger, he said, was the first step in the formation of a corporation which would eventually manufacture all household utilities, as well as radios.

## Halsen Announces Sets for Big Summer Volume

For large volume Summer radio sales, Halsen has announced two new models, an automobile radio and a popular AC-DC at a low list. The auto radio is a five-tube superheterodyne, all-electric model, with dynamic speaker. Its illuminated remote control tuning gives it an excellent sales feature. The manufacturers point to its one-unit design and its ease of installation as excellent sales features.

List of the auto set is only \$32.50.

The AC-DC model is a four-tube, TRF set with a super speaker to give wide tonal range. With a built-in aerial and a handsome cabinet, it provides a popular leader. Its price should help rouse such demand that the dealer will be able to create volume sales for the hot months. Particularly is this set interesting to the Summer vacationer.

## Fada Urges Dealers to Push Auto Radio Sets

Fada Radio and Electric Corporation is pointing out to dealers one important corner of the radio field where the selling surface has hardly been scratched. This is the automobile radio market. Heretofore, car installations have been relatively scarce for three principal reasons. The first has been the difficulty of getting clear reception free from motor noises and static, particularly when travelling at high speeds. Secondly, practically all of the old style auto radios performed satisfactorily only within a 50 or 100 mile radius of a powerful broadcasting station. On the back roads, several hundred miles away, they were inadequate to pick up the car owner's favorite programs. The third drawback has been a complicated and expensive installation job.

The Fada Company feels certain that they have licked these three factors of sales resistance with their two new models of Fada all-electric Moto-Sets which they are advertising nationally as "America's Finest Auto Radio." One is No. 102, an 8-tube super-heterodyne, the most powerful instrument ever introduced commercially in the auto radio field, to retail at \$74.50. The other, No. 104, is a 5-tube superheterodyne of which two tubes are double-functioning, permitting a performance equalled only by a 7-tube set.

This set retails for \$49.95.

These new Fada sets are designed and engineered solely for automobile use. No matter whether the car is laboring slowly up a steep grade in low gear, or is speeding along the open highway at 70 miles an hour, the sound reproduction is brilliantly clear at all times, comparable in every way with that of the finest console. Their ability to pick up distant broadcasting stations enjoys the same comparison.

Ease and speed of installation are special features of the new Fada Moto-Set. An amateur can install a Moto-Set in any car in a few minutes time. The receiving set is concealed, the volume and station dial plate is readily attached to steering post, dash or in the tonneau, wherever the car owner desires it.

The Fada Company feels that a large proportion of the great radio-loving public is receptive today to the auto radio idea. The Moto-Set provides the car owner with companionship on lonely roads and in strange places, the companionship of his favorite radio orchestra or entertainers. A new selling field is opened up not only to the radio dealer, but also to the motor and automobile accessory dealer. Merchants in both fields have been crying for "something new." The Fada Moto-Set supplies an answer that cannot be ignored.

## E. F. Stevens, Jr., Joins Columbia

E. F. Stevens, Jr., has joined the Columbia Radio & Record Corp. in charge of phonograph record department. Mr. Stevens has a wide and excellent experience in developing sales for records and his many friends in the trade will closely follow his activities in this new post.

E. B. Latham & Co.  
Bushwick-McPhilben Corp.  
Westinghouse Electric & Mfg. Co.  
Utah Radio Products Co.  
Gibson Electric Refrigeration Co.  
Phileo Radio & Television Co.  
L. & H. Range Co.  
Waters-Genter Co.  
Stewart-Warner Co.  
Fada Radio & Electric Co.  
Conover Co.  
Electrol, Inc.  
Colonial Radio Corp.  
Grunow Corp.



## Dick Smiley Heads Sales for Continental

R. E. Smiley has been made general sales manager of the Continental Electric Company of St. Charles, Illinois, accord-



Dick Smiley

ing to an announcement by H. A. McIlvaine, president.

Dick Smiley, who is well known in the

radio industry, was associated with Atwater-Kent as assistant sales manager, and the KenRad Corporation of Owensboro, Kentucky, as sales and advertising manager for a number of years. His experience and merchandising ability will be valuable in the further development of Continental in the electronic field. It manufactures photo-electric cells, special radio and television tubes, and many other electronic devices.

## Emerson

A new automobile and motorboat radio has just been announced by the Emerson Radio & Phonograph Corporation.

In announcing the new set, Ben Abrams, president of Emerson, states his belief that radio dealers have an exceptional opportunity this summer to make real money on automobile radio. "To successfully merchandise this type of radio," says Mr. Abrams, "the dealer must have a quality product to offer, a popular price, and he must be assured of a real profit margin."

The list price of the Emerson Model 678 automobile radio is \$49.95. The high-spots of its engineering features include: five-tube superheterodyne circuit with Pentagrid Converter giving eleven tube performance . . . automatic noise suppression . . . separate delayed automatic volume control . . . extremely low battery drain . . . only 4.5 amperes . . . automatic tone compensation . . . full electro-dynamic speaker . . . three-gang condenser giving high signal to noise ratio and high ratio image suppression . . . tubeless 'B' power supply . . . sensitivity better than one microvolt per meter . . . push-pull power output stage . . . transformer coupled class 'A' . . . four watts maximum output . . . tuning range 1510 K.C. to 530 K.C. . . tubes used: 1-78, 1-6B7, 2-41.

In appearance the Emerson differs widely from other auto sets. The Chassis and the Remote Control feature a gleaming full heavy chrome-plate finish. Will not only harmonize with car and motorboat fittings but will certainly stand out in dealers' windows. Details include illuminated tuning dial and lock switch.

## Basic Prices on Increase

There has been a lot of talk to the effect that even if there were no inflation, no boost in prices, the suggestion of it alone will speed orders. That time is past, for price increases in basic commodities have already advanced so far, with more being added even as we write, that prices for practically all merchandise are bound to rise. It is reported that only stocks on hand can be sold at current prices. As soon as manufacturers must order raw material, they must increase

their sales prices to meet their increased costs.

A glance at the following table of wholesale price advances in representative commodities tells the story. These are the percentage changes between April 15 and May 20. Copper alone, an important adjunct to radio, refrigerators and electric appliance manufacture, has increased a third. Show this to your prospects and they'll realize that NOW is the time to buy.

	Plus Per Cent.		
Hides	75	Wheat	13
Hogs	43	Sulphate Ammonia	12
Tin	41	Turpentine	12
Sheetings, etc.	35	Canned Milk	10
Copper	33	Oak Flooring	9
Steel Scrap	26	Flour	8
Leather	23	Worsted Yarn	7
Lime	21	Pig Iron	7
Cotton	19	Canned Salmon	6
Linseed Oil	14	Beef Steers	5
Canned Tomatoes	14	Nitrate of Soda	4

# NOW!

... things are happening  
at **HALSON**

We're announcing some startling news . . . two sets that will take the market by storm . . . **GREAT SUMMER NUMBERS**. . . Jobbers, dealers take careful note. Here they are:

**HALSON**  
**ALL ELECTRIC**  
**AUTO SET**

Illuminated remote control; five-tube, all electric super-het, with powerful dynamic speaker combined in one unit for simple installation. A. V. C., too. List price, complete, including suppressors and fittings:

**\$32<sup>50</sup>**

**HALSON**  
**AC - DC**  
**COMPACT**

Most advanced of all the AC-DC compacts, a four tube T.R.F. with built-in aerial and a super speaker. Attractive cabinet, big set performance. For Volume Summer Sales. List, Complete:

**\$12<sup>45</sup>**

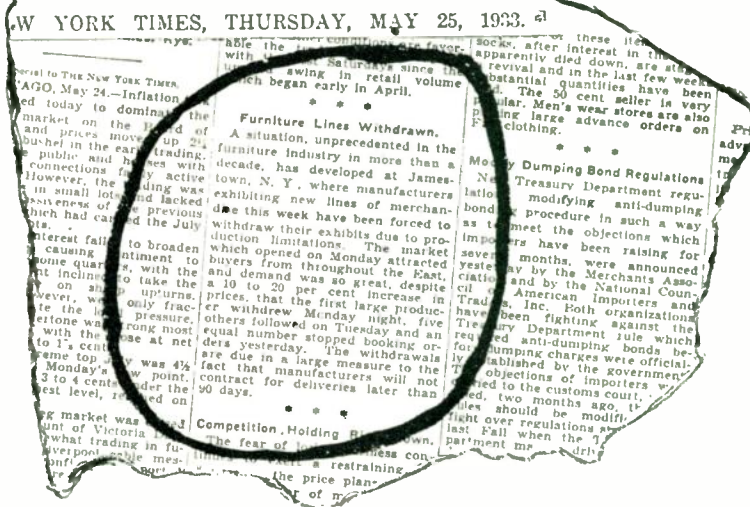
Wire, Phone or Write for Full Data!

**HALSON RADIO MFG. CORP.**

45-51 LISPENARD ST

NEW YORK, N. Y.

Telephone: CAnal 6-1686

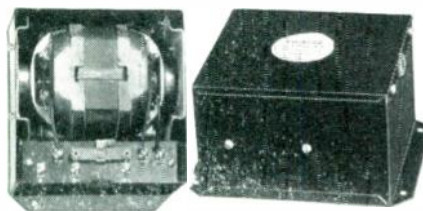


Many radio and refrigerator manufacturers forecast that our industry, before most people realize it, will have to boost prices to carry increased production costs.





## Install



New Standard Model measures only 3½ ins. x 5¾ ins. x 5¾ ins. Big efficient filters. Quality, trouble-free dynamotor delivers 180 volts with 1.94 amp draw on storage battery. List price, only **\$15.95**  
Also improved 32 Volt Unit and Sound Truck Equipment  
*Guaranteed 1 year unconditionally.*

## PIONEER GEN-E-MOTOR and Forget Profit-less SERVICING

● The first big profit you make on a Pioneer GEN-E-MOTOR installation is your FULL profit. No profit-less servicing. Nothing to replace or adjust. Ball bearing—no oiling. No tubes, vibrators nor relays. Delivers powerful, smooth flowing "B" supply for years. Affords greater volume and better tone. Electrically and mechanically noiseless.

