

# Radio Journal

**& ELECTRIC  
APPLIANCE**

THE HUSKY RIGHT ARM OF THE CHAMPIONS  
AMONG DEALERS, JOBBERS AND MANUFACTURERS  
IN THE SEVEN ASSOCIATED INDUSTRIES

INCLUDING  
**Radio Merchant**  
ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

*G. H. Henderson*  
Editor

RADIO · REFRIGERATORS · WASHERS · B · APPLIANCES · RADIO TUBES · RECORDS · MUSIC

*Factory  
Sealed*  
**PACKAGES**

HAVE  
*Your Radio*  
SERVICED  
Once a  
Year



Do not split the bottom corners of the Raytheon tube box when testing. A unique box design permits factory-sealed Raytheon Tubes with instant accessibility for testing—an additional special feature with Raytheon Radio Tubes.

4-pillar construction (exclusively Raytheon) gave Raytheon its biggest year in 1934. We are proud of this recognition of our efforts. We start 1935 with the most unusual sealed box—a perfect package and a dominating sales help.

# RAYTHEON

## 4-PILLAR RADIO TUBES

RAYTHEON PRODUCTION CORPORATION

30 E. 42nd St.,  
New York

445 Lake Shore Drive  
Chicago

55 Chapel St.,  
Newton, Mass

555 Howard St.,  
San Francisco



# When they sit down to *Listen*



*it's the TUBES that clinch the sale*



● It was the pioneering of the 6.3 volt group of tubes by Sylvania engineers that made possible the remarkable developments in the auto radio and Ac-Dc models.

Is that the reason why so many sets today are equipped with Sylvania tubes? . . . .

● Nobody needs to tell you that radio tubes made by Sylvania are famous for their faithful tone reproduction.

So why not sell, as others do,

Sylvania tubes for replacements. You know that, in workmanship and excellence of manufacture, Sylvania radio tubes are second to none.

And you will make more money by pushing Sylvania. Write for complete sales information today. Hygrade-Sylvania Corporation, Emporium, Penna.

# SYLVANIA

## THE SET-TESTED RADIO TUBE

© 1935, H. S. C.



# DECCA STARS CREATE NEW CUSTOMERS



GUY LOMBARDO



BING CROSBY



DORSEY BROTHERS



KATE SMITH



GLEN GRAY

SINCE the introduction of the new Decca Record, thousands of dealers in all parts of the country have experienced a tremendous increase in the dollar volume of their record sales because of the great Decca line-up of stars. The fortunate part of this increased record business from the angle of dealers aggressively pushing Decca is that the

resultant increased store traffic has improved their general business. Many new Decca customers have been found to be excellent prospects for new portable phonographs, radio receivers, musical instruments and refrigerators as well as other products. These are facts we can prove. Return the coupon—today. We'll prove it to you!

## LATEST DECCA HITS

★	★	★	★				★	★	★	★
BING CROSBY (From his new picture "Here Is My Heart")	309	With Every Breath I Take Maybe I'm Wrong Again	GLEN GRAY AND THE CASA LOMA ORCHESTRA	298	The Object of My Affection Two in a Dream	KATE SMITH	277	College Rhythm Let's Give Three Cheers for Love		
GUY LOMBARDO	310	June in January Love Is Just Around the Corner		334	I Woke Up Too Soon You Took Advantage of Me					
	307	June in January With Every Breath I Take	DORSEY BROTHERS	200	Nagasaki P. S. I Love You	ISHAM JONES	338	Square Dance There's No Harm in Wishin		
	294	Winter Wonderland Water Under the Bridge		321	I'd Like to Dunk You in My Coffee If It's Love		327	Believe It Beloved The Waltz of Love		
MILLS BROTHERS	267	Sweeter than Sugar Limehouse Blues		296	Honeysuckle Rose Part 1	THE CASTILIANS	109	The Continental Fascination Tango		
	228	Some of These Days I've Found a New Baby		319	You're the Top I Get a Kick Out of You	BRADLEY KINCAID	5048	Red River Valley The Cowboy's Dream		

## DECCA DISTRIBUTING CORPORATION

New York, N. Y.	799 7th Avenue	San Francisco, Cal.	450 Mission St.
Chicago, Ill.	666 Lake Shore Drive	Los Angeles, Cal.	1240 Main St.
St. Louis, Mo.	203 North 10th Street	New Orleans, La.	738 Poydras St.
Dallas, Tex.	919 South Ervay Street	Atlanta, Ga.	225 Pryor St., S. W.

# DECCA

★ All Star Records ★

DECCA RECORDS, Inc., 799 Seventh Ave.  
New York City.

Fill out and mail this coupon for latest  
Decca catalogue and full information on  
Decca Records, Inc.

My Name \_\_\_\_\_

Address \_\_\_\_\_

# An Open Letter From



# To Every Radio Dealer

**F**OR the past fifteen years, ever since radio began, FADA has watched the march of events in the radio industry. We have seen the development of radio from the weak crystal set to the powerful multi-tube receiver that now spans the entire globe . . . we have seen new names skyrocket to fame overnight only to crash into oblivion by the very weight of their mushroom growth . . . we have seen so-called "hot lines" fizzle and become as cold as a gold digger's heart . . . we have seen dealers stock up with new lines on the promise of greater profits only to discover greater losses because of dumping and liquidation . . . we have seen great names in radio disappear so completely that no trace of their former greatness remains.

If the radio dealer would take into consideration the lessons learned in the past, much could be done to stabilize the radio industry. But the bitter and costly experiences of yesterday are too easily forgotten with the rise of new claims and the hopes of tomorrow.

We believe that the time has come for the radio

dealer to clean house . . . or else he may find his very existence endangered. No longer can he select Radio lines on the basis of imaginary discounts or unproven promises. The future will depend solely upon the sound judgment displayed now!

For fifteen years FADA has built upon the firm foundation of honesty . . . honesty in manufacture, honesty in claims, honesty in dealer associations. The record of FADA accomplishments is equalled by few, surpassed by none. Now after fifteen years the name of FADA shines more brilliantly than ever before. Time has not weakened our firm resolution to adhere to those policies which will continue to add prestige to the name of FADA.

The valuable FADA Franchise will be extended in 1935 to a limited group of dependable radio dealers in each shopping center. We invite you to get in touch with the FADA jobber in your territory, or if none has been appointed, write direct and the story behind the 1935 FADA Radio line will be forwarded promptly.

A handwritten signature in cursive script, reading "J. M. Marks".

**FADA RADIO and ELECTRIC COMPANY**

LONG ISLAND CITY, NEW YORK

Cable Address "FADARADIO"

**1920 "Famous Since Broadcasting Began" 1935**



# YOUR NEW ZENITH *Triple Filtering* LINE IS READY!

**Get Off to a Fresh Start With These Smart Modern Consoles in the "Bigger Sales" Class — Make More Profit in 1935!**

How would you like to see a brilliant, sparkling display of *advance* radio styles on your sales floor?

You can have it—Zenith is ready with its *new* line for 1935! There are midgets, consoles, new designs, new features. All you need to sell *every* radio customer. A *complete* display.

This will give your sales force new radio sales stimulus. Your Zenith display is fresh, new and interesting.

Last year Zenith announced a policy of keeping its dealers up front in the public attention by a line that really offered the buyer most for his money. This year Triple Filtering is on *all* models, and all the bigger models have the large, easy to tune Zenith Airplane Dial with Split-Second Tuning.

There are many new models at prices that tempt the customers to pay a little more for Zenith perfection in reception. The trend is *up*—and that boosts your profits, too!

Are you ready? We're all set to send you *complete* details!

## Add These to Your Display, Too!

CONSOLE ZENITH MODEL 990  
—12-tube superheterodyne with Triple Filtering.  
CONSOLE ZENITH MODEL 985  
—12-tube superheterodyne with Triple Filtering.  
CONSOLE ZENITH MODEL 945  
—5-tube superhetero-

dyme with Triple Filtering.  
CONSOLE ZENITH MODEL 950  
—5-tube superheterodyne with Triple Filtering.  
MIDGET ZENITH MODEL 908  
—6-tube superheterodyne with Triple Filtering.

ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Ill.

**ZENITH**  
TRADE MARK REG.  
—LONG DISTANCE—**RADIO**  
TRADE MARK REG.

EXPORT DIVISION—CABLE ADDRESS: ZENITHRAD—ALL CODES

## ADVANCE NEWS of the new 1935 Zenith Line!

A Twelve-Tube Console *plus* Triple Filtering. Has 12-inch dynamic speaker, four gang condenser, Airplane Dial, Shadow-graph and Split-Second Tuning. ZENITH MODEL 980.  
(Tuning range of 5 bands)



A Six-Tube Superheterodyne *plus* Triple Filtering. Has 10-inch dynamic speaker, three gang condenser, Airplane Dial, Split-Second Tuning. ZENITH MODEL 960.  
(Tuning range of 3 bands)



A Six-Tube Superheterodyne *plus* Triple Filtering. Has 12-inch dynamic speaker, three gang condenser, Airplane Dial, Split-Second Tuning. ZENITH MODEL 961.  
(Tuning range of 3 bands)

# NEW

by

# STEWART-WARNER

*... a dual-wave  
airplane dial  
5-tube receiver*

## EXCEPTIONAL RANGE—INCLUDES EVEN THE 17-METER BAND

● HERE'S the latest addition to the Stewart-Warner line ... a "red hot" number with the eye appeal and the "reach out and get 'em" ability that will make it the fastest mover in any dealer's stock—a set with features that no one has even looked for in a radio anywhere near its price.

### A Real Round-the-World Performer

With its highly-developed superheterodyne chassis which includes the use of two double-purpose tubes, this remarkable set has amazing range and selectivity. The first band—530 to 1600 kilocycles—covers all standard American broadcasts and many police wavelengths. Its short-wave band covers all the prominent broadcasts on the popular 49, 39, 31, 24, 19 and 17 meter channels. Can you think of another set anywhere near this price that includes the 17 meter channel of GSG, DAVENTRY; PHI, HOLLAND; FYA, FRANCE; or XGN, CHINA?

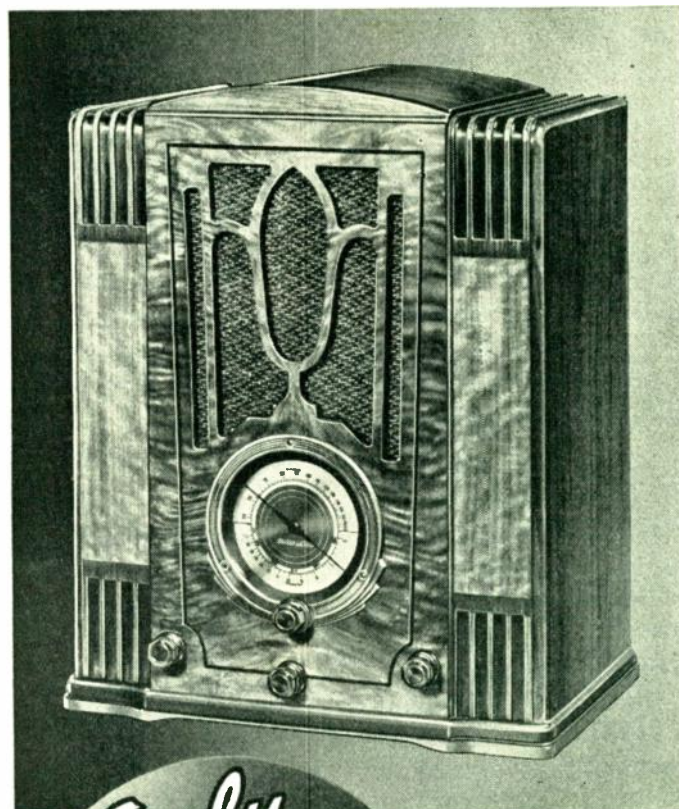
### Eye Appeal—Performance—Price

In a cabinet of new and ultra-smart design executed in matched walnut—in a chassis with every advanced feature, including accurately calibrated airplane dial, 26 to 1 tuning ratio, variable tone control, automatic volume control and a host of others—Stewart-Warner offers another example of why "It is easier to sell Stewart-Warner than to sell against it."

Don't wait another day. Get in touch with your Stewart-Warner distributor right away. Get this amazing profit-maker into your display room and show window as soon as possible. You'll be glad you did.

STEWART-WARNER CORPORATION  
1845 Diversey Parkway Chicago, Illinois

**ASK YOUR DISTRIBUTOR FOR  
FULL DETAILS ON THIS NOW!**



Only  
\$42<sup>50</sup>  
RETAIL



**MODEL  
1301**

(Slightly Higher West of Rockies)

Dual-Wave Airplane Dial—5-tube Superheterodyne with two double-purpose tubes. Tuning range—530 to 1600 kilocycles and 5.7 to 18.2 megacycles. 3½" airplane dial. 26 to 1 tuning ratio between knob and dial. Automatic volume control. Variable tone control. Walnut cabinet, 17" high, 13⅞" wide, 8½" deep.

**STEWART-WARNER ROUND-THE-WORLD RADIO**



# EVERY ARTIST AN *Artist*

LEO REISMAN  
WAYNE KING  
GRACE MOORE  
FRANK PARKER  
DUKE ELLINGTON  
IRVING AARONSON  
LUCIENNE BOYER  
RED NICHOLS  
HAL KEMP  
ETHEL MERMAN  
DON BESTOR  
EMIL COLEMAN  
RUTH ETTING  
GUS. HAENSCHEN  
LUD GLUSKIN  
DICK POWELL  
EDWIN F. GOLDMAN  
TED WEEMS  
HARRY RICHMAN  
CAB CALLOWAY  
TED FIO-RITO  
LANNY ROSS  
ROSARIO BOURDON  
ABE LYMAN  
WALTER O'KEEFE  
LITTLE JACK LITTLE  
CONNIE BOSWELL  
FREDDY MARTIN  
JAMES MELTON  
JIMMIE GRIER  
JOE MORRISON  
OZZIE NELSON  
BOSWELL SISTERS  
JOHNNY GREEN  
BENNY GOODMAN

★

# BRUNSWICK

*always presenting*

THE NATION'S *Select* ENTERTAINERS

brings you

## BOX-OFFICE NAMES

that

## BREAK

## SALES

## RECORDS

## *EVERYWHERE*

*Brunswick Record Corporation*

Executive Offices 1776 Broadway—NEW YORK CITY • BRANCHES •

New York Chicago New Orleans Dallas  
San Francisco Los Angeles Atlanta

JESSICA DRAGONETTE  
ANSON WEEKS  
PHIL REGAN  
HELEN MORGAN

AL GOODMAN  
GERTRUDE NIESEN  
HENRY KING  
OHMAN and ARDEN, etc.



