

Radio Journal

**& ELECTRIC
APPLIANCE**

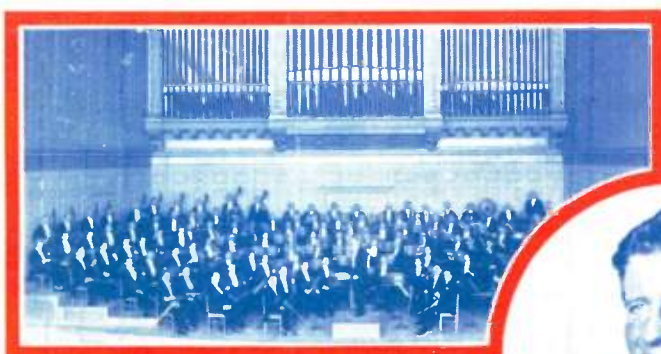
THE HUSKY RIGHT ARM OF THE CHAMPIONS
AMONG DEALERS, JOBBERS AND MANUFACTURERS
IN THE SEVEN ASSOCIATED INDUSTRIES

INCLUDING
Radio Merchant
ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Glad. Henderson
Editor

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

"The one radio program that really *helps the Radio Dealer* sell his Goods"



BOSTON SYMPHONY ORCHESTRA



RUDY VALLÉE



RICHARD
HIMBER



PAUL
WHITEMAN



GOGO
DE LYS



RAY NOBLE



XAVIER CUGAT

Everywhere—dealers are excited about the "Radio City Matinee". Because it features the famous Victor recording stars such as Rudy Vallée, the Boston Symphony Orchestra, Paul Whiteman's Orchestra, Xavier Cugat, Ray Noble, Richard Himber, Gogo De Lys. Because this great show is on for a full hour—from 2.00 to 3.00 P. M. on Wednesdays—over the Basic Blue N.B.C. network as well as the Northwestern, Mountain and West Coast groups—and two short-wave stations W8XX (15,210 k.c.) and W3XAL (17,780 k.c.). Because the afternoon time is ideal for store demonstrations. And because you have the most complete line of radio sets ever offered in radio business . . . beautiful models, outstanding values and the sales making sensation of the "Magic Brain".

Wire or 'phone your RCA Victor distributor today for full details. RCA Victor, a Division of RCA Manufacturing Company, Inc., Camden, N. J., "Radio Headquarters".



RCA VICTOR

"Radio Headquarters"

RCA VICTOR, ONE UNIT OF RADIO CORPORATION OF AMERICA
THE WORLD'S LARGEST RADIO ORGANIZATION.
OTHER UNITS: NATIONAL BROADCASTING COMPANY, INC.
R. C. A. COMMUNICATIONS, INC. . . . RCA RADIOTRON
RADIOMARINE CORPORATION OF AMERICA



* Twelve licensed manufacturers have made 139 brands of radio tubes

Here is a tube with only one standard of quality and one name...TUNG-SOL ...and TUNG-SOL retail partners get full profit on every sale

YOU *Can* BE SURE

that the tubes you carry aren't being sold elsewhere at lower prices, while masquerading under a series of different brand names.



TUNG-SOL

Tone-flow radio Tubes

are marketed under a time-proved Protection Plan by selected Tung-Sol retail partners. Qualified independent dealers are invited to write us for complete details.

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

Atlanta Boston Charlotte Cleveland Chicago Dallas Detroit Kansas City Los Angeles New York

BING CROSBY'S DECCA RECORDS

from his new picture "Here Is My Heart"

are TODAY'S FASTEST SELLING RECORDS!

Here They Are

- | | | | |
|--------------------------------|-------|------------------------------|-------|
| 310 JUNE IN JANUARY | Vocal | 309 WITH EVERY BREATH I TAKE | Vocal |
| LOVE IS JUST AROUND THE CORNER | Vocal | MAYBE I'M WRONG AGAIN | Vocal |

And By **GUY LOMBARDO**

- | | | |
|--------------------------|----------|---------------------------------|
| 307 JUNE IN JANUARY | Fox Trot | Vocal Chorus by Carmen Lombardo |
| WITH EVERY BREATH I TAKE | Fox Trot | Vocal Chorus by Carmen Lombardo |

--ORDER NOW--

from the nearest
conveniently located

Decca Branch

and have them in
your store making
money for you.

DECCA Deals in Deeds—
Not Promises!