**PIONEER GEN-E-MOTOR CORP.**  
1160X Chatham Court, Chicago, Ill.

Are you ready for the next six months in radio? Changes in models, prices and sales methods come thick and fast. Read The JOURNAL every month and keep ahead of the times!

## Three New Home Radios Announced by Majestic

The three home models recently announced by Majestic include a Console and two table models. The Queen Anne console, Model 77, is an authentic period cabinet with all the delicacy and gracefulness of line found in this popular period. Beautiful, matched butt walnut is used in the cabinet, with a center panel of "V" matched oriental wood. The receiver employed in this model is a 7-tube superheterodyne, giving eight tube performance, and incorporating such features as full-range tone control, automatic volume control, Duo-Diode detection, full-pentode amplification, and Majestic Spray-Shield Tubes. It is priced to list at \$46.50 including Tubes and Federal tax paid.

The Master Six, Model 461, is a table model of unusual conventional design. Its symmetrical lines, together with a center panel of matched butt walnut and chromium bordered grille, make the Master Six a model of unusual beauty. Its dimensions are: 17 ins. high, 13¼ ins. wide, 8¾ ins. deep.

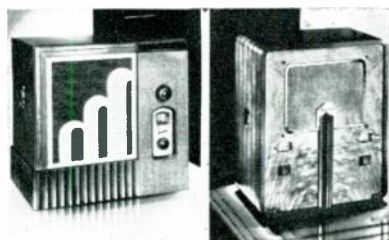
The other table model, known as the Century Six, Model 463, is one which exemplifies the spirit of the Century of Progress, with its advanced Modernistic design. Side panel is of lacewood, the bottom and side rails of black walnut. Grille is embellished with a lustrous chromium design. This model is a striking example of the new trend in cabinet design. Its dimensions are: 12¾ ins. high, 13¼ ins. wide, 9¼ ins. deep.

The same chassis is employed in both models. It is a 6-tube superheterodyne, giving performance equal to many re-

ceivers employing a greater number of tubes. It provides delayed automatic volume control, full-range tone control, full-pentode amplification and many other features, including Majestic Spray-Shield tubes and large full-dynamic speaker. Police calls can be received with this new chassis.

The list price of either model, including tubes and Federal tax paid, is \$32.50, with prices slightly higher on the West Coast.

Majestic new auto radio incorporates some very unusual and outstanding



Century

Master

features. Probably of first importance is the control unit which is mounted on the steering column. The dial is of airplane type, in keeping with the new instrument panels on the late model automobiles. It is accurately calibrated in kilocycles and has non-glare illumination. A small colored pilot light, located between the volume control and tuning knobs, indicates when current is passing through the receiver and acts as a warning signals that the set is still in operation, even though no station is heard.

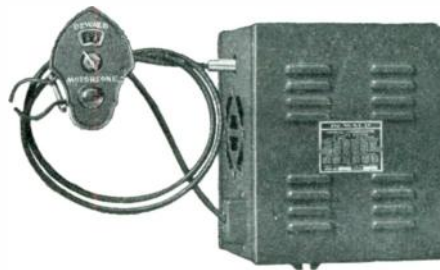
The receiver is a 6-tube superheterodyne, which with the dual operation of two of

## THE FINEST AUTO RADIO —and The Biggest Dealer Profit

Talk doesn't move merchandise—only merit. A fair price insures turnover and a fair margin with dealer protection, insures profit. For twelve years, DeWald have been building the finest radios that money can buy. Our offering of the new Motortone is a definite contribution to auto radio. A contribution by radio specialists whose motto is Matchless Merchandise. And as always, DeWald has not overlooked the dealer. The best proposition and the biggest profit in auto radio is yours for the asking. Ask!

See It At Chicago—Stevens Hotel—June 5-7

All-Electric Power  
Single Unit Superheterodyne  
Full Automatic Volume Control  
Six Tubes (Newest Type)  
Shockproof Dynamic Speaker  
Swift Installation  
No Cutting or Marring of Car  
Instant Accessibility  
Complete Chassis Shielding  
Parlor Set Performance



## DeWALD SIX TUBE MOTORTONE

TRADE MARK REG.

A Product of

**PIERCE-AIRO, INC.,** 510 Sixth Ave., N. Y. C.

Radio Specialists Since 1921

the tubes gives 8-tube performance. The chassis is ruggedly constructed to withstand the shocks and jars of the roughest roads. The circuit employs delayed automatic volume control. The speaker is a full 6-inch dynamic, which is capable of handling great output. Jacks are provided on the side of the case for an extension speaker. Easily accessible, on the left hand corner of the receiver, is the tone control knob, with which the operator may adjust tone.

Model 66 lists at \$39.95 complete, and the extension speaker at \$9.95.

## Any More Showerbaths?

Could it be possible that The JOURNAL might be wrong in stating that the new headquarters of Gross Sales, Inc., Stromberg Carlson Metropolitan distributors, is the only New York jobber with a shower-bath in the office?

The impression we gather is that Ben Gross and Lloyd Spencer keep so steamed up over the value of selling Stromberg Carlson that they take a couple of showers a day to rejuvenate their molecules.

**WIRE WOUND CANDOHM FIXED RESISTORS**

**ARMORED REPLACEMENT UNITS**

STANDARD EQUIPMENT IN THE LEADING SETS

RESISTANCE WILL HOLD ON SHOCKING SHAKES AND VIBRATIONS

**CANDOHS**

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



# New Zenith line priced from \$24.95 up



**ANNOUNCEMENT** of seven new models heralds Zenith's bid for domination in the low-priced radio field. The Zenith Corp. has one of the most famous names in radio, a name which has stood for quality workmanship throughout radio's history. The value of this name on

a line which even without it would be considered "hot" has roused such an avalanche of enthusiastic orders that the Zenith factory is already behind in production.

E. F. McDonald, president of the Zenith Radio Corp., is a man who has been able to combine in an unusual degree an appreciation of the finer points of engineering with an ability to pre-sense what the public wants

to buy. He is assisted by a group of men, all of whom have won their spurs in radio, each winning to his present position through his own sheer ability. In the hands of such skilled executives as Paul B. Klugh, vice-president, Hugh Robertson, treasurer and general manager, E. A. Tracey, sales manager, and Parker H. Erikson, advertising manager, Zenith has launched a new line and a campaign to tremendously increase the profits of its distributors and dealers.

Distributors, who know from their close local contact what their dealers and public want in radio, are jubilant over the newest Zeniths. They are confident that now they have the greatest news in radio to tell their trade. Below is a short summary of the line which has roused such enthusiasm.



Zenith 705 is a six-tube super-het, with automatic volume control, tuning 1750 to 535 to get police signals. The table cabinet is of butt walnut, with marquetry inlay, top border maple burl, and solid walnut cabinet with butt walnut panel. List \$24.95. Model 706 has the same chassis in a solid walnut cabinet with butt walnut panel. List \$27.95. Similar is Model 707 in a butt walnut cabinet with book-end design and border of imported marquetry. List, \$29.95.

Model 711 is a six-tube super-het with automatic volume control, police-call range, and Shadowgraph tuning. The entire cabinet is of graceful design in butt walnut, with gold-plated metal inlay and imported marquetry. List, \$34.95.

New Zenith AC-DC model is 701, listing at \$24.95 and \$2.00 for carrying case. This has five-tube super-het, automatic volume control, dynamic speaker, and police-call range. Weight 8 lbs.

Console Model 750 lists at \$39.95. The chassis has a six-tube super-het circuit, automatic volume control, police-call range, and Shadowgraph tuning. Front panel is matched mottled Australian laurel wood, trimmed with wood carvings. Model 755 is an eight-tube super-het using one 55, one 56, three 58, two 59, and one 80. It is a six-legged console with front panel of butt walnut, top and ends of sliced walnut, and top arch of maple burl. List, \$49.95.

Model 760 lists for \$59.95. It is a nine-tube super-het, with visual tone and volume indicators and twin 8-inch speakers. Tubes are three 56, three 58, two 59, and one 80. Cabinet is modern design, with centre and lower panels of butt walnut, top side panels of maple burl separated by marquetry inlay and ends and top of sliced walnut.

Zenith auto radio listing at \$59.95, previously described in *The JOURNAL*, rounds out the line.



E. F. McDonald



Paul B. Klugh



E. A. Tracey



From \$24.95 up. Priced to Sell Fast!



The identification of Zenith radio with the highest quality of musical reproduction has caused a sensation in the Philadelphia trading area with the low prices of to-day's new line.

Zenith factory officials have met every requirement of dealer and public, alike, in creating both household and motor car radio of distinctive superiority, at prices overcoming every obstacle for volume business.

We are proud to present the new Zenith line, which we believe is the greatest value of any time in radio history.

**TRILLING & MONTAGUE**

*Zenith Wholesalers*

7th & Arch Streets

PHILADELPHIA, PA.

# Philadelphia

## Prestige of Zenith Name Sells Philadelphians

Trilling & Montague, Zenith radio distributors in Philadelphia, report that they are enjoying an unexpectedly large demand for the new Zenith line, consisting of 6-tube table models and a console model recently brought out by Zenith. "It is gratifying to find," they state, "that despite the fact that the market is overcrowded with midget radios of all descriptions, a large section of the buying public is still showing preference for quality merchandise instead of being influenced by price-appeal merchandise."

Zenith dealers are particularly impressed with this encouraging attitude of the buying public. It is a definite indication, they say, that with the steady upswing in business dealers will once again enjoy a profitable sales volume on radio. Their observations lead them to believe that the potential market is enormous for products of proven performance and of prestige such as identifies Zenith Radio. Many of them are making comprehensive plans to secure a large share of the radio business, which is always bound to gravi-

tate to the dealer who is in the favorable position to appeal to the public with right merchandise, at the right, price, at the right time.

The Zenith auto radio, model 460, as well as the AC-DC compact, Model 701, are also enjoying a brisk sale throughout their territory, according to Trilling & Montague.

### Zenith Engineer Describes New Zenith Chassis

Kenneth W. Jarvis, director of engineering, Zenith Radio Corporation, Chicago, in an announcement to Zenith dealers, explains Zenith's ability to introduce the new low price quality line of chassis.