*The "Big Shots" are Whispering*  
**"WATCH GRUNOW"**

*The Distributors are Saying*  
**"WATCH GRUNOW"**

*The Smart Dealer is Going to*  
**"WATCH GRUNOW"**

*The BEST NEWS of the Season for You  
is the News Grunow is Making now on*

**MODELS • DISCOUNTS  
PRICES • MERCHANDISING**

**WATCH FOR ANNOUNCEMENTS—  
OR BETTER STILL, GET THE STORY  
NOW FROM GRUNOW DISTRIBUTORS**

*Grunow*  
**SUPER-SAFE REFRIGERATOR**

**THE NEWS OF 1933 • THE SENSATION OF 1934 • THE OPPORTUNITY OF 1935**





# Entirely New 1935 Car Radios by Arvin

**Inspired by ARVIN'S AMBITION** to make it a pleasure to sell, install and service car radio . . .

● Inspired with an ambition to build car radios that are truly magnificent in the way they perform—a pleasure to sell, install and service—Arvin has combined the best thoughts of practical service men as well as automotive and radio engineers in the design and production of the new 1935 models. Many new and advanced ideas in car radio design have been built into the new Arvins, features such as . . .

*Standardized and simplified mounting* that conforms to most car makers' specifications. *Chassis construction* integral with mounting case to simplify service and eliminate troubles caused by plug-in connections, poor grounds, etc. *All parts readily accessible* for inspection and normal service without removing sets from cars.

*Motor noise filter systems* to eliminate need for spark plug suppressors. *Sound processed reproduction* for high fidelity of all musical notes. *Sensitivity selection* and interference suppression for country and city driving.

*Velvet drive tuning system* with no gears in remote controls and full-floating tuning mechanism for greater selectivity than ever before in car radio. *Streamlined remote controls* with distinctive full-view airplane type dials for steering column and easily adapted for surface mounting on the instrument panel of any car. *Dependability and service simplicity* that make it a pleasure to sell the new Arvins.

All those and many other outstanding features—plus the biggest consumer advertising campaign in Arvin history—and a consistent policy that assures progressive independent dealers the profits they deserve. See your jobber or write for full information today.

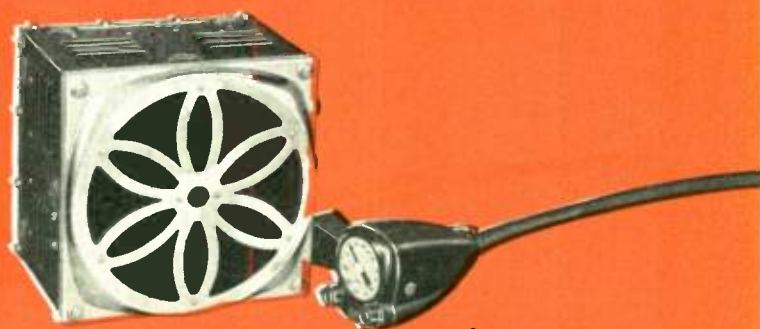
NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Indiana  
*Also Makers of Arvin Hot Water Car Heaters*

**ARVIN**  
**THE MAGNIFICENT**  
*Car Radio*



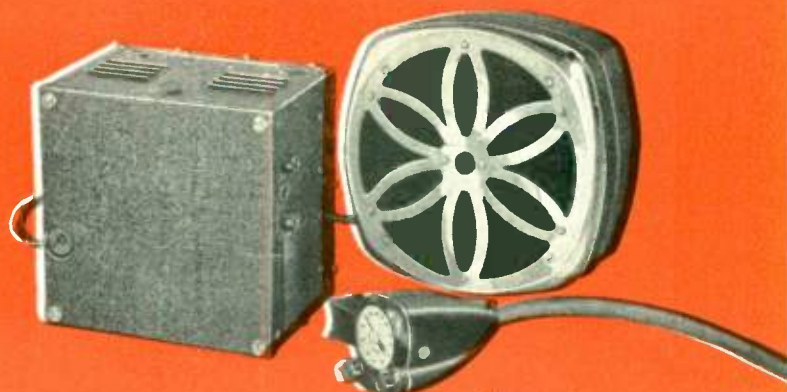
**NEW ARVIN MODEL 17** **\$44<sup>95</sup>** LIST

6 multi-duty tubes and 6-inch full-toned speaker all in one easy-to-install unit. Full-view airplane type remote control dial for steering column or instrument panel.



**NEW ARVIN MODEL 27** **\$54<sup>95</sup>** LIST

7 multi-duty tubes and 6-inch, heavy-duty, full-toned speaker all in one easy-to-install unit. Remote control with full-view airplane type dial and streamlined housing which confines all wiring in one cable. Dial is also easily mounted on any instrument panel.



**NEW ARVIN MODEL 37** **\$64<sup>95</sup>** LIST

A twin 8—with 8 multi-duty tubes and 8-inch high fidelity speaker. Radio and speaker units in separate cases. Streamlined remote control with full-view airplane type dial for steering column—also easily adapted for surface mounting on any instrument panel. Dual control knobs regulate tone and sensitivity of set for city and country driving conditions.

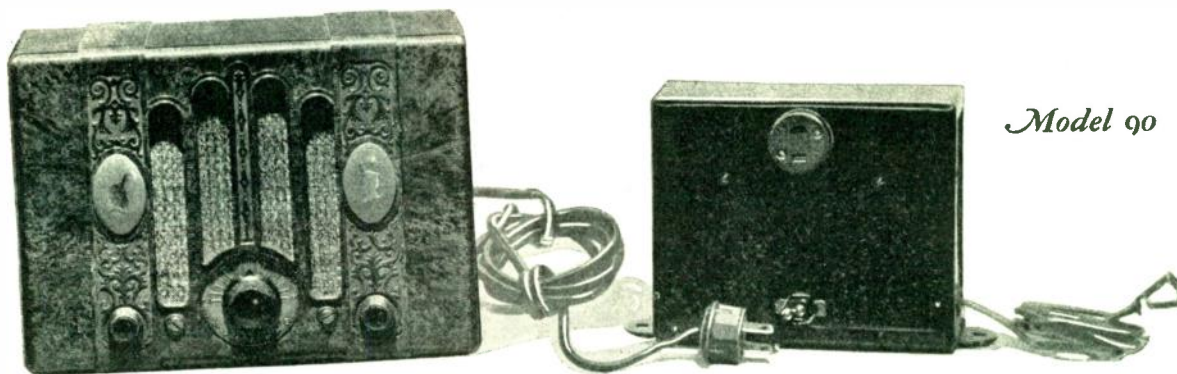


# New KADETTE

## Duplex



**COMBINATION AUTO AND HOME RADIO**



*Model 90*



Enjoy the Kadette upstairs or downstairs—radio in any room.



Easily installed and instantly removed. Economical, too.



Hides away in a desk drawer—unseen but ever ready.



The Kadette slips into the traveling bag just like a book.

## A HUGE MARKET IS READY AND WAITING FOR THIS PERFECTED DUAL-PURPOSE RADIO

Dealers have clamored for a compact that will operate efficiently in either *automobile* or home. Now it is here—*another* Kadette invention incorporating an extremely sensitive yet highly selective AC superheterodyne circuit with efficient image suppression for clear reception. Weighs only 6½ pounds. Provides most power in small—**\$36<sup>50</sup>** est space. It is the only dual purpose set of its kind on the market. Price

### INSTANTLY CONNECTED IN CAR OR HOME

Thousands of radio owners want a personal radio for office, study, bedroom or play-room as well as a radio for their car. Now they can have BOTH for the price of one! Original installation of the auto-adapter-socket in the car takes only a few minutes. A single wire clips on to ammeter connection on the dash—or the adapter-socket can be installed convenient to rear seat. Afterwards, you simply plug in the AC cord and attach antenna as when using set in home. NO SWITCHES OR EXTRA CABLES USED.

Standard Duplex Model 90 operates on either six volt battery or 110 volt A.C. Special adapter available for 32 volt operation makes this truly an all purpose set. Besides its low original cost, it is most economical to operate, drawing far less current from car battery than any other auto radio. Provides 10 microvolts of sensitivity, tuning all stations on short antenna.

### BEAUTIFUL, MAR-PROOF, BAKELITE CABINET

The Kadette Duplex Model 90 is encased in a beautifully designed, two-tone bakelite cabinet that withstands hard usage without being scratched or marred—yet fits attractively into any room setting in the home.

### DOUBLES THE FIELD FOR AUTO SETS

The traveling man enjoys it in his car—then takes it to his hotel room. It appeals to the housewife, the student, the business man, vacationists,

tourists and, of course, very strongly to all members of the younger generation.

### "ONE DOLLAR-ONE YEAR" FACTORY SERVICE POLICY

The unique Kadette direct service policy, combined with the simplicity of installation in the car, makes the Kadette Duplex, Model 90 the most attractive dealer proposition today. The "One Dollar-One Year" factory service guarantee opens the door to all types of dealers whether they are equipped to render radio service or not.

● **DEALERS:** Order through your jobber or write us direct for the nearest source of supply

*Licensed under patents of Hazeltine, Latour, RCA and Associates*

*Originated and Manufactured by*

**INTERNATIONAL RADIO CORP. - ANN ARBOR, MICH.**



THE RADIO & Electric Appliance JOURNAL with THE RADIO MERCHANT and Central Station Retail Shops  
 Glad. Henderson, Editor; Daniel Webster, Managing Editor; Val Valerius, Eastern Editor; Dick Burrill, Western Editor



**P**REDICTING IS A LOT OF FUN IF after a year one comes close to the actual results. Makes people believe The JOURNAL knows what it is talking about, even if it is a guess, but we haven't seen any figures from any paper or anybody coming as close as the predictions made in the 1934 January JOURNAL. Prediction of \$50 radio unit of sale was accurate; prediction of 1,000,000 sets was a little too enthusiastic; prediction of revived console demand OK; increase of combination business OK (about 30,000 made). Record sales up "at least 50%" OK, but a little timid, not dreaming a new record manufacturer (Decca) would start . . . sales up about 90%, about 20,000,000 records for 1934. Prediction of more tubes per set is OK. Fell down on percentage of set increase 10% increase to 3,300,000 sets (actual 4,100,000 sets) but money volume up by 20% showed the right thinking but not enough optimism (money up by 60%).

**P**REDICTION OF 40% INCREASE IN refrigerators, from 1,000 to 1,400,000 hit it right on the nose in last January's



JOURNAL, but went wild on the money increase (predicted 50%, actual 20%) as didn't dream of TVA boxes, nor I guess did anyone else. Predicted 1,000,000 washers (actual 1,200,000) but the money fell off 10%. Didn't suspect that the washer manufacturers would go nuts and sell 60% of all their sales (outside of Maytag) at cost or at a loss. Trade or public isn't too dumb when they see washers given away.

**O**NE RADIO MANUFACTURER DID \$1,100,000 billing, turning his capital 16 times, and making the sale at 6.8% cost (was consistent JOURNAL advertiser, *adv.*). Highest refrigerator unit of sale accomplished by a new Chicago manufacturer, averaging over \$230 list, up 35% over industry average; jobbers accomplishing monthly billings top for the year of from \$300,000 to \$600,000 quite common; biggest sales sensation of year, the utility buying \$500,000 a year from



Published by Henderson Publications, Inc., Radio City, Rockefeller, Center, 1270 Sixth Ave., New York. Chicago: Richard E. Burrill, 664 No. Michigan Ave. 50c a copy, \$5 a year. Vol. XXXVIII. Number 1, January, 1935.

refrigerator company literally throwing line out; some refrigerator company soaked jobbers with unusual expense during 1934 with excessive service, and it hurt jobbers and prestige of product (service difference between 2 lines in same city, each jobber selling same number boxes, one jobber with 6 service men busy and the other jobber with 1 service man loafing).

**G**OSSIP ABOUT WHO MADE THE 1,400,000 refrigerators in 1934 puts company "A" at 300,000 (1935 quota, 500,000), "B" 225,000 (1935 quota 300,000), "C" 225,000, "D" 150,000, "E" 110,000 (1935 quota 200,000), "F" 100,000 and "G" 75,000. The above leaves about 200,000 for other manufacturers, and indicates that the "big 7" make 1,200,000 of the 1,400,000. Gas boxes, not included in electric boxes (ain't he trite) about 150,000 for 1934.

**T**HERE ARE ABOUT 25,000 REfrigerator dealers (sic) listed, but a lot of these babies don't know how to take an ice cube out of the tray. There are about 35,000 radio dealers, half of whom are punks. So if you want to get some average figures per dealer, help yourself from the above, and see what you get. After that, if you want to live on the fat of the land, go into the girdle business, because "average" per dealer sales; county expectancy; state quotas and the other hocus pokus that so amuse the better jobbers with live merchandise, possess not the slightest power for jobbers with (here I use that dam word again) "average" lines.

**L**AUGH THIS OFF, YOU DEALERS who are asleep! Estimated about 195,000 radio sets sold by Montgomery Ward in 1934, \$5,500,000. Sears, about 165,000 sets, \$4,000,000. About 30,000 refrigerators (\$3,500,000) for MW, and 45,000 refrigerators for SR. \$5,500,000.

Oddest ad in December, that of Marshall Field circular offering choice of 4½, 5, 6, 7 "Universals" (don't know who makes this owing to mixup on name Universal) at \$99.50 delivered, installed, and all that.