Also These Decca Best Sellers

- | | |
|---------------------------|---------------------------------|
| 312 WHERE THERE'S SMOKE | Vocal Chorus by Kenneth Sargent |
| THERE'S FIRE | GLEN GRAY and the CASA |
| BLUE MOON | LOMA ORCHESTRA |
| 345 YOU'RE THE TOP Part I | DECCA ALL STAR REVUE— |
| From "Anything Goes" | Featuring Bob Crosby — Kay |
| | Weber — Johnnie Davis — With |
| | Victor Young & His Orchestra |
| YOU'RE THE TOP Part II | DECCA ALL STAR REVUE— |
| From "Anything Goes" | Featuring 'Pee Wee' Hunt—Tune |
| | Twisters—Bob Howard—and the |
| | Entire Ensemble — With Victor |
| | Young and His Orchestra |
| 343 THROWIN' STONES AT | BOB HOWARD and his OR- |
| THE SUN | CHESTRA |
| YOU FIT INTO THE | With Vocal Chorus |
| PICTURE | |
| 347 IT'S UNBELIEVABLE | BOB HOWARD and his OR- |
| | CHESTRA |
| WHISPER SWEET | With Vocal Chorus |
| 298 TWO IN A DREAM Waltz | Vocal Chorus by Kenneth Sargent |
| THE OBJECT OF MY | GLEN GRAY and the CASA |
| AFFECTION | LOMA ORCHESTRA |
| | Vocal Chorus by 'Pee Wee' Hunt |
| | GLEN GRAY and the CASA |
| | LOMA ORCHESTRA |
| 319 YOU'RE THE TOP | With Vocal Chorus |
| From "Anything Goes" | DORSEY BROTHERS' |
| | ORCHESTRA |
| I GET A KICK OUT OF | With Vocal Chorus by Kay Weber |
| YOU | DORSEY BROTHERS' |
| From "Anything Goes" | ORCHESTRA |

DECCA RECORDS Inc.

DECCA DISTRIBUTING CORPORATION

New York, N. Y.....619 W. 54th St.	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.

ADVANCE INFORMATION

AERICAN-BOSCH presents, on these pages, a new line of Round-the-World Radios that will quicken the pace of returning retail sales volume!

The design of these sets has been completed months ahead of schedule, to help you stimulate your business early in the new year... as only startling new advanced-style merchandise can do.

New, exclusive engineering triumphs distinguish every set in the line. Model 480D, standard bearer of the line, introduces Sensitivity Control and Between-Station Noise Eliminator adjustable to local conditions of reception. Models 470U and 470G introduce Area Tuning, the greatest single advance in simplifying short wave tuning. Models 450L and 450H introduce the dual vision compass dial.

The newly styled cabinets achieve a new high in finish and design. Notable in this connection is Model 470G which presents a new idea in the development of Right-Angle Tuning. Throughout the line a high standard has been achieved in finish, design and performance to create customer eye and ear appeal!

Get going months earlier with the advanced line of American-Bosch Round-the-World Radio! Today—now—write or wire for additional information.

UNITED AMERICAN BOSCH CORPORATION
SPRINGFIELD, MASS. NEW YORK CHICAGO DETROIT

American-Bosch Radio is licensed under patents and applications of R. G. A.



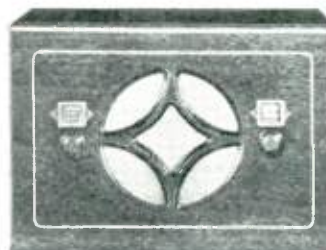
MODEL 480D, standard-bearer of the American-Bosch line, is a 10 tube, 12-tube-performance, all-wave superheterodyne console radio. Range includes all waves from 540 to 22,500 Kilocycles. Sensitivity Control and Between-Station Noise Eliminator adjustable to local conditions of reception. This set is a superb musical instrument. It offers such features as Multi-Wave Selector, 18 watts output, superior type continuous tone control, etc. Magnificent cabinet of rich woods provides new exclusive Right-Angle Tuning. **\$155.00**



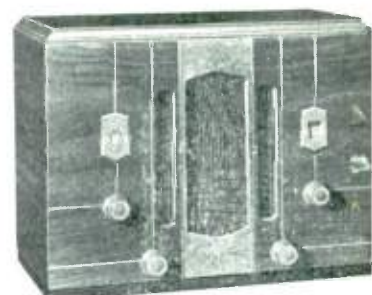
MODEL 430J—5 tube, 8-tube-performance, standard and short wave superheterodyne console radio. Range 540 to 1,750 Kilocycles, extra police calls 2,000 to 2,600 Kilocycles and short wave 5,800 to 18,000 Kilocycles, containing the most important and the most desirable stations. **\$59.95**



MODEL 430T—5 tube, 8-tube-performance, standard and short wave superheterodyne console radio. Range 540 to 1,750 Kilocycles, extra police calls 2,000 to 2,600 Kilocycles and short wave 5,800 to 18,000 Kilocycles. **\$44.95**



MODEL 402—5 tube, 8-tube-performance, superheterodyne, standard and police wave Personal radio for AC-DC operation. Portable. Built-in antenna, no ground needed. Range 540 to 1,750 Kilocycles and extra police calls at 2,000 to 2,600 Kilocycles.