Mr. Jarvis' opinion that the small portable radio has come to stay is a recognized fact. "However," he adds, "they are no longer merely the second radio in the home. They are the third, fourth and fifth sets. Properly designed, these small

sets represent more value for the dollar, and from the consumer standpoint their purchase is a real investment.

"The new Zenith six-tube challenger line represents the maximum in value today. They are not the cheapest sets on the market. Their new low prices have been accomplished, not by a reduction of quality but largely by the mere reduction of physical size. Automatic volume control has been incorporated in this set and furnishes a real control of weak and powerful stations alike. This is an obvious necessity in a good-quality receiver.

"The new challenger models have complete sensitivity. In this and many other respects, these receivers are as good as most of their big brothers. They have vernier tuning, necessary in a receiver so selective and sensitive—power output with plenty in reserve, with almost four watts available—speaker performance is more than adequate and assures the set of a superior tone quality for a radio of this size.

"Two of the new six-tube Zenith challenger models contain Shadowgraph tuning. All five models have a self-contained antenna; no ground is needed, no image response—a real super-heterodyne, using six of the latest type tubes, including the 7-prong tube, No. 59."



From \$24.95 up. Priced to Sell Fast!



In the Pittsburgh area Zenith dealers have secured "the new deal." The new Zenith models, priced from \$24.95 up, built solidly and with every radio-electrical skill, reveal such remarkable qualities that even the trade has wondered "how it can be done?"

Zenith has been making radio for 18 years — a long time and the new models are a direct result of these years of knowledge that comes only from experience.

"Utterly—convincingly superior" any way you compare the new Zenith models.

**BROWN-DORRANCE ELECTRIC CO.**

*Zenith Wholesalers*

632-642 Duquesne Way

PITTSBURGH, PA.

# Pittsburgh

## Tracey of Zenith Tours 25 Major Cities

E. A. Tracey, general sales manager, Zenith Radio Corp., has just returned to the office after completing a tour of 25 Zenith distributors. Mr. Tracey has been in the field six weeks contacting Zenith distributors and Zenith dealers, showing for the first time the 1933-34 Zenith Challenger line.

Zenith has for 18 years been known as a quality radio manufacturer of high-priced radio receivers. The new Challenger line is unusual from the standpoint of having a wider range in list prices. Not only will Zenith's new line include quality high-priced instruments, but in addition their nine, eight and six tube models will be priced down as low as \$24.95.

Mr. Tracey reports that well over 15,000 Zenith radios were ordered by the distributors who viewed this new line. He reports particularly enthusiastic reception among major distributors. According to Mr. Tracey, "Zenith is undoubtedly the hottest line in the radio industry today, particularly when you consider that this year Zenith has six-tube personal type models in the \$24.95 to \$35 class, with beautiful consoles starting at \$39.95."

Dealer meetings were held by Mr.

Tracey at both Los Angeles and San Francisco. In Los Angeles 200 dealers and in San Francisco 175 dealers were gathered together to inspect these models. Their reaction and enthusiasm for the sales possibilities of the new Challenger line is shown by the substantial orders placed by these distributors in these two major West Coast cities.

Mr. Tracey, commenting on his trip, says: "At first Zenith distributors and dealers were skeptical about the sales potentialities of a new line in May and

June, but immediately upon seeing the merchandise and the values the new Zenith models represent, their reaction was reversed. On the West Coast, particularly, I called on several dozen Zenith dealers. In practically every case their enthusiasm and plans for pushing this line were perfectly enormous. Considering the strength within their industry of the name Zenith, considering the values our new Challenger line represents, we at Zenith believe this is going to be a Zenith year."

## It Is A Zenith Year in Pittsburgh Says Dorrance

It's going to be Zenith year in Pittsburgh, confidently predicts R. G. Dorrance of the Brown-Dorrance Electric Co. after inspecting the new Zenith line and getting an idea of how dealers have welcomed it. The combination of the Zenith name and the new low-priced line that offers such outstanding values is going to attract buyers to dealers' stores by the hundreds.

"Zenith certainly picked the exact minute to launch this line," Mr. Dorrance said. "With the certainty of rising prices before the Summer is over, there is going to be a rush of buying in the next few months. When we think of this general rush, and then have to offer something as unusual as these appealing new Zeniths, it looks like a stampede. There's going to be business and profits in quantity for Zenith dealers."



From \$24.95 up. Priced to Sell Fast!



For ten years, Republic Service has been supplying Zenith radio to Michigan dealers, making us probably the oldest Zenith jobber. We are familiar with every Zenith model—past and present—and we are mighty proud to be able to share in the presentation of the new line.

Michigan dealers have now to sell what we consider the greatest radio line ever created, and the volume of business and profits will be only limited to dealers' activity.

## REPUBLIC SUPPLY CORPORATION

*Zenith Wholesalers*

421 Beaubien Street

DETROIT, MICHIGAN

# Detroit

## Detroit Trade Enthuses Over New Zenith Line

To say that the officers of the Republic Supply Corp. are enthusiastic over the sales possibilities of the new Zenith radios is far understating their exuberance. This company has distributed Zenith for thirteen years, but never has it seen such a "natural" as the new models. The prestige of the Zenith name, coupled with the amazing values offered, will drive thousands of Detroiters into Zenith dealers' stores.

Almost unique in radio is the Republic Supply Corp., as A. H. Zimmerman, president, points out. All through the turbulence of the past ten years in radio, with the shifting back and forth of dealers and distributors, this company has remained loyal to Zenith. Perhaps this is one of the highest tributes that can be paid to the Zenith name, and it certainly is a sincere endorsement of the company to the trade.

"This new Zenith line surely has us pepped up," officials admitted. "As fast as the story travels in the trade, dealers are growing equally enthusiastic. It couldn't have been better designed had

each model been planned exactly for our own local requirements. We know, and the dealers know, that this line is going to be the big money-maker for 1933.

"Right at the moment, the automobile radio is doing big things here. Catching the motorist just at the right time of the year, this model at \$59.95 is proving a fast-moving, profit-building instrument. It has proved how valuable is the name 'Zenith,' for the man who installs a radio in his car wants to make sure it will stand the wear and tear of road work and deliver perfectly in all conditions. Zenith is a name that such prospects recognize as a radio built to ideals, and they are half sold without even a demonstration. The set itself, of course, lives up to fame of its name. With its popular price, ease of installation, and service-free performance, it is making money for dealers.

"The new Zenith models are really amazing in what they have to offer. Nobody but Zenith could spring such 'hot,' quick-selling merchandise. When you compare each model with anything else

on the market, check them model by model, sales feature by sales feature, price by price, discount by discount, name by name, you have the answer why dealers are flocking to the Zenith banner.


"Every sales feature possible has been incorporated in the new Zenith line, so the dealer can challenge comparison with all others. In a price range beginning at \$24.95 for a six-tube superheterodyne, Zenith models outclass competition. There is a tremendous sales appeal to such a feature as a genuine Zenith radio in a distinctive console cabinet, with Shadow-graph tuning, for less than \$50. Prospects who remember Zenith sets that sold for \$2,500 each will jump at such an opportunity."

## Tung-Sol Names Detroit Wholesale Agent

Electrical Specialties Co. of Detroit has been appointed wholesale agent for Tung-Sol tubes, according to Clyde Bohner, vice-president of the manufacturing company. This announcement was made shortly after the return from Detroit of G. A. Bodem, who expressed tremendous enthusiasm for the signs of upturn he had seen throughout the country.



From \$24.95 up. Priced to Sell Fast!



**ZENITH**

TRADE MARK REG

Northern Ohio is one of the first sections of the country to show a rapid pace in business recovery, as reported by all business papers.

Right in pace with this general economic progress is the announcement of the new Zenith line of exceptional value. No words at our command aptly describes either the musical qualities or the artisticness of these new Zenith models, when the price is considered. These models surpass every known standard of value in radio.

Ohio dealers need but to see and hear these new Zenith models—we know they will do a tremendous business.

**THE M & M COMPANY** *Zenith Wholesalers*

Branch 154 W. Rayen Avenue YOUNGSTOWN, OHIO	500 Prospect Avenue CLEVELAND, OHIO	Branch 362 Bowery St. AKRON, OHIO
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**Ohio**

## This Will Be Busy Year For Zenith Dealers

The exact psychological moment was chosen by the Zenith Radio Corp. to launch its new line of low-priced sets, according to D. M. Lucas, sales manager for The M. and M. Co., distributor, with headquarters in Cleveland and branches in Youngstown and Akron. The Zenith name has always been known for the highest-quality merchandise, he points out. Added to this is the current evidence of inflation, which is already boosting prices in many commodities. Thus the name for quality, the amazing low prices, and the realization that such prices can't last, will all work to send hundreds of customers into Zenith dealers' stores within the next month or two.

"Dealers selling Zenith this Summer will be much too busy for a vacation," Mr. Lucas forecasts. "From first reports, we believe they will even grow callouses on their fingers from ringing up their cash registers. The new Zeniths are *hot!*"

"The design of the new Zeniths is an important sales feature. This company

has always had a reputation for building cabinets that are REAL furniture. Comparison of the new Zeniths with many of the 'cigar-box' construction jobs on the market will close sales with no further argument. These models are artistically designed and they are fashioned of beautiful woods and marquetry that will hold the prospect's eye and make him reach for his pocketbook."

### New Jewel-Point Needles

H. W. Acton Co. has been appointed exclusive distributor for the Meyer Kaulish Co., manufacturer of sapphire and diamond point phonograph needles. These needles are particularly adaptable to commercial recording studios and manufacturers of recording equipment. For commercial records, a jewel needle is offered. Needles will be marketed under the names "Eversharp," "Permanent," and "Sapphire."