**C**ONGRATULATIONS TO THE TUBE manufacturers. Not one offered a "kit of tubes" for a Christmas present this year. Refrigerators also flopped as a "Christmas present" and for such, washers did a brodie, in spite of a wringer maker using spread in SEP. (\$18,000.00) featuring washers for Christmas.

**R**ADIO, A LOGICAL CHRISTMAS gift, didn't escape either. Business was good in Philadelphia and Boston, for example, and off from 10% to 30% in New York, Chicago, Los Angeles, etc. In smaller cities, radio sold well. These losses were in stores that did more business as a whole, and with sales of band instruments, records, pianos, music, etc. This Christmas buying problem must be solved for 1934. It indicates the necessity of a campaign on store personnel that radio is a Christmas gift. January sales are expected to be much larger than last year, so go after January sales with feet, hands and head.

**B**EST GAG OF THE MONTH: A MAN asks his dumb wife to get something on the radio, so she takes it out and hocks it.

**Y**OU WANT THE "GUESS" FOR 1935, do you? Basic conditions today are improved from one major angle, mental attitude of all branches of the trade. There is a general optimistic mental feeling which is a trade asset; manufacturers and jobbers are in a better financial position which is a liability, as this makes ex-



pansion too easy; with unregulated expansion comes distress merchandise and makes conditions worse for the trade. Little distress merchandise is available from 1934 and it was a nice clean year. This situation always creates a fictitious idea of the following year's trade magnitude, and we see evidence of this in refrigerators, where manufacturers are "doubling" their business. An individual maker or two will accomplish it, but when all want to double, it is dangerous. A 25% increase in the number of refrigerators to 1,750,000 is entirely satisfactory, and we will stand on this prediction.

**I**F THE TVA BOXES BECOME A menace by creating a 4 ft. box at the same price and it is sold in any quantity (a few for advertising purposes might be OK) it will raise hell with the plan of building the sale unit. Department stores like to advertise and sell the lowest priced box; utilities like to sell the higher priced boxes, while the foundation of the business, the good dealer, advertising the former and selling higher units. Replacement angle of refrigerators is gradually coming to the front, and if we can hold the same unit of 1934, \$150, and do 1,750,000 boxes (up 25%) it ought to be entirely satisfactory to everyone. Several manufacturers are right now working full time producing boxes for storage for Spring delivery, storing from 50,000 to 75,000 boxes for those two months when orders overwhelm production.

**O**N RADIO. THE HUGE REPLACEMENT market; the tendency of more than one set in the home, and the all-wave (world-wide reception is a better phrase) will just enable us to hit 5,000,000 sets for 1935 with about the same sale unit of 1934, \$50. Combination sale should jump from 30,000 (1934) to 50,000 for 1935. Record sales should be upped to 30,000,000 in 1935.

There is a decided revival in home played music. Factories are more skilled in the production of all-wave radio so we do not look forward to much of an increase in factory personnel. Factories had to guess production in 1934, as jobbers hesitated to make commitments remembering the "old days." Jobbers were more surprised than anyone else at the demand for good radio but they still have "cold feet" at stocking radio, thus putting the burden on the factories which have no production oracle and must guess on the safe side. The suspicion still exists that factories want orders to "load up" jobbers, but with a two months swing necessary to make sets (against one month in 1933) factories need this order inkling to get organized.

**W**ASHER MAKERS ARE IN THE goose-step, most of them being just a dash ahead of the pointed finger. Perhaps six of them are OK from the business ability angle, but if 60% of the washers were sold at a loss in 1934 (jobbers and dealers, don't mind this . . . you don't care what they sell them at until there is no one left to make them) and we predict 1,300,000 for 1935, isn't this going to push them back more and more? Unit of sale, \$45 in 1934 is a joke, but if it can be pushed up to \$55 again, all is well. Tendency of distributing via jobbers (advocated by The JOURNAL in 1930 but forgotten by trade) might help with jobbers' co-operation of higher unit selling. Jobbers are still learning how to sell washers, with tendency of shipping goods from warehouse and not selling up hurting. This with department store gyrations, the chain stores, and the use of washers for store traffic, makes it the drudge of these three products at the moment. Maybe Jim Hardee, Jamaica, can tip the trade off as to how a washer maker can raise the sale unit. Washers are sold easily; jobbers and dealers make their proper percentage, but the manufacturer is the sucker. And they have an Association, too.

# proud

## may be the radio men for increasing radio sale unit when refrigerators and washers slip badly

BY JOHN C. HALL



HEREIN is gathered all the facts about the number, money volume and unit of sale (average) of the radio, refrigerator and washer business for the past ten years. Purposely skipped is the data before that time because it is valueless for either manufacturers, jobbers or dealers.

History on radio. Prices were OK until 1929 when the midget was introduced at \$69.50 in Los Angeles. Shown at the Atlantic City trade show in 1930, these midgets knocked dealers for a loop, Zaney-Gill booking orders for about 10,000 midgets, so heavy were these orders that the company stumbled and fell flat on the company's fanny, never to arise. A Philadelphia manufacturer sensed the value of the midget and its success dated from that midget introduction in the fall of 1930. No other eastern company wanted to "bother" with it. Since that time, prices dropped lower than a fat snake's hanging stomach (1933, retail average \$83) up to about \$50 during 1934, and could be punched up to about \$70 for 1935 if the boys have sense.

History on refrigerators. Highest average prices ever reached was in 1926 when it was \$400. Dropped steadily after the first Majestic announcement of a \$100 refrigerator, until it hit the TVA watermelon holder in 1934. Drooping of porcelain sales aided to force the unit in 1934 to \$150. Refrigerator manufacturers so occupied with forcing volume that prices are bound to be lower in 1935. Department stores biggest exponent of low priced models. Bright dealers report good sized average sales and are the mainstay of the trade.

History of washers. Many an editorial did the writer compose against the "introduction of the \$100 washer" little dreaming that was the start of the tuppence model, retail 29 kopecs. If the washer manufacturers haven't peeled the skin off themselves it is because they are double-skinned. What a crime to knock the average unit from \$148 in 1926 to \$45 in 1934, and it looks lower for

1935, altho jobbers and dealers didn't suffer much, for their percentages remained about the same. Most washers are assembled; the supply houses kid 'em all along and take a delight in knocking their heads together. And the manufacturers don't even suspect yet that they are getting the bird. A let up of washer demand would put half of them out of business, for most washer houses are not marketing-conscious and know not how to sell right.

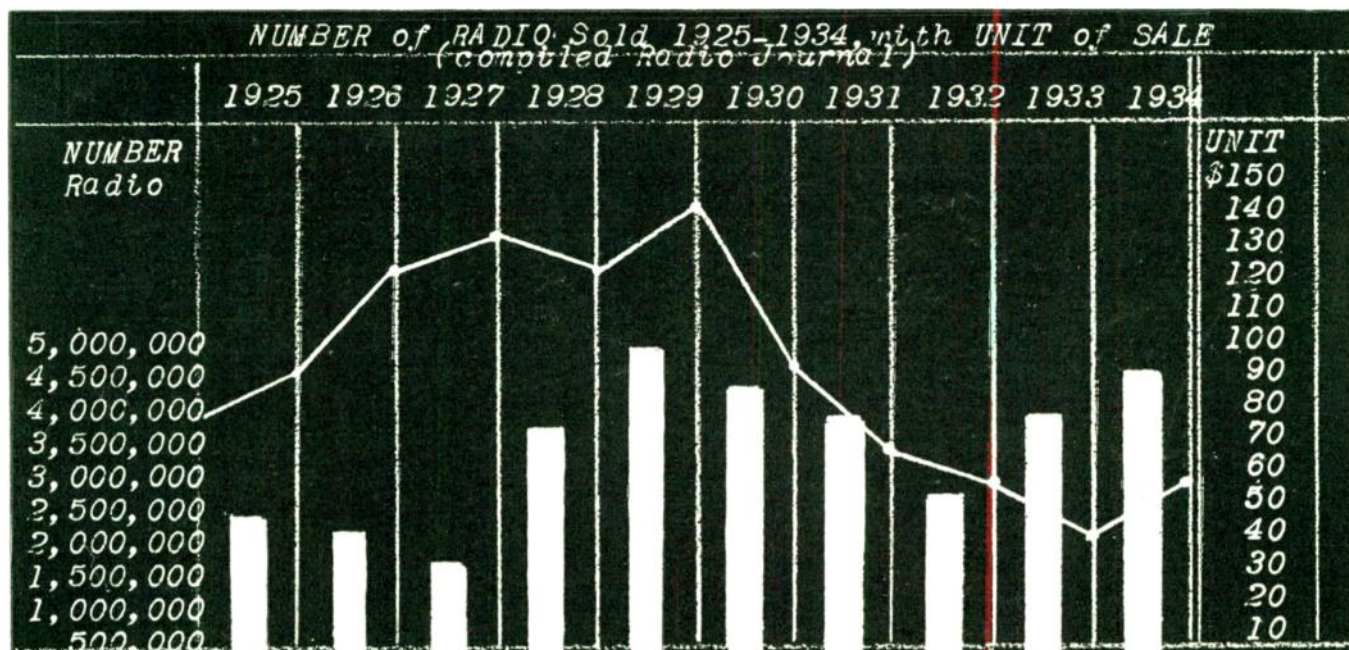
These figures for 10 years to date, including 1934, are the first to appear in any trade paper and they are right as Ivory Soap (adv.) is pure. So digest them. Compare them with your own records, and make a resolution to sell profitably in 1935. If you can sell washers at \$29.99 1/2, and make a satisfactory profit, or radio sets at \$8.88 3/4, or refrigerators at \$77.77 1/4, more power to you. Go right ahead and do it. It is a rare bird that can. We are not so concerned with what you sell, but HOW YOU SELL IT FOR A GOOD PROFIT. Figures from dealers show us what the proper unit is for them to sell in order to make a profit, and this is why we are constantly chirping on the higher units of sale. We recommend advertising any dam thing you want to, but stall on selling the article that "brings 'em in." (Best gag for store traffic is the featuring of the lowest priced model in an advertisement with "No money down! Free trial in your home! Pay a little a week!")

Advertising comment. Another gag is "\$1 puts this into your home" which works well. The word "free" is still a honey for getting them in, but always leave a loop hole in your copy so if a prospect actually turns blue in the face and insists upon the advertised article, deliver it. If you say "\$1 Down" don't mention the terms in the ad, for that gives you the leeway of raising the terms if a prospect insists on \$1 down. If the credit risk is OK, you've got nothing to lose whether they pay \$1 down or \$10; if the credit isn't any good, 50% down payment means you're out the balance. If you dealers want any special dope on gag selling, we know 'em all but don't dare to print them because it isn't considered "ethical," you know.

*SUMMARY of the two 5-year periods, 1925-1929 and 1930-1934  
covering NUMBERS and Sales in DOLLARS, for comparison  
(compiled Radio Journal)*

	<i>Number-RADIO--Dollars</i>		<i>No.-REFRIGERATOR--- Dol</i>		<i>Number-WASHER--Dollars</i>	
1925-29	12,965,000	\$1,529,000,000	2,050,000	\$ 672,000,000	4,100,000	\$547,000,000
1930-34	17,750,000	1,005,000,000	5,000,000	1,022,000,000	4,390,000	296,000,000
10 year						
TOTAL	30,715,000	2,534,000,000	7,055,000	1,694,000,000	8,490,000	843,000,000



UNIT OF SALE, 10 years, 1925-1934  
(compiled Radio Journal)

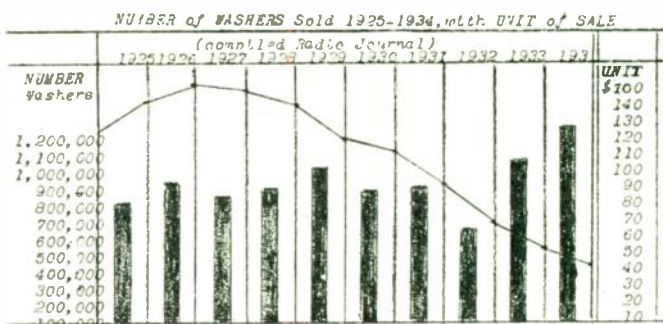
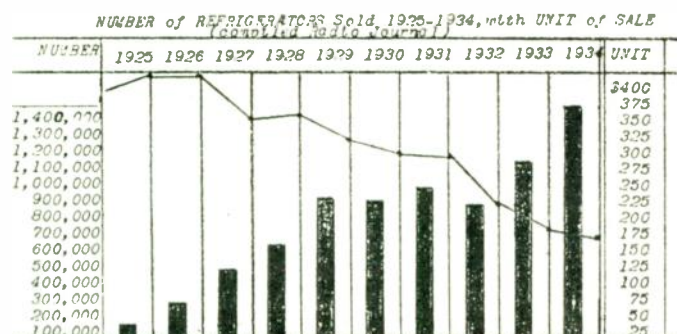
	Radio	Refrigerator	Washer
1925	\$82	\$400	\$137
1926	116	400	148
1927	125	330	142
1928	115	335	134
1929	135	300	111
1930	86	280	106
1931	60	277	86
1932	50	200	61
1933	33	167	55
1934	50	150	45
1935	?	?	?

NUMBER UNITS SOLD, 10 years, 25 to 34  
(compiled Radio Journal)

	Radio	Refrigerator	Washer
1925	1,990,000	75,000	725,000
1926	1,775,000	200,000	840,000
1927	1,375,000	400,000	775,000
1928	3,325,000	550,000	810,000
1929	4,500,000	825,000	950,000
1930	3,900,000	820,000	800,000
1931	3,500,000	900,000	815,000
1932	2,750,000	800,000	575,000
1933	3,500,000	1,075,000	1,000,000
1934	4,100,000	1,400,000	1,200,000
1935	?	?	?

SALES IN DOLLARS, 10 years, 1925-1934  
(compiled Radio Journal)

	Radio	Refrigerator	Washer
1925	\$164,000,000	\$30,000,000	\$100,000,000
1926	205,000,000	80,000,000	120,000,000
1927	170,000,000	132,000,000	110,000,000
1928	390,000,000	185,000,000	109,000,000
1929	600,000,000	245,000,000	108,000,000
1930	335,000,000	230,000,000	85,000,000
1931	215,000,000	250,000,000	70,000,000
1932	130,000,000	162,000,000	35,000,000
1933	125,000,000	180,000,000	55,600,000
1934	200,000,000	210,000,000	50,000,000
1935	?	?	?