### New Zenith Line Wins Distributor's OK

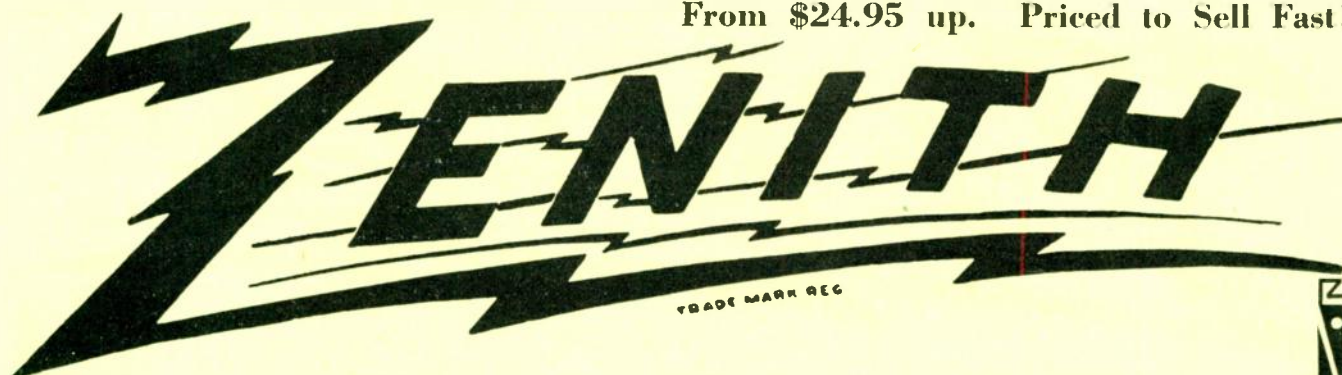
"The new Zenith line, just announced, has met with the whole-hearted support of our organization and with the overwhelming enthusiasm of dealers in north-eastern Pennsylvania," say officials of Scranton Distributors, Inc.

"For the first time the consumer will be able to purchase a quality radio of exceptional performance and tone quality housed in a beautiful cabinet at a price consistent with present earning power. Zenith will lead the way for 1933 in every phase of radio activity. We anticipate a very healthy volume of business, because dealers and the public alike recognize unusual value."

"The prestige which the Zenith name enjoys has been brought down to the lower-price brackets, so that any person needing a radio can have the advantage of a Zenith set which formerly was out of the price range of most people. The Zenith company and its officials are to be congratulated, and we and our dealers feel very happy because of our association with such an aggressive company."



From \$24.95 up. Priced to Sell Fast!



**Now being distributed in  
Middle New York State by**

**MORRIS**

**WE** ARE delighted to announce our new Zenith association for distribution at Binghamton, Syracuse, Rochester and Albany territories.

It means **THE** new era for dealers using **MORRIS Service**, for we had every dealer in mind when selecting this Zenith line. We are familiar with what the public expects in radio quality and price and we also know that the best way of doing business for all of us is to **GIVE THE PUBLIC EVERYTHING IT DEMANDS.**

You need waste no time in excess selling talk! Everything desired in radio has been thought of and built into these Zenith models. Solidly built cabinets of artistic design; mechanism thoroughly assembled with a general all 'round quality of exceptional merit.

We do not know how a factory can turn out such wonderful radio sets at these prices—but that is their worry and not ours. Your worry and our worry is to develop a great big volume of Zenith business so we both can make real money during the next few months. Just one glance at these models will encourage you to the greatest activity you've had for years. Morris Service stands right behind you in every move.

**MORRIS DISTRIBUTING CO., INC.**

*Zenith Wholesalers*

**BINGHAMTON**

**SYRACUSE**

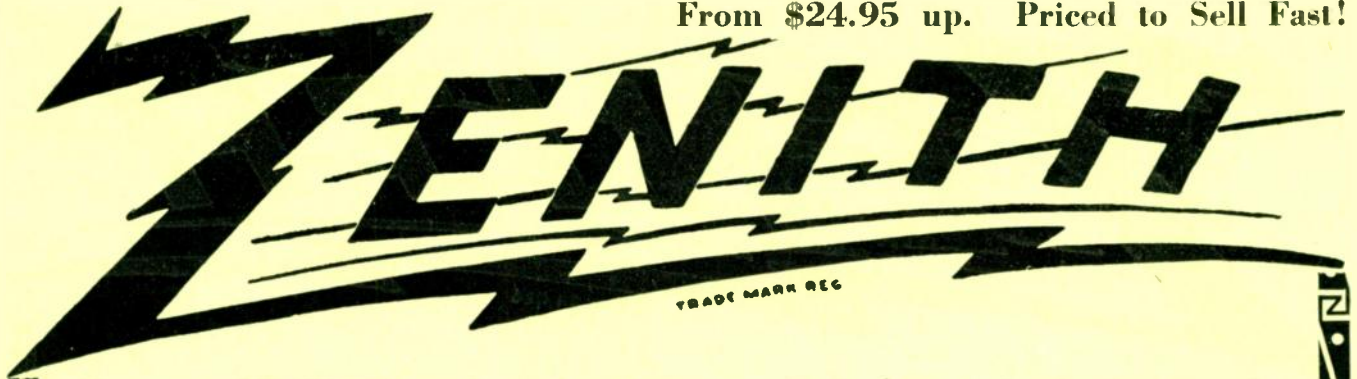
**ROCHESTER**

**ALBANY**

**25 Henry Street   407 So. Clinton St.   704 Clinton Ave., South   330 Broadway**



From \$24.95 up. Priced to Sell Fast!



Always a **QUALITY** market, the Boston trade is very enthusiastic over the latest radio achievements from the Zenith factory. Zenith prestige, plus the astonishing low prices, places Zenith dealers in the most enviable position in the industry. The comparison proves this.

Everything desired in today's radio is found in the new Zenith models, and the Summer sales this year for Zenith dealers cannot help but be **LARGE**. The public buys at any time when **VALUE** exceeds the cost.

We pledge the continuance of our co-operative service.

## **NORTHEASTERN RADIO**

INCORPORATED

Branch  
333 Dwight Street  
SPRINGFIELD, MASS

269 Columbus Avenue  
**BOSTON, MASS.**

Branch  
34 Broadway  
PROVIDENCE, R. I.

# **New England**

## **Zenith Beats All Competition Reports A. Ullman**

The advertising slogan, "Zenith beats all competition," is certainly proving itself true in the New England territory, according to A. Ullman, president of the Northeastern Radio, Inc., in Boston.

New England is a real stronghold for Zenith Radio, due to the ethical and clean merchandising practiced by Northeastern Radio in all the years they have been in business, and Mr. Ullman feels that Zenith will gain new impetus with the six-tube line.

Dealers have placed large orders with the Northeastern, without seeing the models, and are confident they will do a large radio business.

"We have just received samples of the new Zenith line," said George Cohen, sales-manager, "and the interest and enthusiasm displayed is tremendous. Without a doubt, Zenith is the best value on the market today. Imagine—a Zenith full-sized console for \$39.95!"

That seems to be the reaction of the entire dealer trade, and some of the largest retail dealers have taken on the line in anticipation of an excellent summer business.

"Dealers have never had an opportunity like this before," continued Mr. Cohen. "Zenith has always been the leader in the quality field, and dealers have an unusual opportunity to trade down on

that reputation. It is much easier to sell a \$39.95 Zenith than a set of similar price in an unknown line." Other models in the higher priced field, in which Zenith has been one of the dominating factors, will, of course, be included, to trade up.

Northeastern Radio invites the dealer trade to visit their showrooms at 281 Columbus Avenue, Boston, and see the new Zenith models, or to write them for complete information.

## **Morris Offers Sensational Zeniths to New York Trade**

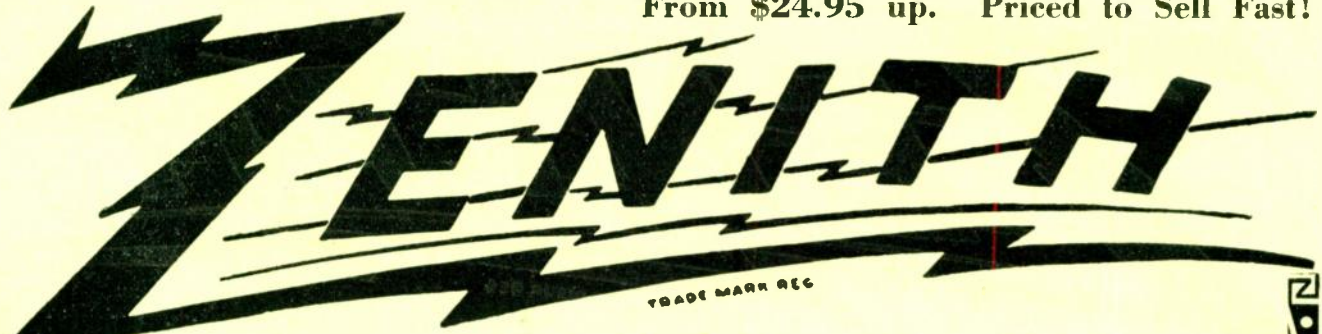
Dealers in New York State are welcoming the new Zenith line with open arms, according to C. H. Ackley, of the Morris Distributing Co., with quarters at Binghamton, Syracuse, Albany, and Rochester. This company only recently added the Zenith line, and its executives are tremendously enthused about it. Mr. Ackley points to the many outstanding sales features of the new popular models as reason enough for cheering. Zenith is the big name of the year, he says, and it is going to be a real money-maker for the dealers. Particularly will the famous Zenith trade-mark and the new low-priced

line be snapped up by customers in view of the pending increase in all prices through inflation.

"Dealers throughout our New York State territory," states Mr. Ackley, "have a real profit-builder in this Zenith line. These new models will roll in and out of their stores so fast that their turnover figures will amaze them. Then, too, they will attract so much more store traffic that all other departments ought to greatly benefit. The radio dealer of today sells more than radio, so such a hot line as Zenith will prove a tremendous stimulator to all his merchandise."



From \$24.95 up. Priced to Sell Fast!



In the urge to meet every qualification in radio, Zenith presents a new line of such exceptional beauty and value that even the experts are amazed. The factory's ability to make "the best in radio" is admitted by all, but the new low prices for superior sets has aroused a wave of enthusiasm throughout the country. St. Louis dealers share this praise for the new Zenith line, and every co-operation is being extended by us to give Zenith dealers their greatest business.

## MAYFLOWER SALES COMPANY

*Wholesale Distributors*

Zenith Radio Receivers

Mayflower Refrigerators

One Minute Washers

N. E. Corner 9th & Lucas,

ST. LOUIS, MO.

# ST. LOUIS

## Zenith Offers St. Louis Dealers Many Profits

A completely rounded out line, giving the dealers opportunity for many profits in the place of one, is the summary of the new Zenith radio models by the Mayflower Sales Co., distributor in the St. Louis territory. M. B. Lasky, of this company, reports that already dealers in the St. Louis area have shown enthusiasm in their recognition of Zenith's profit possibilities.

Mayflower distributes the well-known electric refrigerator of the same name and the One-Minute washer, in addition to Zenith radio, and it is the company's proven belief that the dealer can make the widest profit from selling such a well-balanced, diversified line. The new Zeniths, they add, change the old slogan of "Sales every month in the year" to "Sales every hour in every day of every month of the year."

"The coupling of the famous Zenith name with sets which have price appeal in such overwhelming quantity," it is pointed out, "will give the radio dealer a

turnover that should amaze and delight him. And when we talk about turnover, there is another point which is vital to the successful conduct of a store. It is traffic. These wonderful Zenith models are going to bring more people into your store. That means more sales of everything, from tubes to refrigerators. Store traffic, when it is secured at a profit in itself, is one of the most important things in selling, as the biggest merchandisers of the country have proved.

"The new Zenith models are low-priced, but they are high-profit merchandise. After you have seen the prices that you will realize brings you customers, check up this profit possibility. Compare each Zenith set, model for model, price for price, discount for discount, name for name, and figure the profit.

"Every sales feature possible has been incorporated in the new Zenith line, so the dealer can challenge comparison with all others. In a price range beginning

at \$24.95 for a six-tube superheterodyne, Zenith models are 'hot.' There is a tremendous sales appeal to such a feature as a genuine Zenith radio in a distinctive console cabinet, with Shadowgraph tuning, for less than \$50. Prospects who remember Zenith sets that cost \$2,500 each will jump at such an opportunity.

"The design of the new Zeniths is an important sales feature. This company has always had a reputation for building cabinets that were REAL furniture. Comparison of the new Zenith cabinets with many of the 'cigar-box' construction jobs on the market will close sales with no further argument. These models are artistically designed and they are fashioned of beautiful woods and marquetry that will hold the prospect's eye. Not only are the cabinets fine furniture, but there is sufficient variety so that each prospect will find exactly what he wants.

"Performance can be demonstrated with the new Zeniths. After all, the most important thing about a radio is how well it works, and the new Zenith models will profit by performance comparison. Sets that deliver, in cabinets that appeal, with telling sales features, at prices that sell, is the complete Zenith story in a nutshell."



From \$24.95 up. Priced to Sell Fast!



Washington dealers have always been favorably inclined to the Zenith, for this is an exceptional quality market and the radio sale unit is high. Consequently, such evident values as seen in the new Zenith line have been warmly received, and the sales programs under way indicate the warm regard of dealers for **EXCEPTIONAL RADIO VALUE**.

Not one little iota has been omitted from the today's specifications of radio value, and we know the factory officials are right with this statement: "Only Zenith experience in building high priced **QUALITY** radio receivers could have produced this low priced **QUALITY** line."

**F. P. MAY HARDWARE COMPANY**

*Zenith Wholesalers*

469 to 477 C Street, N. W.

WASHINGTON, D. C.

# Washington

## May Hardware Sees Zenith Dominating Washington

Assured that Zenith radio will dominate all Washington, F. P. May Hardware Co. is enthusiastic over prospects for the coming year with its loyal dealers. H. E. Young, manager of the radio department, points to the tremendous prestige of the Zenith name in Washington, and is confident that the amazing new price line will close many a prospective purchaser. He sees nothing but bright skies ahead.

"The Zenith line," he says, "beats all competition. It is the hottest radio of 1933. The eight new models give the dealer arguments that just can't be met by anything else on the market. These sets are the outstanding buys of the year, in value, in tubes, in cabinets, in sales features, and in name prestige. The dealer is put in the enviable position of being able to display and sell exactly the kind of radio his customer chooses. He can invite his prospects to shop around with other lines and know that there is nothing else to measure up to the amazing Zenith line."

"The Zenith name is the hallmark of quality. Combine that with the new models and you have an irresistible sales force. These new sets have performance unique in their price range. They convince the prospect with their delivery. Demonstrate them and they're sold. With a six-tube superheterodyne circuit, traditional Zenith tone quality, exceptional cabinet design, and numerous sales features, they will dominate the city."

"Zenith means more than sales to the dealer. It means **PROFITS!** This new line guarantees you more profits. Compare each of the models from the dollar standpoint, list for list, discount for discount, name for name, and you'll see what Zenith means when it says "Profits." These sets are priced to sell fast. They will give you business right now and they'll make your turnover do somersaults."

"The new Zeniths are priced from \$24.95 to \$59.95, including the automobile radio. Five of them are table-type, including a new AC-DC model with zipper

carrying case, and three of them are handsome consoles. Imagine a Zenith, six-tube super-heterodyne, with Shadowgraph tuning, selling below fifty dollars! That's the value that will mean sales and profits."

### Name Seven New Sparton Distributors

Distributors who have recently hoisted the Sparton Banner are:

Harbour Furniture Company, Muskogee, Okla.

Philadelphia Motor Accessories Company, Philadelphia, Pa.

Wakeman & Whipple, Inc., Chicago, Ill.

Foster Auto Supply Company, Denver, Colo.

New Castle Hardware Company, New Castle, Pa.

Joseph Straus Co., 25 High St., Buffalo, N. Y.

Essex Distributing Company, Newark, N. J.



From \$24.95 up. Priced to Sell Fast!



Newark dealers are well educated as to radio values and their response to the new Zenith has exceeded all predictions. For quality, the name Zenith stands supreme, for Zenith has been a consistent advocate of quality and value. Now, the company introduces PRICE as an added feature to a line of up-to-the-minute radio sets that are beautiful, well-designed and containing every late radio essential for excellent musical reproduction.

Truly, the new Zenith line is a revelation to us, familiar as we are with the ramifications of the radio and musical instrument business, and we KNOW that New Jersey Zenith dealers cannot help but secure a great deal of business during the next few months.

As all furniture lines were withdrawn at Jamestown, despite price increases of 10% to 20% (unprecedented for over 10 years), because manufacturers cannot predict beyond sixty days, we urge you to place orders immediately for the new Zenith line, as we feel certain that these low prices will not prevail for long.

## Newark Distributors, Inc.

*Zenith Wholesalers*

37-39 William Street

NEWARK, N. J.



# New Jersey

## B & O Distributes Fada Radio in New Jersey

Ben Oppenheim, commander of the B. & O. forces, who has been making great headway along the New Jersey sales front with a strong array of "hot" merchandise, has added another Big Bertha to his heavy sales artillery with the acquisition of the famous Fada line. The product of the F. A. D. Andrea plant is recognized everywhere as superlative merchandise, and wherever radios are rated the Fada line is placed in the category of the elite.

So says Ben Oppenheim in an announcement to the retailers of the State. "In Fada we have a line that stands comparison with the very best in radio," states the B. & O. head. "Fada has just brought out two new Motoset receivers. The Motoset, when announced a few months ago, quickly established itself as America's finest automobile set, offering the same high quality reception and performance as a fine home receiver.

"The two new Motosets, the first an 8-tube job, and the second a 6-tube set giving 8-tube performance, add further



Ben Oppenheim

prestige to the Fada engineering genius. "I myself tested out the 8-tube Motoset in my car while motoring from Newark to Cranberry Lake. All throughout my spin through this territory, which is 'tough' to the nth degree, as it is filled with iron mines which even cause trouble for home receivers in the neighborhood, I had WEAF, and the remarkable fact about the Motoset was the fact that all the time I had beautiful reception, without any loss whatever of signal strength. The Motoset utilizes the new Phantom tube principle found in Fada's Super-Fadelette, whereby a performance is obtained that in ordinary cases could be realized only with a greatly increased tube age.

"The other new Motoset announced by Fada is more popularly priced and is a remarkable value for the money. The new Phantom tubes, and the unsurpassed Fada engineering advantages, spell success for the Motoset line, and we look forward to a fine run of sales in this great territory for Fada's automobile radio."

The Fada automobile line, in addition to those features mentioned by Mr. Oppenheim, has engineering refinements especially developed for automobile opera-

tion, including special shielding, automatic lock, backlash eliminator, silent power supply, automatic relay, specially treated wiring, and complete weather-proofing throughout.

"Another Fada triumph, this time in the small set all-electric line, is the Super-Fadelette, the only receiving set—regardless of size—that combines a Phantom dial for short and long-wave length reception, 7-tube operation on a 5-tube set, super-heterodyne circuit, full dynamic speaker,

automatic volume control, and a genuine art leather finish cabinet," adds Mr. Oppenheim. "With this Fada Super-Fadelette the phrase, 'fourth dimension in radio,' is really found in the concrete. It is a brilliant stroke by Fada's superb engineers. Dealers who want something good find in Fada unparalleled values."

Mr. Oppenheim reports that his line of San-O-Lator domestic and office window ventilators is very active now. This is an easily adjustable ventilator and retails at a popular price. The Delco fans are also selling consistently now. "Mention must be made of the fact that our radio replacement parts department is also very busy," concludes Mr. Oppenheim.

## Big Summer Zenith Sales Forecast by Distributors

Plenty of radio business during the Summer months for dealers featuring the new Zenith line is forecast by the Newark Distributors, Inc. The combination of the prestige of the name "Zenith" with the outstanding values of the new line makes a "natural" seller. In addition to this, the indications of inflation should make these new Zenith models bargains to be snapped up quickly. Even Summer appeal is included to help roll up sales for the automobile and AC-DC models.

"Our first inspection of the new Zenith line," executives reported, "convinced us that here was something which happens all too rarely in the radio industry: a combination of everything to make a profitable, quick-selling line. It has the tremendous value of the Zenith name behind it, and remember that there were many sets with that name sold for \$2,500. It has everything in radio feature—a six-

tube super-heterodyne circuit with automatic volume control, and consoles with Shadowgraph tuning under \$50. It has furniture appeal such as only the most skilful designers can give, artistically incorporating woods and marquetry to make them the most beautiful sets on the market. It has models that will exactly meet the varying requirements of each prospect.