## ARVIN

The chassis design of all the new Arvin car radios has been standardized by Noblitt-Sparks Industries, Inc. They are all housed in a metal case  $8\frac{1}{2}$  inches square by  $6\frac{1}{2}$  inches deep. The two single unit models 17 and 27 have speaker in the front panel of the radio housing. The speaker for Model 37 is in a separate unit. Standardized and simplified mounting that conforms to specifications of most all car manufacturers makes it possible to mount the 1935 Arvin car radios in any one of four positions. The three mounting studs are spaced the same as the holes which are laid out on the dash of many of today's cars. The mounting studs may be placed in any of three sides and the radio revolved so that the control wires may enter at any desired angle. From the point of inspection and service, the 1935 Arvin models are said to reflect the best thoughts of practical dealer service men. By simply removing the front and back panels, inspection, removal or replacement becomes easy. Integral chassis construction helps to eliminate the troubles caused by plug-in connections, poor grounds, etc. Motor noise filter systems eliminate the need of spark plug suppressors on most cars, while plug-in vibrator simplifies the task of removing or replacing the most vital part of a car radio, the "B" power supply unit. The appearance of all models for 1935 is modern in design and beautifully finished to harmonize with the interiors of the finest cars. The new line consists of three models in a price range so flexible that progressive dealers will be able to satisfy the requirements of every prospect.

Model 17 is a 6-tube set, all in one unit, with a 6-inch full-tone speaker, superheterodyne circuit and automatic volume control. The case is finished in black morocco and control is walnut bakelite. The control can be installed on either side of the steering column or in the instrument panel. Tone control is on the tuning dial. The dial is full-view airplane type. This set is priced at \$44.95.

Priced at \$54.95, Model No. 27 is a powerful 7-tube receiver that will bring in distant stations clearly, distinctly and with beautiful tone. Every part is accessible and easy to inspect or service. The heavy-duty dynamic speaker is tone-matched to the superheterodyne circuit. Wide-range automatic volume control is built in. The case is finished in black morocco, with chromium-plated front. The remote control is walnut bakelite and features a full-view airplane type dial and streamlined housing. All wiring leading from the control is concentrated in

one cable. The dial is easily mounted in the instrument panel, if desired. Tone of speaker is controlled by one of the dual knobs on the tuning dial.

Model No. 37 is a twin-eight receiver, built in two units to accommodate the powerful 8-tube integral chassis and high-fidelity speaker. All parts of the 8-tube integral chassis are accessible for inspection and service. The radio unit is finished in black morocco. Streamlined remote control features full-view airplane type dial, with all wiring concentrated in one cable leading from the control. The control can be installed on either side of steering column, or if desired dial can be mounted in the instrument panel. The high-fidelity speaker is tone-matched with the superheterodyne circuit. This model is priced for the trade to sell at \$64.95.

## ATWATER KENT

Line consists of four models of the conventional 4, 5, 6 and 7-foot sizes. The cabinets are of distinctive design, with white lacquer finish, with extra-thick, triple-sealed insulation. The same compressor will be used in all models, and under tests it has demonstrated a reserve capacity double the maximum requirements for the largest box, and it cycles at 130 degrees F. The power unit is an electric capacitor type motor, built to Atwater Kent laboratory standards for high starting torque and quiet operation.

The interior of the cabinet is a one-piece compartment, with an all-porcelain freezing unit located in the top center, affording food storage space on both sides. On all but the smallest model, the freezing unit has a self-sealing chromium plated door. There is automatic defrosting and a 12-point temperature control, with a special light duty position for vacation times.

A special arrangement of the shelving on the inside of the door for the storage of foods most frequently used is an additional feature of the Atwater Kent refrigerators. This, combined with a unique door design, affords easier access to the main storage compartment.

## GAROD

Featured by Garod this month is Model 115, which, with five wave bands, ranges from 13 to 2,000 meters, giving world-wide reception. It is an eleven-tube chassis, operating on AC or DC, and is available for installation into cabinets. With large airplane dial, auditorium speaker

and tubes, this 19½-inch chassis lists for \$87.50. Suitable console for this model is "S" model, offered by Garod. It is American walnut, with matched diamond walnut panels in a modern design.

## CROSLLEY

Ten models make up the new Crosley refrigerator line announced this month, ranging in price from \$79.50 to \$215.50, and a new campaign is planned on the Icy-Ball, which now carries a list of \$59.95 complete. Both Shelvador and Tri-Shelvador models are similar to previous line, with additions, but a two-model line has been added with a rotary compressor. This is styled "Table Shelvador" and is offered in two- and three-foot sizes, with 42 ice cube capacity.

Shelvador models start at \$112.50 for the four-foot model, and range through \$129.50 for five-foot, \$149.50 for six-foot, \$169.50 for seven-foot, and \$219.50 for seven-foot de luxe. Three Tri-Shelvadors range from \$139.50 to \$189.50.

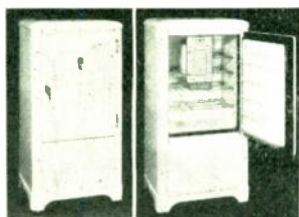
The Icy-Ball provided Crosley with \$600,000 worth of business in 1929, and its sales have continued since its promotion stopped. Figuring that there must be a "natural" market for a product which continued to sell itself, it has been completely re-designed and priced. Former price was \$80 plus stabilizer, and new price is \$59.95, including stabilizer, refrigerator and stove. This unit operates on about two cents' worth of kerosene a day, and it will be featured for summer camps, roadside stands, and farms.

## FAIRBANKS-MORSE

Presenting four new models, 4, 5, 6 and 8 cu. ft., each with "Conservador." Fairbanks-Morse Home Appliances, Inc., announced their 1935 line of electric refrigerators. Food in the Conservador may be separated as to the frequency of use and amount of cold required, a saving of time and electric current consumption.

Within the main food compartment a temperature control is provided, with automatic regulation of each of the eleven positions. The bottom shelf is removable for the storage of large parcels. All shelves are of the latest flat ribbon type, rust-proof electro-galvanized. The cooling unit is centrally located, and one shelf is hinged to permit additional space for taller articles.

The interior finish is porcelain, with rounded corners. The outer finish is white dulux, with chromium and black door handles and hinges.



Atwater Kent



Garod



Fairbanks Morse



Crosley



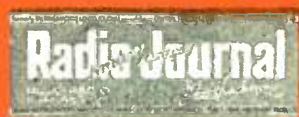
## H. E. Blood

President  
Nerge Corporation

### PROMINENT MEMBERS *of the Seven* ASSOCIATED INDUSTRIES

*A Portrait Series Published  
in the*

**RADIO & ELECTRIC  
APPLIANCE JOURNAL**



JANUARY, 1935







Fiftieth anniversary was celebrated at the annual sales convention of the Tracy-Wells Co., Grunow distributors in Columbus and Cleveland, Ohio. At the time of the convention W. P. Tracy, president, announced the appointment of J. J. Getreu as general sales manager.

## PICTORIALLY SPEAKING



Big three of Frigidaire start convention crews to four corners of the country. Left to right, they are: Frank R. Pierce, sales manager, H. W. Newell, vice-president, Carl A. Copp, general sales manager.



New Arvin auto radios announced by Noblitt-Sparks at the beginning of the 1935 automobile season. Complete description appears on page 18.

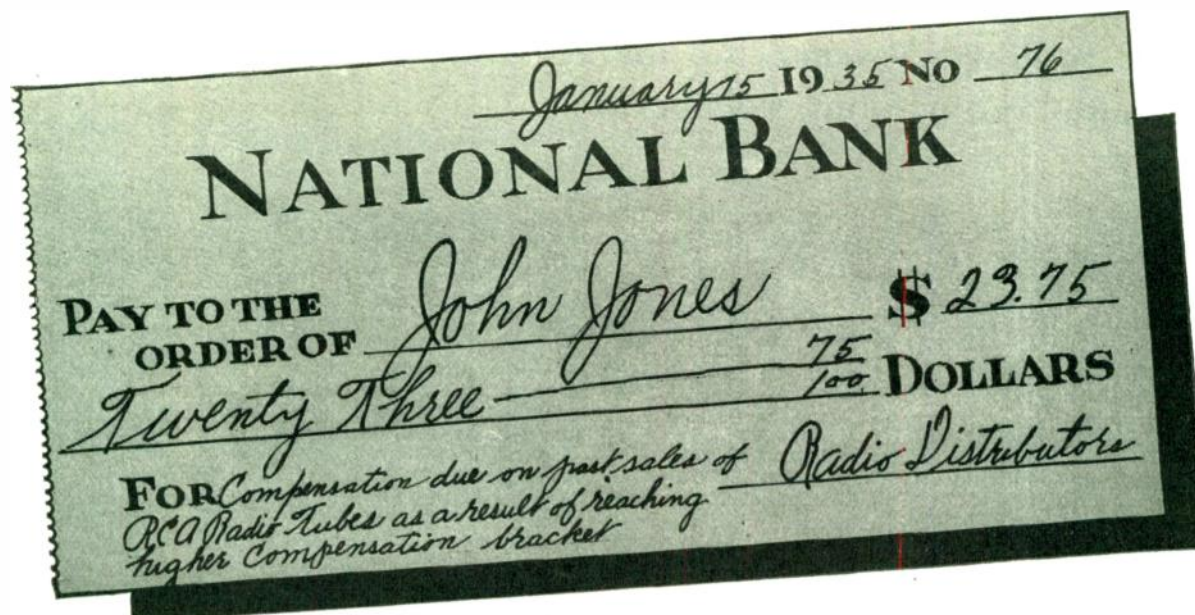
At the Crosley convention (see page 21) were photographed these four groups. Top left: Powell Crosley, Jr., president; Lewis Crosley, vice-president and general manager; John P. Rogers, assistant general manager. Top right: J. W. Beckman, public relations director; Geo. Lasley, Southern district manager; Newton L. Milton, distributor in Meridian, Miss.

Bottom left: James E. Aitken, distributor in Detroit and Toledo, and Lee Bird, field service manager. Bottom right: C. B. Leinbach of Reading, Pa.; Paul B. Eshelman, Lancaster, Pa.; Harry Green of Dallas, Texas; Harry Roper, Texas representative.





# You Can Earn as Much as **48.7%** Equivalent Compensation on RCA Tubes



The RCA Radiotron Division believes its Agents should be well compensated. Furthermore, it believes its Agents should be compensated in proportion to the sales they produce. Thus, the compensation schedule now in effect is composed of compensation brackets, or "steps", corresponding to the yearly sales of RCA Radio Tubes by Agents. The total equivalent compensation runs as high as 48.7 per cent. And the sale price is protected!

With short steps between brackets, any RCA Radio Tube Agent can easily boost his compensation to the next higher classification—or even the next higher after that. And he does not have to wait until his Agency Agreement is renewed to earn the higher rate of compensation. It takes effect as soon as his RCA Tube sales reach the figure corresponding to the higher compensation rate.

And—get this—not only does he qualify for this compensation on all future sales, but he is compensated for prior sales


on the same basis. In other words he receives a check or credit covering additional compensation for past sales... he makes additional money on tubes he has already sold.

Ask your Wholesale Agent how many dollars worth of

RCA Tubes you have sold since the beginning of your Agency Agreement. With the aid of this figure and the table shown you can determine how many additional RCA Tubes you have to sell in order to reach the next higher bracket; also the back compensation and the total additional compensation you receive as a result.

## IMPORTANT

The bracket you have reached by the expiration of your first year's Agency Agreement determines your rate of compensation on all sales during the second year's Agreement, regardless of how many tubes you sell the second year. Think it over. It's well worth your while.

 <b>Compensation Schedule</b>				
Sales Volume	*Compen- sation	Dollars Credit for Past Sales	**Total Add'l Dollars Earned	
Under . . . . . (Aver. sale of less than \$20 mo.)	\$250 35—5	—	—	
On reaching . . . . (Average sale of \$20 month)	\$250 37—5	\$4.75	—	
On reaching . . . . (Average sale of \$37.50 month)	\$450 39—5	\$8.55	\$12.35	
On reaching . . . . (Average sale of \$55 month)	\$650 41—5	\$12.35	\$19.95	
On reaching . . . . (Average sale of \$75 a month)	\$900 43—5	\$17.10	\$31.35	
On reaching . . . . (Average sale of \$105 month)	\$1250 45—5	\$23.75	\$50.35	
On reaching . . . . (Average sale of \$187 month)	\$2250 46—5	\$21.38	\$116.38	

\*No loss from price changes, no obsolescence, no investment, and assured profit are generally agreed to be worth 3 to 3.5 per cent and should be added to these percentages.  
\*\*Includes dollars earned as result of going to higher basis.

# RCA RADIO TUBES

RCA Radiotron Division of the RCA Manufacturing Co., Inc., Camden, N. J.

# Radio

## DITZELL

### joins Stewart Warner to direct sales of both radios and refrigerators

Charles D'Olive, who has been directing refrigerator sales as well as refrigerator engineering for Stewart-Warner Corp., steps up the ladder to assume the duties of assistant to the general sales manager, Vice-President Frank A. Hiter. In this position he will continue his supervision of engineering and product planning, and will also have numerous duties in connection with sales in other divisions of the corporation.

John Ditzell joins Stewart-Warner in charge of radio and refrigerator sales. This is a further step in the company's plan to consolidate the sales organizations on these two products, which have been two separate groups under separate direction. Not long ago, the field force was reorganized to eliminate duplication of ef-

fort and travel, but radio remained under Mr. Hiter, and refrigeration under Mr. D'Olive.

Mr. Ditzell is widely known throughout the refrigeration industry, and brings to Stewart-Warner a broad practical knowledge of distributor and dealer problems and operations. This background includes sales direction out of Kansas City, with the Victor Talking Machine Company, management of the Victrola, record and piano department at Famous-Barr, in St. Louis, head of the contract department of the Brunswick phonograph record organization, several years as head of the Chicago distribution of Automatic Oil Burners and Electrolux refrigerators, and during 1931-32-33 as general sales manager of Majestic radio and refrigerators.