"Of vital importance to the dealer, of course, is the fact that the new Zenith line spells PROFITS. When you compare this line model for model, discount for discount, list for list, and name for name, you will see that we mean something when we say 'Profits.'

"This would mean profits to almost any sale. With Zenith it means doubled and tripled profits, for the line is so 'hot' that the dealer's turnover will be speeded immensely."

## Ros Howard Relates Dealers' Enthusiasm

That Chicago dealers are enthusiastic about the new Zenith line, is putting it mildly, says Ros Howard, who heads the Zenith Radio Distributing Corp., distributors of Zenith radios in the Chicago territory. Ros reports that almost without exception dealers have phoned repeat orders within twenty-four hours after they displayed the sets, and in many cases sales were made within two hours. "The new Zenith line is a 'natural,' and the only complaint I've had so far is that Zenith is giving too much for the money, but, after all," Ros says, "that's what makes the sets walk right in, turn around, and walk right out again—to a customer."

Co., Inc. Polk is one of the best-known companies in musical centres of the South.

## Radio Tax in April Yields \$138,587.02

Internal Revenue Bureau collections during April of the Federal 5 per cent excise tax on radio and phonograph records amounted to \$138,587.02, according to an official statement just released in Washington. The April collections on mechanical refrigerators were \$207,843.

Since initiation of the special 5 per cent tax on radio and phonograph products last June, following is a summary of collections:

—1932—	
June 20-July 31 .....	\$32,848.57
August .....	76,445.47
September .....	165,710.65
October .....	218,722.70
November .....	298,577.86
December .....	392,204.81
—1933—	
January .....	\$283,425.27
February .....	173,987.28
March .....	149,859.66
April .....	138,587.02

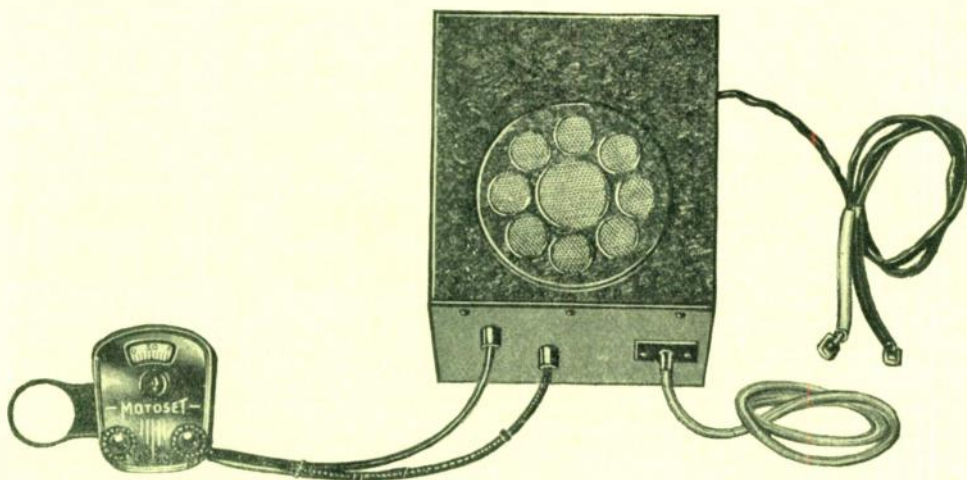
## Polk Co. Distributes Victor Records

Polk Musical Supply Co., Atlanta, Ga., is now distributing Victor and Bluebird records in the territory formerly served by the Dixie Distributing Co., according to C. L. Egner, manager of the record and recording division of the RCA Victor

# B & O RADIO, Inc.

*Announces Its Appointment as Distributor of*

## FADA RADIO



New Fada Motoset

The Line That Spells "PROFITS" for Dealers!  
In Northern New Jersey

*Including the following Counties:*

Bergen	Monmouth	Somerset
Essex	Morris	Sussex
Hudson	Ocean	Union
Hunterdon	Passaic	Warren
Middlesex		

*All of Staten Island*

*Port Jervis County, N. Y.*

Phone for our Special Plan  
to boost your Summer sales

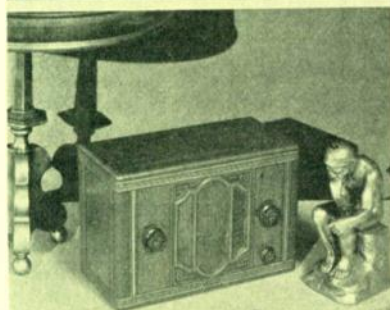
It's Hot!

## B & O Radio, Inc.

23 Sussex Ave.

Phone Market 2-6800

Newark, N. J.



Super-Fadalette models



## Essex Adds Sparton Radios and Refrigerators

Essex Distributing Co., H. Harry Lippe's progressive organization, whose name is synonymous in New Jersey circles with leadership and the ability to discern the trends of the buying public, has taken on the renowned Sparton radio line, manufactured by Sparks-Withington, of Jackson, Mich.

This gives Essex three major lines, the other two being Copeland electric refrigeration and the other Maytag washers. "This is a triumvirate of best-selling lines," comments Mr. Lippe. "The addition of the Sparton radio merchandise is indeed a happy inauguration of the summer season. We are prepared to place Sparton in every reputable radio outlet in the territory. It is a line recognized by dealers and public alike as among the top-notch in radio sets. Backed by the tremendous facilities of the great Sparks-Withington organization, manufacturers of the famous Sparton appliances, the

Sparton line offers the dealer a sizeable profit. It has the confidence and respect of the public, is well advertised and publicized. Thousands of dealers who have leaped aboard the Sparton band-wagon



Harry Lippe

have never regretted their move, and are in earnest accord with the idea of carrying a quality line, with corresponding gold-plate profits."

## Perfect Record Executive Discovers New Talent

W. R. Colloway, of the American Record Corp., is back again in New York for an indefinite period, having concluded a sales swing through the Southland. Known to his associates as "The Big Man from the South," with the sub-cognomen of "The Sentimental Gentleman from Georgia," W. R. is one of the best-liked personalities in the disc field.

Incidentally, he has a new feather in his cap, having discovered a record star, Joshua White, a colored boy from the cotton fields of Greenville, South Carolina. He is heard on WEAJ every Friday, and is on the up and up as a radio-record star. Introduced by Mr. Colloway to A. E. Southerly, it didn't take the latter long to realize the darky boy's ability. White, who is only 19, has just composed a song called "Harlem Has Got Me."

Perfect Records are now offering White's first disc work, "So Sweet—So Sweet" and "Bad Depression Blues."

Fred Goldberg, genial Apollo Radio Co. treasurer, says dealers are going for Crosley refrigerators in a big way. He reports signing 20 new dealers, and the wiring of a "hurry-up" order for three Crosley carloads from the factory.

News note from California, "the rumble seat of America": "Western manufacturers are having some difficulty in competing with the very cheap stuff shipped in from the East." It is news when the man bites the dog, remembering the old story of dog biting man and man biting dog.

## Electric Refrigerator Expert



Robert M. Maynard, manager of the Westchester division of Frigidaire Corp., has a very efficient corps of display dealers in his territory.

## Gross Sales Moves

Benjamin Gross and Lloyd Spencer have formally announced the opening of new display rooms and offices for Gross Sales, Inc., Stromberg-Carlson distributors, at 300 Madison Ave., New York.

## Free Ice Picks to Sell Electric Refrigerators

Passing out ice picks as souvenirs in order to sell electric refrigerators is the newest merchandising stunt of Clyde Mason, dealer in Red Bank, N. J.

Mason's idea is that everybody would like to have an electric refrigerator, with its never-ending flow of ice cubes, but that lots of people will have to make the old ice box do for awhile. He figures that every time ice box owners use his ice pick to chip off a piece for what glass of gingerale, or what have you, they will think of his store and the electric refrigerator they hope to buy some day. Wall Street would probably call this "dealing in the futures."

## New Automatic Distributors

Two new Automatic washer distributors are the Richards & Conover Hardware Co., Oklahoma City, and Air-Ola Radio Co., Huntington, W. Va., reports President W. Neal Gallagher.

## PHILCO'S NEW LINE AT A GLANCE!

	BABY GRAND LINE	CONVENTIONAL LINE			"X" LINE	LAZY CONTROL LINE		FEA- TURES
MODEL	EASY-GRAND COMPACT	LOW-BOYS	MID-BOYS	HIGH-BOYS WITH BOARDS	X MODEL	LAZY-X and T-1	LAZY-BOY	
16	\$75	\$125			\$150			1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
17	\$65	\$100			\$125			1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12
14		\$85			\$100	\$150		1, 2, 3, 4, 5, 6, 7, 8
47	\$59.95		\$79.95	\$89.95	\$100			1, 2, 3, 4, 7, 10
43	\$59.95		\$79.95		\$100			2, 3, 4, 5, 6, 7, 8
91	\$50	\$60	\$70	\$85	\$85	\$100		1, 2, 3, 4, 5, 6, 7, 8
37	\$39.95 COMPACT	\$59.95						1, 4
19	\$37.50		\$50		\$65	\$65	\$65	1, 2, 3, 4, 5, 6, 7, 8
89	\$30	\$37.50						1, 4, 5, 6, 10
54 A.C.—B.C.	\$25 COMPACT							1, 4, 10
81	\$18.75							4, 5, 6
57	\$15 COMPACT							1, 4

Models in same heavy box indicate same cabinet used for these models. All prices complete. Federal Tax Paid. Prices slightly higher Denver and West.

A compact, concise and comprehensive manner of picturing 34 models and fully describing each, showing comparative features.

## PHILCO HAS BUILT-IN BALANCED-UNIT QUALITY

which is of first importance . . . and also every worth-while feature in radio . . . many of them exclusive with PHILCO.

(Here are a dozen representative features)

1. Shadow Tuning
2. Exclusive PHILCO Bass Compensating Tone Control
3. Exclusive Patented PHILCO Full Floating Chassis
4. Station Recording Dial
5. Puller Cells
6. Airplane Cells
7. New Over-drive Speaker
8. Complete Short Wave—Model 16 also includes all British Empire Station "Ultra" Short Wave Broadcasts
9. New Auditorium Speaker
10. Exclusive PHILCO Balanced Power "Class A" Audio System
11. Automatic Inter-Station Noise Suppressor
12. Automatic Volume Control

*Announcing . . .*

*Our Appointment as*  
**EXCLUSIVE DISTRIBUTOR**

*for*

# **SPARTON**

## **RADIO                      REFRIGERATION**

*in Northern New Jersey*

Our desire to distribute lines that are leaders in their respective fields is again attested by our choice of S P A R T O N RADIO and ELECTRIC REFRIGERATION, products of the SPARKS-WITHINGTON CO., of Jackson, Mich., a company backed by more than thirty years of manufacturing experience. SPARTON RADIOS, REFRIGERATORS and AUTOMOTIVE products are standard the world over.

SPARTON offers models for every need at prices that are exactly right, and always bearing in mind a legitimate profit for the dealer.

## **ESSEX DISTRIBUTING CORP.**

H. Harry Lippe, President

Established 1908

Frank A. Rose, Vice-President

9-11-12 Hill Street

Tel: Mitchell 2-2804

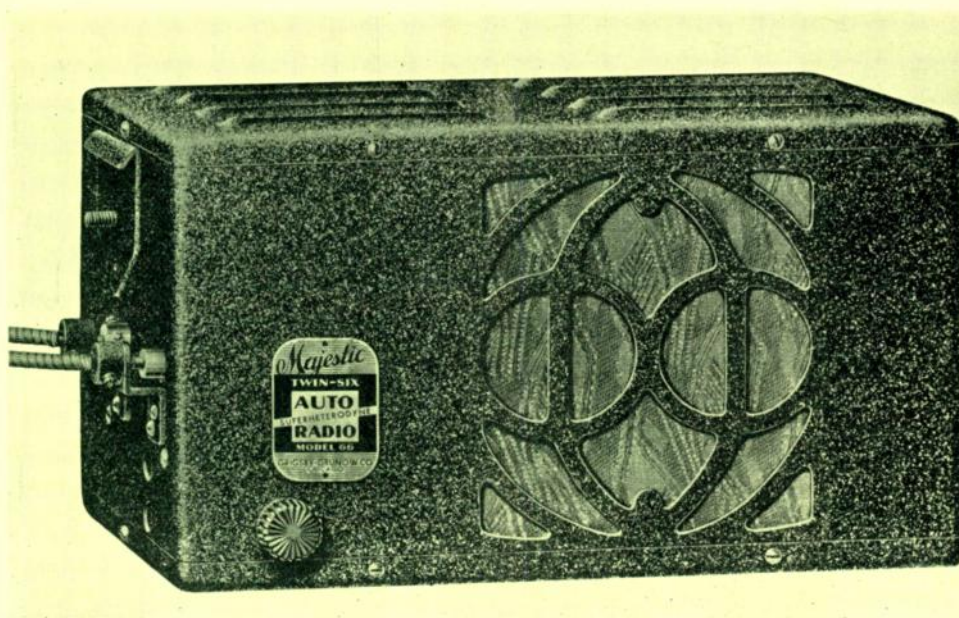
Newark, N. J.



# Ride to Profits with the New

# Majestic

## Twin Six Auto Radio



**\$39<sup>95</sup>**

Complete with  
tubes, suppressors  
and condensers.



The exclusive Ma-  
jestic airplane dial.

Only Majestic dealers will have the tremendous combination of sales features at this amazing price. A six-tube superheterodyne, with eight-tube performance, a six-inch dynamic speaker, all-electric, all-in-one, tone control, automatic volume control, brand-new airplane dial on steering column.

*Extension speakers for cottage, camp or picnic parties!*

Get going immediately! Watch profits roll in!

*Distributed in Northern New Jersey by*

**E.  
M.**

**WILSON**

**A  
N  
D  
SON**

11 Lafayette St.

Tel. Market 2-0300

Newark, N. J.



# CHICAGO

## Presenting your most popular jobber's salesman

**A**LMOST smothering the JOURNAL Contest Editor under a deluge of one hundred thousand votes in the closing month, the Chicago dealers elected their most popular distributor's salesman. When May Fifteenth came we found our desk piled high with ballots from dealers who were determined not to miss this opportunity of naming the jobber's salesman whom they thought was the best all-round aid to them in their work. One hundred thousand is a lot of anything. When it comes to votes, it's a stack. It shows how enthusiastic are the Chicago dealers about the manner in which these boys have been working for them day and night.

One of the interesting features of the contest was the manner in which it proved that a well-liked distributor's salesman is esteemed for his own personality, his own helpful ways. Several of the runners-up in the contest changed employers once or twice during the voting, but their dealer-friends remained loyal to them wherever they went. In other words, it wasn't what the salesman had to sell that made him popular so much as his own intrinsic ability to show the dealer, and help the dealer, to profit from it. Truly, some of these Chicago boys have what is called "a trade following."

Now for the winner. After clambering out of the pile of ballots, we had to sort them according to contestants and count each man's vote. That go-getter J. C. Fox copped the cup.

Hats off to J. C. Fox! His cup is being engraved as we write this and it will be donated to him in Chicago.

How did J. C. win? By the same kind of conscientious, persistent loyalty on the part of his dealer friends as he gives them. In the first month that votes were tabulated, J. C. had less than a third of the total then held by the man in first place. Next month his friends had boosted him up to within a tenth of first place and in the third

**J. C. Fox Declared  
the winner by  
227,000 votes of  
Chicago dealers**



**This cup will be donated  
to Mr. Fox as Chicago's  
most popular radio dis-  
tributor's Salesman**

month he had perched himself on the roof, where he has stayed consistently **issue after issue.**

For J. C., Chicago dealers sent in 55,500 votes this final month, giving him a grand total of 227,000 and presenting him with the cup. That's a lot of votes! Over a quarter of a million! Some stepper, this boy J. C.

Fox, by the way, joined Westinghouse Electric Supply Co., Inc., during April of this year, where, he says, "I hope to give a good account of myself with Kolster and Emerson radio and RCA Radiotrons."

The Chicago Kid, Leon N. Wells, had a last-minute rally of Chicago friends who shoved him up to the second place. Wells is a hard-hitting representative of the Harrison Wholesale Co. and the Chicago trade has paid him tribute before now by loyally boosting his worth to the world. Chicago dealers gave him over 38,000 votes in the home stretch, bringing his total up to 129,000.

Just nosed out for second place was Joe Friedman. This popular member of the Chicago radio fraternity has held a phalanx of dealers loyal to him month after month. Their steadfast support speaks volumes for their tremendously high regard for his abilities to give them the kind of service they know they want. His place among the most popular salesmen of his city is their monument to his helpful co-operation.

If nothing else, the results of this contest should hearten all jobbers' salesmen, for it clearly proves how appreciative are the dealers on whom they are calling. Ten salesmen in Chicago each received over five thousand votes from their friend. Scattering nominating votes named nearly fifty different men, showing that almost every salesman has at least one dealer who believes he should be the most popular man in the Chicago trade.

Hats off to J. C. Fox, Leon Wells and Joe Friedman.



From \$24.95 Up. Priced to Sell Fast!



The entire Metropolitan Radio Trade  
Applauds the new Zenith Radio.

*Zenith's Great  
Achievement*

North American Radio Corp.

*Zenith Wholesalers*

1845 Broadway

New York

## **"Industry Control" added to RMA Program**

President Roosevelt's proposal for "industry control" by the Government is a new and important addition for consideration of radio industry leaders at the Ninth Annual Convention of the Radio Manufacturers' Association at the Stevens Hotel, Chicago, on June 6. Of great possible effect on all branches of radio, the "industry control" proposal and its complementary measure in Congress to raise new taxes for the Administration's public works program, are scheduled for consideration of the RMA Board of Directors on June 5 and for discussion by RMA members during the Association's convention.

President Fred D. Williams of the RMA will preside at the annual meeting of Association members, at which "business" will be the keynote. In addition to consideration of the "industry control" and other important merchandising, manufacturing and broadcasting problems, the RMA will receive a plan for a "radio week" feature next fall to promote interests of broadcasters and jobbers and dealers, as well as manufacturers. The Board of Directors of the Association will meet on June 5 to make final preparations for the program at the membership meeting. Preceding the convention there will be meetings of the four Divisions of the RMA, to prepare work for the coming year and elect new directors of the Association who later will organize for the ensuing year. Arthur T. Murray of Springfield, Mass., is chairman of the Set Division; S. W. Muldowney of New York is chairman of the Tube Di-

vision; Leslie F. Muter of Chicago is chairman of the Parts and Accessory Division, and Richard A. O'Connor of Fort Wayne, Ind., is chairman of the Amplifier and Sound Equipment Division.

The Federal Radio Commission is sending an official representative to the RMA Convention, Colonel Thad H. Brown, vice-chairman of the Commission. The National Association of Broadcasters also will be represented by its president, Alfred J. McCosker, of Station WOR, Newark, N. J.

### **RMA CONVENTION PROGRAM**

#### *Monday, June 5*

10 A. M.—Meeting, RMA Board of Directors, P. D. R. No. 5, Stevens Hotel.  
12:30 P. M.—Luncheon Meeting, RMA Directors, P. D. R. No. 4, Stevens Hotel.

#### *Tuesday, June 6*

10 A. M.—Meeting, RMA Parts and Accessory Division, Chairman Leslie F. Muter, P. D. R. No. 1, Stevens Hotel.  
10:30 A. M.—Meeting, RMA Amplifier and Sound Equipment Division, Chairman Richard A. O'Connor, P. D. R. No. 3, Stevens Hotel.

11 A. M.—Meeting, RMA Tube Division, Chairman S. W. Muldowney, P. D. R. No. 4, Stevens Hotel.

11 A. M.—Meeting, RMA Set Division, Chairman Arthur T. Murray, P. D. R. No. 5, Stevens Hotel.

2 P. M.—Meeting, General RMA Membership, President Fred D. Williams, presiding, North Ball Room.

Roll Call, Bond Geddes, Executive Vice-President, General Manager, Secretary.