## RCA

### consolidates activities as RCA Mfg. Co., Inc.

Consolidation of the activities of the RCA Radiotron Company with the RCA Victor Company into a single organization to be known as the RCA Manufacturing Company, Inc., January 1st, entails no changes in any of the sales, advertising or management policies of either of the two former companies, nor any change whatever in the products or trademarks heretofore used, according to E. T. Cunningham, president of the new RCA Manufacturing Company.

"The formation of the new company is the final step in the process of centralization which has been going on for more than a year in the interests of greater operating economy and efficiency," Mr. Cunningham said. "As in the past, the RCA Victor Division and the RCA Radiotron Division will operate independently of each other as their different problems warrant. The same, separate sales organizations and advertising programs will be maintained. The RCA Victor, the RCA Radiotron, the RCA Photophone, and other widely known RCA trademarks will continue to be featured in the new company's advertising and labelling. RCA Victor products will continue to be developed and manufactured at Radio Headquarters, in Camden, New Jersey, and RCA radio tubes will continue to be developed and manufactured in the Harrison, N. J., plant."

Mr. Cunningham also made public the complete list of board of directors and officers of the new company, as follows: David Sarnoff, chairman of the board; E. T. Cunningham, president and director; G. K. Throckmorton, executive vice-president and director; W. R. G. Baker, vice-president in charge of the RCA Victor Division and director; J. C. Warner, vice-president in charge of the RCA Ra-

diotron Division and director; General James G. Harbord, M. H. Aylesworth, Edward M. Harden, DeWitt Millhauser, Frederick Straus, James R. Sheffield, Cornelius N. Bliss, E. J. Nally, directors.

Lawrence B. Morris has been appointed vice-president and general counsel of the RCA Manufacturing Company; J. D. Cook, treasurer; P. G. McCollum, comptroller; F. H. Corregan, secretary; J. W. Burnison, vice-president in charge of manufacturing for the RCA Victor Division; J. M. Smith, vice-president in charge of manufacturing for the RCA Radiotron Division; Major J. T. Clement, vice-president in charge of the Washington, D. C., office; F. S. Kane, assistant secretary; David Mackay, assistant secretary; C. B. Meyers, assistant secretary; E. F. Haines, assistant treasurer; F. H. Troup, assistant treasurer and assistant secretary.

## SYLVANIA

### sold over 30,000 manuals at ten cents each

Fourth printing of the Sylvania Technical Manual is brought up to date by addition of tubes 6A6 and 83V, supplements being supplied to owners of earlier editions. "Service men have bought over thirty thousand copies of this manual at ten cents each," says P. S. Ellison Hygrade Sylvania advertising manager, "and they want so many more that this fourth printing is ordered. A tribute to their sincerity and intelligence and encouraging to us to help them improve their technical knowledge."

Tom Carroll has been given charge of Sylvania tube sales in Cincinnati, where he has been Hygrade Lamp representative, with G. R. Wannen transferred to the East, now working in Washington, D. C., and Baltimore. Ben A. Dahlin joins Sylvania and starts out of Washington, D. C., with a demonstration and display truck unit.

## NATIONAL UNION

### aids alert service men sell their work easily

In addition to the free radio service shop equipment program, National Union Radio Corporation of New York plans to help service dealers effectively sell their radio service work to set owners in 1935, according to announcement made by H. A. Hutchins, National Union's vice-president in charge of sales. He said:

"National Union feels more strongly than ever that its efforts to advance the interest of the radio service dealer by supplying him with modern instruments and service manuals is a program which benefits not only the radio servicing industry but renders a genuine service to set owners everywhere. The instruments and the information having been made available, we are going to make every effort to create good-will for service dealers and point the way to public confidence in these men as professionals and experts."

## GRAYBAR

### now distributes Crosley in Philadelphia market

New distributors in Philadelphia and Houston are announced by Crosley this month. In Philadelphia, Graybar Electric Co. distributes Crosley radios and refrigerators, under the local direction of A. L. Halstrom, manager, and George F. Bertke, merchandise manager. Graybar in Philadelphia has eighteen salesmen.

Hyman Reader, who three years ago knew nothing about electric refrigeration but who had a jewelry store in Taft, Cal., becomes Crosley distributor in Houston, Tex. The jewelry store and its very successful refrigeration department are being continued by Reader's father and brother. In Houston, Hyman is assisted by H. B. Kaltenhauser and Charles Green.

## DRAGONETTE


### records exclusively for Brunswick

Jessica Dragonette, radio soprano and singing star of the famous Cities Service program, heard regularly over the NBC-WEAF, coast-to-coast network, has been signed to an exclusive Brunswick record contract.

Miss Dragonette's first numbers for Brunswick will be the songs she will sing for "The Big Broadcast of 1935," Paramount's forthcoming musical feature. She will be accompanied, orchestrally, by Rosario Bourdon and his Orchestra, also a Brunswick record artist, who is heard regularly with her on the Cities Service hour.

Jessica Dragonette never uses notes when she sings, and she has memorized more than 800 songs and 75 operettas.





*Just imagine—there's where it comes from*

**Europe comes in like a local station**

... and what **SALES VALUE** there is in these **QUALITY-AT-LOWEST-PRICE** Radio Receivers that represent the **LAST WORD** in **Round-the-World** reception!

## A model in this group for every purse— American-Foreign and All Wave Radio Receivers

The public is now enthusiastic about radio receivers that will bring in foreign reception. This idea of having world-wide reception is going far to open wide the radio market. For no matter how fine a last year's radio may be—if it does not bring in the foreign stations, the owner is perhaps this moment considering a new radio that will. Certainly he has good

reason for listening when you talk to him about a second set for the home!

The market is there . . . growing every day. Crosley has given you the models to fit every need and every purse. Crosley has given you the program, the goods, and the price. You are losing money if you delay getting in touch with your Crosley distributor.



**Sixty-One A. F.**  
Eight-tube effectiveness, airplane type dial, automatic volume control, 3-gang tuning condenser, distinctive cabinet.  
**\$39.95**



**614EH 3-Band All Wave**  
Two double purpose tubes provide 8-tube effectiveness. Many distinctive features. Outstanding quality of tone and performance. Low in price.  
**\$49.95**

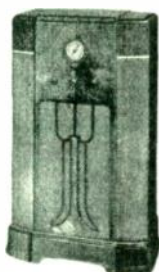


**Seventy-Two A. F.**  
Airplane type dial, automatic volume control, continuous tone control, 10-tube effectiveness.  
**\$59.95**  
**714GA 3-Band All Wave**  
Same cabinet as to left. 3-Band receiver for American-Foreign, police, amateur, aviation reception.  
**\$65.00**



**814FA All Wave**  
Illuminated airplane type dial, dual ratio tuning control, automatic volume control, push-pull output, continuous tone control. Gorgeous cabinet.  
**\$79.50**

**Sixty-Four MD (Lowboy)**  
Uses same chassis as Sixty-One A. F. Covers standard broadcasts from 550 to 1700 Kc. and Foreign broadcasts 5,800 to 15,300 Kc. Many distinctive features.  
**\$54.50**



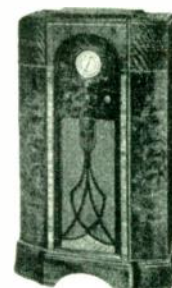
**614PG 3-Band All Wave (Lowboy)**  
Uses same chassis as 614 EH. Covers standard broadcasts from 540 to 1650 Kc., police, amateur, aviation 1650 to 5000 Kc., Foreign 5800 to 15,300 Kc.  
**\$65.00**



**Seventy-Two A. F. (Lowboy)**  
A 7-tube American-Foreign receiver. Uses same chassis as Seventy-Two A. F. Covers standard broadcasts from 540 to 1700 Kc. and Foreign broadcasts 5800 to 15,300 Kc. Exquisite cabinet.  
**\$79.50**  
**714NA 3-Band All Wave (Lowboy)**  
An all wave, seven tube, 3-band receiver in the cabinet shown at right. Uses same chassis as 714 GA.  
**\$85.00**



**814QB All Wave (Lowboy)**  
An all wave receiver, 530 to 24,000 Kc. Houses same chassis as 814FA. A superbly beautiful cabinet. The ultimate in all wave reception. Attractive in price.  
**\$99.50**



All prices subject to change without notice.

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

## THE CROSLEY RADIO CORPORATION

Home of "the Nation's Station"—WLW—500,000 watts—most powerful in the world—70 on your dial.

POWEL CROSLEY, Jr., President

CINCINNATI

WHATEVER HAPPENS . . . YOU'RE THERE WITH A CROSLEY

# CROSLEY RADIO

## FRANTZ

heads washer association  
as peak year looms

C. G. Frantz, president Apex Rotarex Corp., has been elected president of the American Washing Machine Manufacturers Association, succeeding Edward N. Hurley, Jr., who for five years held that post. Mr. Hurley forecast the greatest years in the history of home laundry appliance industry.

"Sales of home ironers will reach several hundred thousands this year," he said, "compared to 110,000 in 1934, in line with the trend for full merchandising of the home washing process. Home laundering appliance sales totalling almost \$300,000,000 await the Association at the opening of 1935.

"Home use of electricity reached a new high, 12,750,000,000 kilowatt hours, in 1934, with the addition of 500,000 new domestic customers simultaneously with our industry's attainment of its greatest production. Nevertheless, at least 4,000,000 washers in use have exceeded their normal renewal period.

"Beginning 1935 with more than 9,000,000 washers in use, women of this country will accomplish savings of more than \$1,000,000,000 in labor this year."

The new vice-presidents: G. M. Umbreit, vice-president, Maytag Co., Mayton, Ia.; L. C. Upton, president, Nineteen Hundred Corp., St. Joseph, Mich., and A. H. Labisky, president, Barton Corp., West Bend, Wis. The new executive committee: the vice-presidents, J. P. Moynihan, secretary, Blackstone Mfg. Co., Jamestown, N. Y., and Mr. Hurley. William H. Voss, president, Voss Bros. Mfg. Co., Davenport, Ia., was re-elected treasurer, a post he has held more than two decades. Walter K. Voss, general sales manager of Voss was re-elected assistant treasurer.

## CHATTEN

rejoins Fada renewing  
12 year association

Louis J. Chatten, who has been on a six months' vacation, has re-joined Fada Radio & Appliance Co. as general sales manager and is about the country renewing friendships with Fada wholesalers. "Chatt" has been with Fada for twelve years, since 1922, when broadcasting started, and while there might be a radio sales manager with a company who has been on the job for 12 years, the only name thought of right now is Chatten. Several hundred companies have waged war for a position in the radio industry since that time, and only a few have accomplished success. Everyone knows that radio has been hit a bit during the depression, but few realize that Fada had a number of million-dollar billings in a month since Fada started.

"Chatt" is an energetic cuss; full of pep and vinegar, and very much concerned with the progress of his jobber. Why this is cannot be explained because Chatt doesn't "have to work," and it is rare to find a man so much interested in the other fellow. No doubt, this friendly attitude over such a long period of association with the radio trade has developed many friends, who believe in what Chatt says and does . . . and if there is a greater asset than this, what is it? Chatt's friends will welcome him back with orchids.

## DECCA

increased store traffic boosts  
dealer major sales

Confident are the officials of Decca Records, Inc., that their sales campaign has already created new customers for records. As they point out, the hundreds of thousands of records which Decca have sold could not have meant as great a falling off in sales for other recording companies. Therefore, much of this business has been additional record business, which means that either regular customers were buying proportionately more records or new customers had been created. So great has been the sale that they are confident much of it must be new customers.

Sales of records to school youths seems proof of this statement. With their famous screen and radio stars, Decca has been attractive to youngsters. The popular price of the records has meant that youngsters with limited spending money could get more for their money in records than previously. Hence more have bought records and the playing of phonographs among school youngsters is more general.

Continually increasing have been the sales of Decca records since they were introduced last October. In New York alone, for instance, sales the first ten days of January were 35 per cent ahead of sales for the same period of December.

This increase in store traffic is particularly valuable to dealers today in helping them increase their general business. Drop-in trade is the most profitable source of new leads and this growing record clientele has led to many sales of radio and musical instruments of interesting units.

## WASHER

parts bought each month by  
one manufacturer

To give the distributor and dealer some idea of why manufacturers want advance information of their possible sales for the year, here's a sample of what one washer manufacturer buys every month:

Motors	20 carloads
V-belts	20 miles
Aluminum (ingot and scrap)	50 carloads
Wringer rolls	12 carloads
Drain hose	12 miles
Exhaust hose	8 miles
Bolts	1,750,000
Paint	12,000 gallons
Casters	3 carloads
Pulleys	1 carload
Pig iron and scrap iron	50 carloads
Cold-rolled steel	12 carloads
Steel tubing	25 miles
Aluminum tubing	2-3rds carload

## HITCHCOCK

joins Philco to direct  
battery campaign

J. W. Hitchcock, formerly with Atwater Kent Mfg. Co., as assistant sales manager, has joined the battery division of Philco. Special campaign is planned for Philco batteries this year, and Jim looks forward to re-greeting many of his old friends.

## OLDEST

truck uncovers 2-mule sales  
methods of 1904

Search for the oldest Self-Lifting Piano Truck, by the Self-Lifting Piano Truck Co., Findlay, Ohio, manufacturers of piano and refrigerator trucks and movers supplies, brought an interesting story from B. F. Garst Music Co., of Guymon, Oklahoma. Mr. Garst had a truck which he figured to be about forty-five years old. His history of selling pianos makes the modern radio or refrigerator dealers effeminate.

Thirty years ago Mr. Garst in a covered wagon drove a span of mules 350 miles to Guyman, Oklahoma. There were no pianos in the Texas Panhandle then, but Mr. Garst brought his piano mover with him to have it handy when he sold some pianos. He had to drive 65 to 150 miles to rail to get the pianos to sell to haul, but he sold enough to wear out two piano wagons before modern transportation made things easy.

## DAILY

experienced sales builder  
resigns from G-E

Walter J. Daily has resigned as sales promotion manager of the refrigerator division of the General Electric Co., Nela Park, Cleveland, Ohio, after a period of many years activity. "Sales promotion" with that company means a great deal more than with many companies, and it included charge of advertising, sales development among the various channels of distribution, the publicity and general overseeing of anything that makes the wheels of trade go around. Mr. Daily is taking a short vacation and will announce his plans shortly.

## HALSON

announces 1935 models  
featuring four-tuber

Halsen new line of radio sets for 1935 is featuring a four-tube model which company officials are confident will set a pace for sales in that class during the year. The entire new line has been designed to make them outstanding in appearance and performance.

Halsen has been particularly successful in producing distinctive private brand radios for a number of the country's leading stores.

## HORNING

promoted in RCA Mfg. Co.  
to assist W. R. G. Baker

Frank Horning, who has enjoyed an unusual experience in the radio industry, has been appointed to assist W. R. G. Baker, vice-president in charge of the RCA Victor division of the RCA Manufacturing Co., Inc. Mr. Horning was previously working with the Philadelphia trade for RCA Victor and this new post will widen his service to RCA Victor dealers in the East.



**CROSLEY****distributors cheer new refrigerator line**

Representing approximately 23,000 dealers who sell Crosley radios and refrigerators, 100 Crosley distributors from the entire United States met in Cincinnati January 4th to view the 1935 Crosley radios and Shelvador electric refrigerators, and to take back with them the merchandising and advertising program for the new year. New refrigerators are completely described on page 14 of this issue.

Based on market surveys that have been made by responsible organizations, as well as first-hand knowledge of the sales prospects in their respective marketing areas, the belief that the sale of electric refrigerators for the year will total two million and possibly two and a quarter million was quite generally expressed by the various distributors present. This would represent an increase ranging from 25 to 40 per cent over the volume sold in 1934, which broke all previous records in the number of electric refrigerators sold.

In his address to the distributors, Powell Crosley, Jr., president, Crosley Radio Corporation, pointed to the fact that there was an improvement in various lines of industry in 1934 ranging from 5 to 40 per cent, a gain of about 16 per cent in retail sales, and an increase in the incomes of farmers variously estimated from one to one and one-half billion dollars. "Further evidences of recovery are the increases in purchases of machine

tools and steel for agricultural machinery," he stated. "These factors should lead to further recovery and help the outlook for 1935.

"Among the reasons for expecting another year which will show a substantial increase in the number of electric refrigerators sold is the fact that for the past 12 years the average unit price of electric refrigerators has steadily declined from \$600 in 1920 to \$170 in 1933, thus opening new markets at each lower price level. In recent years the general public has become electric refrigerator conscious so that today electric refrigeration is desired by all groups. They are ready to buy electric refrigerators as fast as they come within their income brackets. Generally improved business conditions will also help increase the sales of electric refrigerators. We have doubled the productive capacity of our refrigerator division to meet the largest demand for Crosley Shelvadors in our history. Our prices are well below the average unit price of refrigerators, thus greatly enlarging our potential market.

"Recognition of the merits of Crosley products is shown by the fact that included in the 23,000 dealers who sell Crosley radios and refrigerators are many of the nation's highest class stores, such as Marshall Field and Weiboldt's in Chicago, Hecht's Department Store and the Hub Furniture Store in Washington, D. C., the Kresge Department Store in Newark, Ludwig Bauman in New York and Newark, Stern & Company, Whitehills, Lit Bros. and Schuman Bros. Furniture in Philadelphia, and similarly with the outstanding stores in other leading cities in every state in the Union."

**SPARTON****radio financed by C. I. T. gives dealers big aid**

The Sparks-Withington Company of Jackson, Mich., has completed a national agreement with the C. I. T. corporation for the purchase of radio installment paper, and has substantially reduced carrying charges on Sparton electric refrigerators.

C. I. T. announced that it will operate on a basis containing four principal points: First, C. I. T. will advance 90 per cent of the unpaid balance; secondly, the maximum length of time on any contract is 12 months; third, minimum down payment is \$10, or 10 per cent; fourth, dealers must meet with a minimum net quick worth requirement of \$2,500 to be eligible.

**ROSKIN****adds Fairbanks-Morse**

Two new distributors have been added by Fairbanks-Morse to cover New England, New York, and Cincinnati. Roskin Distributors, Inc., with main offices in Boston and branches in Albany, Middletown, N. Y., and Worcester, Mass., have taken on Fairbanks-Morse washers, ironers, and refrigerators.

In Cincinnati, a new company, Appliances, Inc., distributes Fairbanks-Morse washers, refrigerators and radio. W. H. Burckhardt is president of this company, and Guy Flaig is sales manager.

**REPLOGLE STANDARD RADIO GLOBES**

The only globes showing world-wide all wave radio stations and call letters.

Exceptional prices

for RADIO PROMOTIONS

Write for complete literature and prices

**REPLOGLE GLOBES, INC.**

168 N. CLINTON ST.

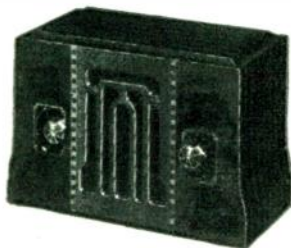
CHICAGO, ILL.

Largest manufacturers of a complete line of AC-DC compacts and AC midgets. We are in a position to serve distributors, dealers, and special accounts both large and small.

Send for literature describing our complete 1935 line. R.C.A. and Hazeltine licensed manufacturer.

**PACIFIC RADIO CORPORATION**

844 W. ADAMS STREET, CHICAGO, ILL., U. S. A.  
Telephone: Monroe 0133 Cable Address: Pacradio Chicago



Model 44

**Dependable Long Life**

**K**EN-RAD Radio Tubes are made to give clear, dependable reception. They are the ultimate in radio tube engineering. They satisfy customers and build good will for dealers. Write for full information.

**Ken-Rad Radio Tubes**  
**DEPENDABLE LONG LIFE**



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



# NATIONAL UNION —tells you how to MERCHANDISE RADIO SERVICE



*in 1935 SELL  
under the Sign  
of Efficiency!*

Service Dealers! Get in on National Union's great service merchandising plan for 1935. Supplementing the free shop equipment offers which will be continued, National Union will help service dealers to increase their business through tried and proven sales, advertising and merchandising plans. Ideas, campaigns, and the material to carry them out will be made available to National Union Service Dealers in 1935. Now, more than ever you need National Union!

**DIRECT MAIL AND CANVASSING:** Printed matter that will sell for you and explanation of how to use it to best advantage . . . yours on this plan.

**EFFICIENT BUSINESS FORMS:** Forms designed to make your business 'click'. Chosen from pieces used by outstanding Service Dealers in all parts of the country . . . yours on this plan.

**DISPLAY MATERIAL:** Special displays to acquaint set owners with your shop as the place to go for efficient radio service . . . yours on this plan.

**SPECIAL SELLING PLANS:** Ideas that have made money for others revealed and fully explained so you can use them. Prizes, too, for your ideas will be announced.

You, Mr. Service Dealer, will be set to make the most of your business in 1935 if you tie up with National Union. Send coupon or write for National Union circular which gives details of the Service Merchandising Plan.

National Union Radio Corp. of N. Y.  
400 Madison Avenue, New York City

Send me the circular which tells about your Merchandising Plan.

Name.....

Street .....

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

RJ 135

## MATINEE

broadcast by RCA boosts  
dealers' sales unit 100%

Stimulating store demonstrations by appointment, RCA Victor Co., Inc., launches a full hour Wednesday afternoon radio program, with many of its finest recording artists. "By using this hour as a sample of what the public can expect from radio," explains E. J. Cunningham, president, "it should be easy to convince prospective customers of the wisdom of investing a substantial sum in the higher priced instruments, so that the fine radio entertainment can be reproduced in the home in all the glory and beauty of the program in the studio."

Sales unit on RCA Victor sets last year doubled that of 1933, due partly to the company's advertising policy of featuring models at \$69.95 or more, stressing models over \$100. This theme is continued in copy this year in *American Magazine*, *Cosmopolitan*, *Red Book*, and the *Saturday Evening Post*. The radio broadcast is 2 to 3 P. M., E. S. T., Wednesdays, over WJZ, WBZ, WBZA, WBAL, WMAL, WSYR, WHAM, KDKA, WGAR, WJR, WCKY, WENR (WLS), KWK, KWC, KSO, KOHL, WREN, WTMJ, WIBA, KSTP, WEBC, WDAY, KFYR.

For Sale: Electric Recording Machine, shaving machine, and several hundred classic records. Very reasonable. Gross weight about 500 pounds. Measurements: Recording Machine 3 x 6, shaving machine 4 x 4, record cabinet 3 x 12. Export measurements. Apply Mrs. Carl Kamrath, 5 Forest Ave., Valley Stream, N. Y.



### Universal 5-Meter Hand Set

A new, 9-ounce, compact hand set—designed for 5-meter transmitters and 5-meter transceivers—Bent Aluminum rubber-covered handle—2000 ohm telephone receiver—High Output, single button Universal Microphone of 200 ohms—6 ft., 4 conductor cord with color-coded phone tips—List Price \$6.00.

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

The VOICE of  
the WORLD is  
*Clearer*  
with a  
**HALSON**  
ALL-WAVE RADIO

Feature Halsons for profits.  
"They're in tune with  
the world."

**HALSON MFG. CORP.**  
120 E. 16th Street N. Y. C.

## CANDOHMS

ARMoured WIRE WOUND RESISTORS  
STANDARD EQUIPMENT IN LEADING SETS

### REPLACEMENT CATALOG

NEW COMPLETE CATALOG NOW READY  
SEND TODAY FOR YOUR COPY

**THE MUTER COMPANY**  
1255 South Michigan Ave., Chicago

## All the Leaders Can't Be Wrong!

The leading phonograph record manufacturers come to  
the leading flock manufacturers for their supplies of  
**COTTON FLOCKS OF SUPERIOR QUALITY**

Write for samples and quotations

**CLAREMONT WASTE MFG. CO., Claremont, N. H.**



## 600,000

### radios of American manufacture sold abroad by our aggressive export specialists in 1934



EXPORT business in radio and refrigerators is up, approximately, double over last year. Spain is the largest market, taking approximately, 145,000 sets with export prices of \$15.00 each, N. Y. South Africa is another good market, taking about 35,000 sets. All told, there were approximately, 600,000 radio sets being shipped this year. Exports of radio can be made to England under proper arrangements, and also to France, under the quota. Norway and Sweden are good buyers of radio. It is impossible to ship radio to Germany, Russia, Australia and Japan. Japan makes radio sets by copying, and delivers them in the Shanghai market for Chinese consumption at approximately, \$15.00 retail. China is an excellent market and is buying a great many sets, estimated to be as high as 90,000 sets this year. Although a small market, in a sense, New Zealand consumes a great deal of radio, and India is beginning to buy sets because of the all-wave features. Of course, South America is a big market especially Brazil and Argentine; but, at the present time, the operation is on block exchange although it is expected around the first of the year this might be changed. Naturally, Central

America and Mexico are good radio markets, but Mexico is a big user of American sets.

On refrigerators, Australia is a good market in spite of the fact that it is no market for radio. At the same time, Norway and Sweden are poor markets for refrigerators on account of the cold temperature.

A number of radio and refrigerator manufacturers have recognized the importance of the export market and their volume of business is very satisfactory, particularly, such well known houses as:

Atwater Kent, Philco, RCA Victor, Grunow, Household Utilities, Crosley, Kelvinator, Frigidaire, General Electric, Stewart Warner, Emerson, Pilot, American Bosch, Zenith, Fairbanks-Morse, International, Sparton and others.

The export market for washing machines is still in its infancy so to speak, and while there is a demand for washers, there is not yet a wide market in the sense that refrigerators and radio were selling.

The market for tubes is mixed. A number of companies being water-tight as far as imports go. In 1934 tubes exports aggregated 7,000,000 tubes.

Fairly good market exists for supplies of various kinds and repair parts together with phonograph accessories, portables, and the better lines of talking machine records.

Not only are American-made radios, refrigerators and washers winning predominance in foreign markets, but American merchandising methods are rapidly being adopted to introduce and sell these products. Almost like a display in an American city is the photograph shown here. This was the Fada exhibit at the recent Radio Exhibition in Kaufleuten Zurich, Switzerland, by Wenger & Cie. The merchandise, the display and even the furniture would be familiar to dealers in the States, showing how rapidly ideas spread with trade. With the varying local influences to understand and interpret, the true ability of the man who represents American radio manufacturers is shown in the manner with which he introduces products.





## FRANCE

### has better radio today because of American inventive genius

**B**EFORE the introduction of American sets into France European radios were most awe-inspiring objects, according to Ralph E. DeCastro in "Foreign Trade". French, English, German and Spanish could be seen on bended knees, turning knobs, rheostats, potentiometers and what have you, trying to draw forth music from a radio as large as a small piano. Wires dangled here and there, batteries were constantly running down—and even when the darned thing worked the music was but a squeal. The proud owner of the apparatus worked feverishly for a half hour or so, quarreling meanwhile with his wife and children—finally to be rewarded by a thin stream of music which dripped out like molasses from a demijohn.

It was about this time—around 1927—that the first American radio appeared in France. If my memory serves me, it was Atwater Kent who led the parade, to be followed a year or so later by Apex, American Bosch, Majestic, Philco, Crosley, Fada and various other American manufacturers.

The American radio made a hit right from the start. It was small, it was musical—and it worked. Gone were batteries, loops (or "cables" as they were called in France) and the system which needed the working of six or seven buttons to get one station. The new American sets were but a little over a foot high, weighed some twenty-five pounds, and had but a single control to turn the dial and tune in the stations. The electro-dynamic speaker, an American invention, made a vast improvement in the musical qualities of the set.

Quite naturally, sales went up and up. Where an average French five-tube set sold for around four thousand francs, the American sets came out at under three thousand. The superiority of the American set was so great that French people were content to buy them in spite of the fact that they had no long waves at all. (The American broadcasting stations work between 200 and 500 meters, while in Europe there are a dozen stations between one and two thousand meters.)