Address—Honorable Thad H. Brown, Vice-Chairman, Federal Radio Commission, Washington, D. C.

Address—Honorable Alfred J. McCosker, President, National Association of Broadcasters, New York.

Address—Honorable John Van Allen, RMA General Counsel.

#### *Reports of Division and Committee Chairmen*

Treasurer's Report, E. N. Rauland, Treasurer.

Set Division, Arthur T. Murray, Chairman.

Tube Division, S. W. Muldowney, Chairman.

Parts and Accessory Division, Leslie F. Muter, Chairman.

Amplifier and Sound Equipment Division, Richard A. O'Connor, Chairman.

Credit Committee, Leslie F. Muter, Chairman.

Engineering Committee, A. S. Wells, Chairman.

Legislative Committee, Paul B. Klugh, Chairman.

Traffic Committee, Captain William Sparks, Chairman.

4 P. M.—Meeting, New RMA Board of Directors, P. D. R. No. 4.

7 P. M.—"Radio Family" Dinner, RMA Members and Guests, Paul B. Klugh, Chairman Entertainment Committee, North Ball Room.

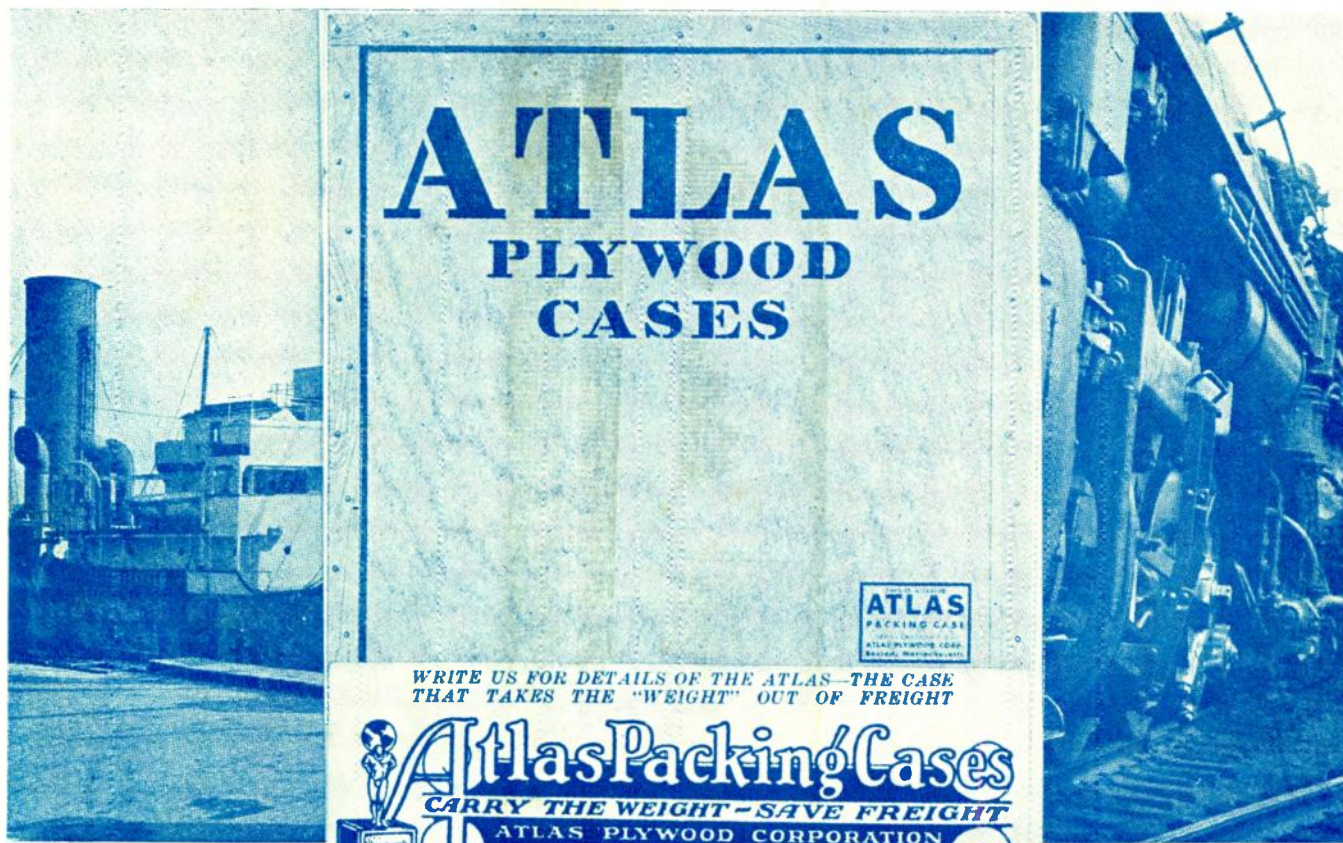
Official Guests: Honorable Thad H. Brown, Vice-Chairman Federal Radio Commission, and Honorable Alfred J. McCosker, President, National Association of Broadcasters.

#### *Thursday, June 8*

Radio Golf Tournament, Calumet Country Club, Homewood Station, South 125th Street.



# SHIP via ATLAS



**ATLAS PLYWOOD CASES**

WRITE US FOR DETAILS OF THE ATLAS—THE CASE THAT TAKES THE "WEIGHT" OUT OF FREIGHT

**Atlas Packing Cases**  
CARRY THE WEIGHT—SAVE FREIGHT  
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## for SECURITY on Water or Land

**I**NSULATION in refrigerator cabinets against outside heat and the maintenance of inside cold is so necessary that every manufacturer is required to produce well insulated refrigerators. Insulation against scraped and bruised cabinets when shipping is just as vital, and there is only one way to "insulate the exterior" of a refrigerator and this is with the Atlas Plywood Case. Whether you ship by water or rail, the imperative necessity of "exterior insulation" remains of paramount importance.

From the factory to the home is a journey fraught with many

dangers to the smartly finished products receiving the last official OK from the inspectors. And the main job of ATLAS CASES is that of envoy—to see that the bright handsome appearance of good refrigerators is maintained to the last step of delivery.

Manufacturers of automatic phonographs for the garden, restaurant and hotel trade, already increasing, are also required to preserve the bright varnished cabinets until the last delivery. Atlas Plywood Cabinets aid in the shipping of all cabinets, radio consoles and other musical instruments.

The new group of air-conditioning apparatus manufacturers are cordially invited to secure the Atlas story, for Atlas products are made to order in various sizes, and our co-operation will be of assistance on the shipping problems.

Literally, millions of dollars have been saved by the manufacturers specifying Atlas Plywood Cases, not only against damages in transit, but in the reduction of freight costs. Every user of Atlas Cabinets SAVES MONEY. For further information, write to the nearest ATLAS office.



# These sensational selling points turn prospects into *Customers*

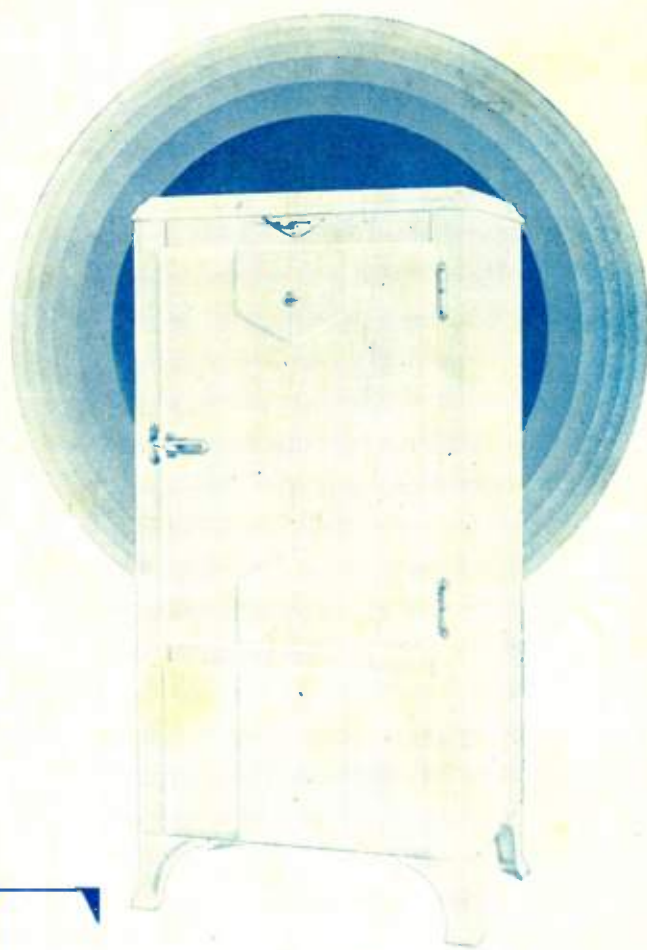
Put yourself in the place of a man or woman who is about to buy an electric refrigerator. Then look at this new All-Porcelain Frigidaire. Look at it from the viewpoint of a buyer who is hard to please.

Now do the same thing with any other refrigerator on the market. Then tell yourself which one *you* would buy.

Frigidaire, of course! And for many sound and convincing reasons. The new All-Porcelain Frigidaire offers a combination of selling advantages never before built into any one refrigerator.

Here is the famous 2-cylinder unit stepped up 20% in efficiency—tremendous ice freezing capacity— $\frac{1}{4}$  more food space in a cabinet of the same outside dimensions—automatic ice tray releasing—automatic defrosting—space for frozen storage—adjustable shelves—double Hydrator capacity—interior light—tall bottle space. And the panelled cabinet of Porcelain-on-steel sets a new style in refrigerator design and beauty.

With all of these advantages—with lower prices—and with the names Frigidaire and General Motors to stand as assurance of quality and value—Frigidaire leads in offering dealers greater profit opportunities in 1933. Frigidaire Corporation, Subsidiary of General Motors Corporation, Dayton, Ohio.



•  
*And for the prospect who wants a low-priced quality refrigerator there is a Frigidaire that can be installed at \$96 plus freight—and that uses no more current than one ordinary lamp bulb.*

# Frigidaire

A GENERAL MOTORS VALUE

SEE OUR DISPLAY AT THE CENTURY OF PROGRESS EXPOSITION