A young Mexican, Ignacio Diaz, grandson of the famous dictator of Mexico, Porfirio Diaz, and engineer of the French agents of Atwater Kent, solved the problem by making a contraction which could be attached to the set and could give some of the long-wave stations. His idea was taken up by various artisans, one of whom industrialized it and began supplying all the American importers. He sold them by tens of thousands for a couple of years and made a nice little fortune out of it.

So everybody went into the radio business. At one time there were no less than seventy-odd importers trundling American sets over the French provinces. Newspapers, magazines and technical reviews were full of advertisements telling the French people what they were missing by not having an American radio.

It was too good to last, and early in 1932 the famous "contingentement" was put into effect, limiting the imports of foreign radio into France. Unfortunately it was a "temporary" measure—for, as they say in France, "nothing lasts as long as the temporary".

The French Ministry of Commerce said: "now, America, you can bring in so many radios a year; the same to you, Germany, and you, Holland, and you, England."

Consternation, meetings of indignation and various protests—but the thing stuck. The unfortunate part of it was that there was absolutely no way by which an importer could know whether he could get his stuff in. He would pass his order, paying cash for it, and then would go down to the douane to get his stuff out when it arrived.

The "douanier" would consult a little paper, raise his eyebrows and say: "sorry, the quota is full-up. Come back three months from next Tuesday and you might get something in."

So for many weary months nobody could know what was what. Then—to his everlasting glory—Russell Hall, representing one of the principal American manufacturers, got the brilliant idea that something could be arranged, whereby the quota could be split up among the various importers, letting them know in advance exactly how many kilograms or tons they could import by trimester. Meetings were held in Paris by the principal importers, and a *modus vivendi* was worked out. Quotas were worked out on a basis which was fair to all. The importance of the manufacturer at home was taken into consideration, as well as

the volume of sales in France, and the average monthly sale for those who had come in late.

An importers' syndicate was formed, and consultations were held with French authorities and the American Embassy, resulting in the naming of the American Chamber of Commerce in France as official distributing agent for the radio quota on October 1, 1932.

It is to the credit of the European manufacturers that they had been busy in the meantime. Taking a leaf out of the American book—and a long look at the American set—they reduced their costs, modernized their production and began putting out a set which could be compared with the American article.

While no one can deny, from the French standpoint, the necessity of the quota system, it undoubtedly works a great hardship on American importers. The quotas are allotted each trimester, and are practically the same in July—a dead month—as in December, a live month. The absolute limit in importation prevents the American set being advertised on a large scale, for if it were, the demand would soon be greater than the possible supply, dealers would be unable to deliver, and their interests would consequently lapse. On the other hand, it must be admitted that the quota system does prevent "dumping" and thus protects the legitimate importer as well as the French manufacturer.

What would be needed would be a quota large enough for the importance of the American industry—which is not the case—and a quota allotted on a yearly basis. This would enable the importer to make his plans over a year, and not from month to month as must be done under present regulations. He could "save up" his quota and utilize it in the good season. Under the present system, if he does not take his quota in the trimester in which it is given, he forfeits it.

In November, 1933, the Chamber of Commerce ceased to be directly and solely responsible for the distribution of radio quotas, which passed into a *Comite Interprofessionnel*, composed of two French manufacturers, two importers of American sets, and a "delegate" of the American Chamber, who presides. This new arrangement gave practically as great satisfaction as the old system. In April, 1934, the tube distribution was turned over to another "comite", composed of two set manufacturers, two tube manufacturers, two importers of American tubes, under a French President. Thus French interests are predominate in the regulating of American tube imports. The same project was brought up lately for the distribution of quotas on radios and parts but action by American interests prevented the change.

There is absolutely no doubt but that American radios changed the face of things here in France. They were cheaper and better. Their tubes were more robust and their speakers more musical. They forced all European manufacturers to modify their conception of radio by a series of worthy improvements in technique. These improvements are tangible, concrete, and easily understood by the layman. American radio is directly responsible for the following improvements in radio:

- 1.—The complete "midget" unit, in which all parts are contained in a compact cabinet.
- 2.—The electro-dynamic speaker.
- 3.—The single control.
- 4.—The tone control.
- 5.—The "anti-fading" principle.
- 6.—The "heater-type" tube. (American type tubes have been adopted by the majority of French manufacturers.)
- 7.—The "double-purpose" tube—giving, for instance, an eight-tube performance to a five-tube radio.
- 8.—The miniature set, working on either alternating or direct current, all voltages.
- 9.—The "all-wave" set, taking from 15 to 2,000 meters without any spare coils.
- 10.—The automobile set.
- 11.—The cheap—but good—radio-phonograph.

Four years ago ten thousand francs. A good one can be obtained today for under five thousand.

Thus American inventive genius has contributed much to European radio. It has taken it from an expensive luxury to a moderately priced necessity. It has forced European manufacturers to improve, to simplify, and to reduce prices. The result has been that European manufacturers, in the end, have benefited by American competition, for, as

radios improved and prices came down, the whole market opened and broadened. European manufacturers are producing better and cheaper merchandise very largely because American manufacturers have shown them the way, and by their competition have induced them to improve.

But one example need be taken as proof of this assertion, and this is the automobile radio. Americans have had sets in their cars for several years. It is only *this year* that the French have become alive to the possibilities, and one French manufacturer has gone into it.

## SCHEEL

### rapidly adding Kingston foreign representatives

Rapid growth of sales throughout the world for Kingston radio products is forecast by H. J. Scheel, export manager of the Kingston Radio Co., Inc., which maintains export offices in Chicago. Mr. Scheel knows foreign radio requirements intimately, having spent more than twenty years in the export business.

For the past five years, Mr. Scheel was engaged by B. J. Grigsby, president and chairman of the board at the time of the Grigsby-Grunow organization, in order to take full charge of the Majestic Export Division, handling foreign sales and promotion in foreign countries on Majestic radios, refrigerators, and tubes.

Having very wide contacts of great importance in most of the more important refrigerator and radio territories abroad, the placing of the Kingston representation, while just begun, is showing very



H. J. Scheel

rapid signs of acceptance. Many of Mr. Scheel's friends, former Majestic distributors, are grasping the recommendation made by him in taking on the Kingston line, which while new is a very substantial one, and worthy of any distributor's examination and consideration.

The Kingston Radio Company, Inc., of Kokomo, Ind., has as its parent company the Kingston Products Corporation, of that city, which enjoys a very enviable reputation and a manufacturing experience gained over more than thirty years. Dun & Bradstreet gladly assign the firm a rating of a million dollars' A-1 credit, which has been enjoyed for many years. The firm is definitely in the radio receiving set business, manufacturing today short and standard wave receivers, and just now completing the European type of standard and long wave, which should be on the market and ready for shipment in January or February of 1935.





# 1935 PHILCO

A REAL RADIO

FROM ANY DIRECTION TO YOU WITH

THE SENSATIONAL **PHILCO**

## Model 16

The greatest of all  
Baby Grands 13 to  
555 meters (540 to  
23,000 Kilocycles)

THE great engineering staff employed by Philco has made it possible for you to receive unexcelled reception from the four corners of the earth. Africa, Australia, Little America, Asia, all by turning the dial of Philco—the most beautiful radio made.

To appreciate its outstanding tone quality, is to hear the new Philco. You will be surprised at the life-like reproduction that only years of experimentation combined with vast resources can produce.

Across the seas, or across the street, it's all the same to a Philco.

Philco presents 57 magnificent new models. Every type and size of radio, AC, DC, AC-DC, battery and 32 volts. Complete chassis types, cabinet designs and price range.

Radio's most dramatic achievement—the 1935 Philco.

Tune in on Philco programs from station EAQ, Madrid, Spain, (9.87) on your Philco dial!

PHILCO RADIO AND TELEVISION CORP., Export Department

AMERICAN STEEL EXPORT COMPANY, 347 MADISON AVE., NEW YORK, N. Y.  
Cable Address: AMSTA, New York



# confidence

## in the exporter essential to the successful selling of radio in foreign countries

In no industry is the integrity of the business man so vital to success as in the conducting of foreign trade, declares Arthur Roche, president of Roche International Electric Corp. So much of this business must be conducted "sight unseen" and over long periods of time that it is essential that importers in foreign countries deal with men whom they can trust to live up to the full intent as well as the mere words of every transaction.

The Roche International Electric Corp. does not agree to the adage of "Let the Buyer Beware." This organization protects its clients in every conceivable way to see that its products arrive in perfect condition and that they function in accordance with specifications, rendering this service with the idea of building for the future, and representing a limited group of American manufacturers whose reputation in the United States deserves your consideration.

The fact that the world-wide depression

does not necessarily mean a reduction in sales volume is proved by the Roche International Electric Corporation, whose sales since 1929 have increased every year. This company has succeeded in introducing the products of its associated manufacturers in every country in the world. Mr. Roche has travelled extensively during the depression, and personally visited the clients of the Roche International Electric Corporation in thirty-six countries during the past four years.

The Roche International Electric Corporation has consistently adhered to the policy of specializing in the radio and electrical field, which comprises radio sets and parts, refrigerators and parts for same, household electrical appliances, sound equipment, etc. Despite tariff obstacles, exchange controls and numerous other hindrances to international trade, it is evident that well-directed efforts can produce results.



Arthur Roche



Left:—A partial scene of the demonstrating room of the Roche International Electric Corporation.



Above:—Testing apparatus in the laboratory before export shipment.

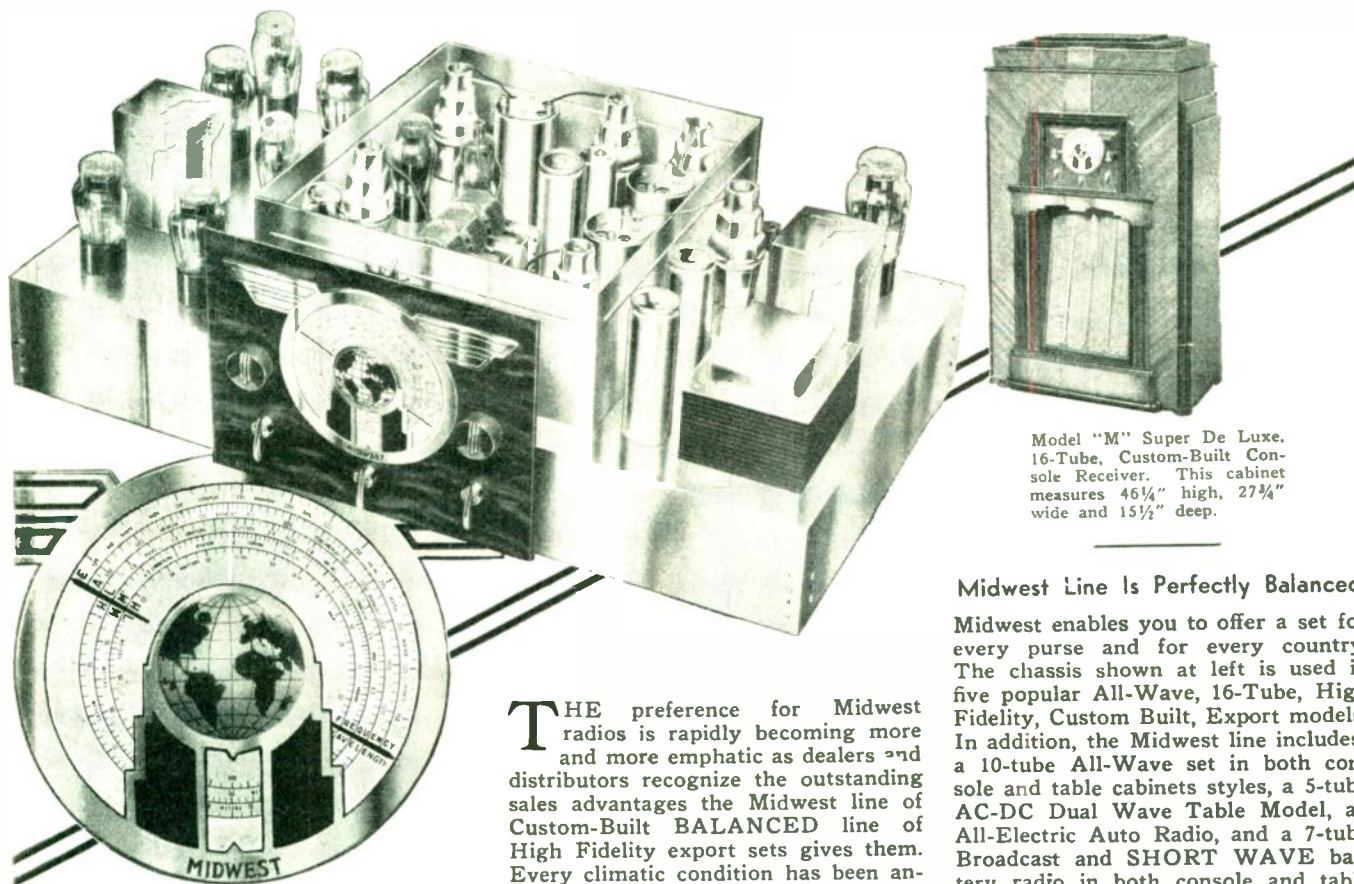
Right: — General view of the administrative offices of the Roche International Electric Corporation.





# MIDWEST..... The World's most UNIVERSAL RADIO!

*Why is Africa a Midwest Radio Country?... Why does Spain Import so many Midwest Radios?... Why do so many Army, Navy and Consular Officials prefer Midwest?*



Model "M" Super De Luxe. 16-Tube, Custom-Built Console Receiver. This cabinet measures 46 1/4" high, 27 3/4" wide and 15 1/2" deep.

## Midwest Line Is Perfectly Balanced

Midwest enables you to offer a set for every purse and for every country. The chassis shown at left is used in five popular All-Wave, 16-Tube, High Fidelity, Custom Built, Export models. In addition, the Midwest line includes: a 10-tube All-Wave set in both console and table cabinets styles, a 5-tube AC-DC Dual Wave Table Model, an All-Electric Auto Radio, and a 7-tube Broadcast and SHORT WAVE battery radio in both console and table models.

*Midwest offers you the most beautiful, the most desirable and most salable line of radios made today. They carry One-Year and Foreign Reception Guarantees. The franchise for your territory may still be available. Write or cable in strictest confidence. The usual commercial references will be exchanged. Send for copy of the new Midwest 1935 four-color, 40-page export catalog.*

## New-Type Midwest Dial

*The Multi-Function dial is exclusive with Midwest and has many important functions:*

1. Dial calibrated in Kilocycles, Megacycles and Meters;
2. Space has been provided for writing call letters of broadcast stations on the illuminated dial;
3. Slow-Fast, Smooth-Action Tuning;
4. Station Group Locator;
5. Simplified Tuning Guide Lights;
6. Automatic Select-O-Band Indicator;
7. Illuminated Pointer Indicator;
8. Silent Shadow Tuning—Improvement on Meter Tuning;
9. Centralized Tuning.

THE preference for Midwest radios is rapidly becoming more and more emphatic as dealers and distributors recognize the outstanding sales advantages the Midwest line of Custom-Built BALANCED line of High Fidelity export sets gives them. Every climatic condition has been anticipated in the design of Midwest's radios . . . and they have been engineered to give the utmost in sensitivity, in selectivity, in long wave band coverage, in greater power and in extreme range. While quoted at low factory prices, Midwest radios are advanced in design, precision built, incorporate more than 50 features (many of which like the Multi-Function Dial are exclusive) and are backed by One-year and Foreign Reception guarantees.

## MIDWEST RADIO CORP.

DEPT. 19-A — CINCINNATI, OHIO, U. S. A.

ESTABLISHED 1920

CABLE ADDRESS "MIRACO" . . . . ALL CODES

sealed to resist tropical heat and moisture. Special attention given to export packing.

STEWART-WARNER CORPORATION  
1845 Diversey Parkway Chicago, Illinois, U.S.A.  
Cable Address—Speedmeter, Chicago

**WRITE OR CABLE NOW  
FOR FULL DETAILS**



**1301**

(Price Subject to Change Without Notice)

Dual-Wave Airplane Dial—5-tube Superheterodyne with two double-purpose tubes. Tuning range—530 to 1600 kilocycles and 5.7 to 18.2 megacycles. 3 1/2" airplane dial. 26 to 1 tuning ratio between knob and dial. Automatic volume control. Variable tone control. Walnut cabinet, 17" high, 13 3/8" wide, 8 1/2" deep.

**STEWART-WARNER ROUND-THE-WORLD RADIO**



## MIDWEST

custom-built chassis wins  
foreign dealer approval

Dealers and distributors, all over the world, who have the Midwest 1935 franchise are enthusing over the Super De Luxe, 16-tube custom-built, Export, high fidelity, all-wave chassis, which is used in the Midwest 16-tube models J-16, L-16, S-16, M-16 and EP-16.

erator, Simplified Tuning Guide Lights, Automatic Selector Band Indicator, Triple Calibration, Compact Centralized Band Switch.

The complete Midwest line includes the following units: Four 16-tube all-wave



## DE PUYDT

features American radio at  
Belgian show

Interesting booth was designed by Lucien De Puydt, of the Belgian American Radio Corporation, and was part of a recent Belgian radio show. This company imports National Union radio tubes and Lederer Ultra Violet Lamps, and manufactures a set in Belgium under the supervision of an American engineer.

Editorial of National Union

# KINGSTON RADIOS

## For 1935

### *Designed for Export Use*

Harry J. Scheel, formerly with Majestic, and newly appointed Export Manager for Kingston, announces this genuinely important quality line of Radios for Export trade. Designed and built by a most substantially sound and versatile firm, accredited with thirty years of successful manufacturing experience, and enjoying one of the highest credit ratings by mercantile agencies.

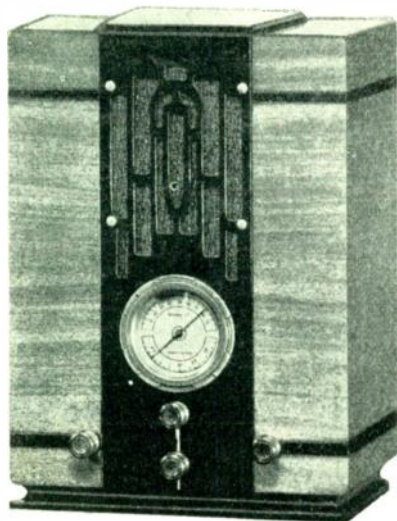
## FEATURES

Models: Table and Console.

Range: Short—Standard—Long—All-wave.

Types: AC—ACDC—Battery.

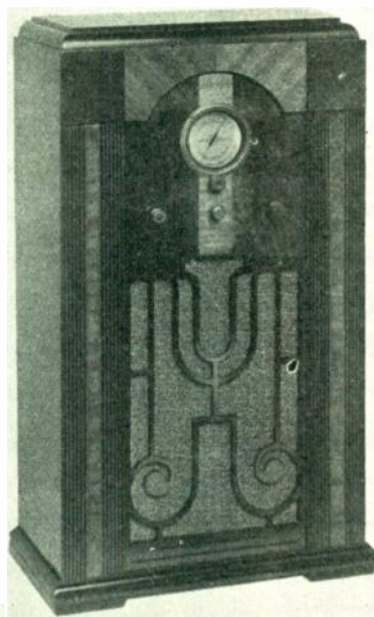
Voltage: Standard or Universal Transformer, 110—120—130—210—230—250, 50-60 cycles.



MODEL 500A TABLE  
CODE: VIKIN

AMERICAN AND FOREIGN BROADCAST RANGE. A five tube AC superheterodyne receiver with a tuning range covering both American and Foreign stations, 18 to 50 meters and 190 to 555 meters. Six tuned circuits. Automatic Volume Control and Selective Tone Adjustment.

The cabinet is of modernistic design using mahogany overlays and is hand rubbed. It is 16 ins. high, 11½ ins. wide, and 8¼ ins. deep.



MODEL 700B CONSOLE  
CODE: CONSO

MODEL 700B CONSOLE. This receiver uses the same chassis as the Model 700A table receiver illustrated below. The encasement is a beautiful console cabinet. Its design is enhanced by an unusual arrangement of overlays. Height 36½ ins., width 21½ ins., depth 11½ ins.

The outstanding features of these two models are as follows: American and Foreign Stations. Nine tube performance. Superheterodyne. Seven Tuned Circuits. Three Gang Condenser. High Frequency Stage. Chassis "floated" in rubber. Automatic Volume Control. Continuous Tone Control. Heavy Duty Speaker. Moderne Cabinets.

Manufactured by

**KINGSTON**

RADIO COMPANY, INC.

Factory, Kokomo, Ind., U. S. A.

Export Department

330 So. Wells St.  
Chicago, Ill., U. S. A.

Cable Address  
KINGRAD—CHICAGO

## FEATURES

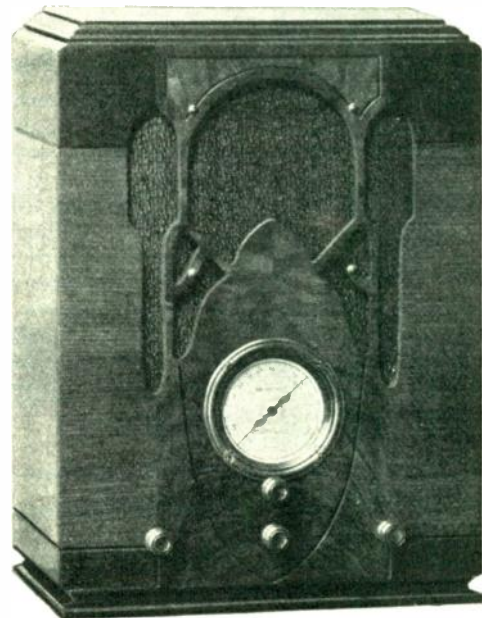
Tubes: Latest multiple filament Hygrade Sylvania.

Dials: Airplane and conventional.

Speakers: Dynamic (Superlative).

Condensers: Double Q Type (Precision).

Construction: Mechanically engineered for quality performance in the export territories.



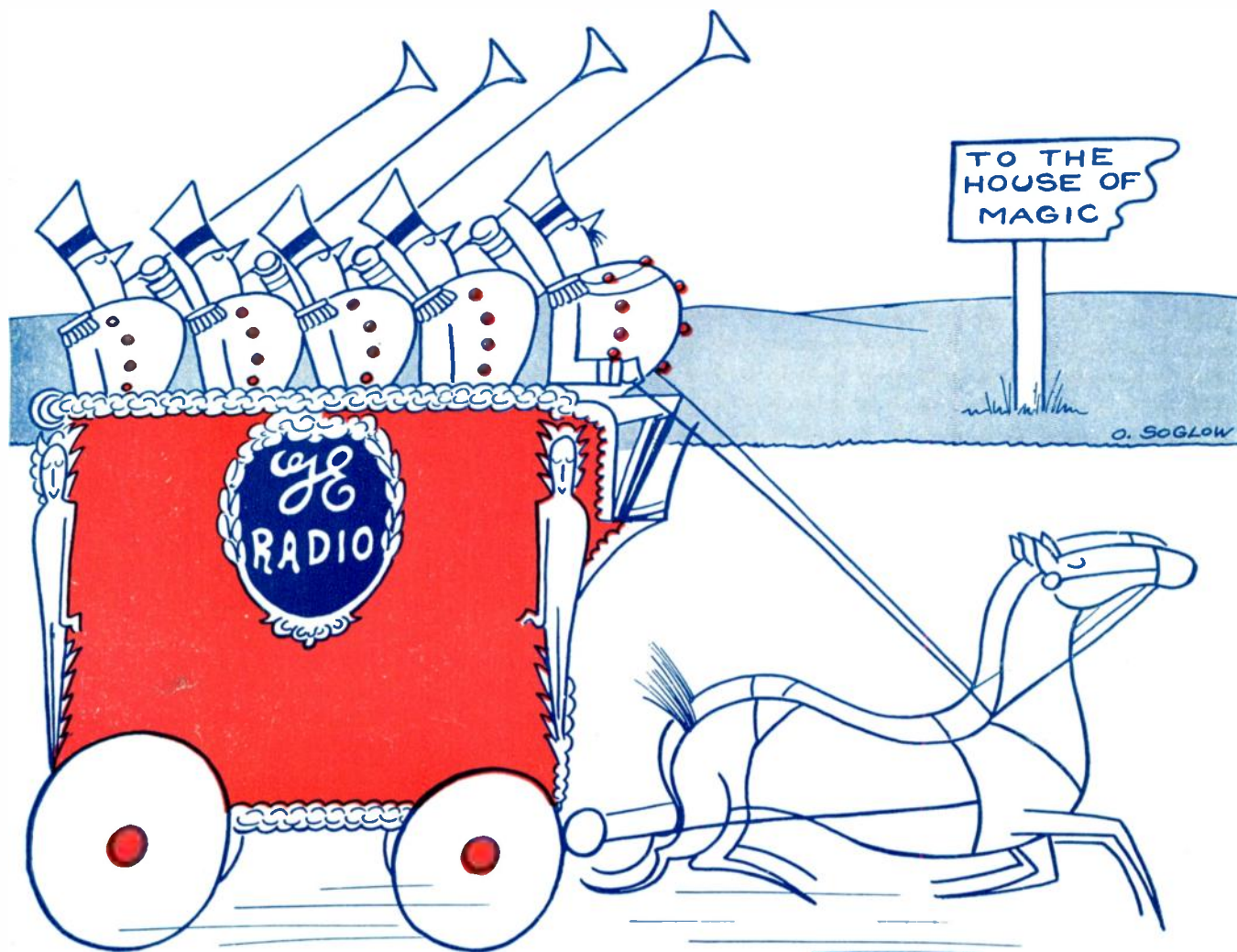
MODEL 700A TABLE  
CODE: MUNDO

AMERICAN AND FOREIGN BROADCAST RANGE. A superb AC superheterodyne receiver employing a high frequency amplifier stage. Seven tuned circuits. The tuning range covers 18 to 50 meters and 190 to 555 meters. Chassis, tuning condenser and dial assembly are "floated" on rubber. Tubes used: 3 No. 6D6, and 1 each 75, 76, 42, and 80.

The illuminated tuning dial is Airplane type, full friction driven with a ratio 13-1 in 180 degree rotation. This arrangement enables distant and Foreign stations to be tuned exceptionally easy. A special heavy duty 8 in. dynamic speaker with moving coil is employed. The table type cabinet is restrained moderne design and has a hand rubbed finish. It is 19½ ins. high, 14 ins. wide, 8¼ ins. deep.



# WHAT! *Not on* THE GENERAL ELECTRIC RADIO BANDWAGON?



Neither is the smart little fellow at the left—but he evidently *wants* to be. Once you know about it, you too will appreciate that this is the greatest dealer opportunity in radio history! Return the coupon NOW!

GENERAL ELECTRIC COMPANY,  
Merchandise Department, Bridgeport, Conn.  
Attention: Sales Promotion Section, R-141.

Please send me the facts about the General Electric  
Radio Bandwagon.

Firm Name.....

Street Address.....

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

Signed by.....

# Look to the Future

## 1934

has been a good year for Tung-Sol's retail partners. They have prospered in promoting the sales of tubes built to excel and not to undersell, to sell readily and serve faithfully, and stay sold

## 1935

promises still greater reward to the radio dealers or service men who build their business on the firm foundation of quality merchandise and honest service.

If in 1934 your tube business did not produce the profit for you, and the satisfaction for your customers you had hoped for, it is the right time to get details of the Tung-Sol Time Tested Consignment Plan and the name of the wholesale agent nearest to you.



MADE BY THE MAKERS  
OF TUNG-SOL AUTOAMP  
BULBS

# TUNG-SOL

## Tone-flow radio Tubes

Form T128

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

Atlanta

Boston

Charlotte

Cleveland

Chicago

Dallas

Detroit

Kansas City

Los Angeles

New York

T3503