MODEL 420—5 tube, 8-tube-performance, standard and police wave superheterodyne Personal radio for AC operation. Portable. Size: 12 1/2" x 10" x 6 1/2". Range 540 to 3,600 Kilocycles with special feature of police calls at 1,700 and 2,400 Kilocycles. **\$39.95**

Advanced **1935 AMERICAN**

on Spring Styles in Radio



MODEL 470U—7 tube, 9-tube-performance, all-wave superheterodyne console radio. Range includes all waves from 540 to 20,000 Kilocycles. Introduces Area Tuning, the greatest single advance in simplifying short wave tuning; illuminated short wave tuning chart. A high efficiency set of great power, beautiful tone and unusual selectivity. **\$74.50**



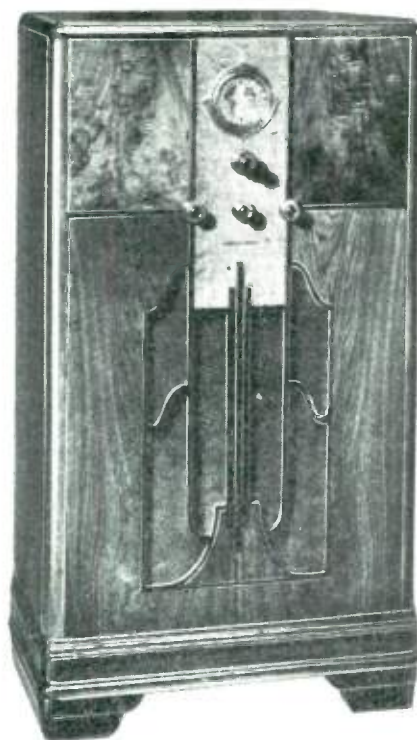
MODEL 450H—6 tube, 9-tube-performance, standard and short wave superheterodyne console radio. Range 540 to 1,750 Kilocycles, extra police calls 2,000 to 2,600 Kilocycles and short wave 5,800 to 18,000 Kilocycles, containing the most important and the most desirable stations. New calibrated and illuminated dual vision compass dial. **\$59.50**



MODEL 376BT—5 tube plus ballast tube improved battery superheterodyne console radio. Range, full standard broadcast band—540 to 1,600 Kilocycles. Operates either on air cell, dry cell or 2-volt storage battery. Cabinet is of figured walnut veneers and American hardwood. Cabinet holds all batteries when dry cell type is used. **Less batteries, \$44.50**



MODEL 470G—7 tube, 9-tube-performance, all-wave superheterodyne console radio. Range includes all waves from 540 to 20,000 Kilocycles. Introduces Area Tuning, the greatest single advance in simplifying short wave tuning; illuminated short wave tuning chart. Distinctive cabinet provides new exclusive Right-Angle tuning. **\$99.50**

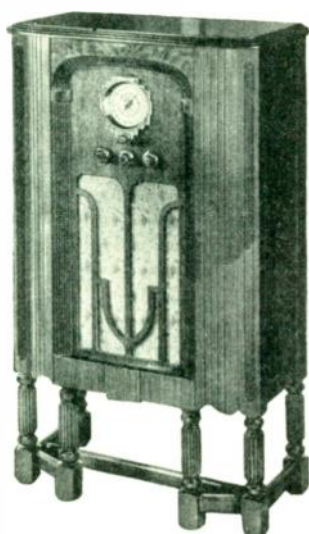


MODEL 450L—6 tube, 9-tube-performance, standard and short wave superheterodyne console radio. Range includes 540 to 1,750 Kilocycles, extra police calls 2,000 to 2,600 Kilocycles and short wave 5,800 to 18,000 Kilocycles, containing the most important and the most desirable stations. New calibrated and illuminated dual vision compass dial. **\$74.90**



MODEL 376N—5 tube plus ballast tube improved battery superheterodyne console radio. Range, full standard broadcast band—540 to 1,600 Kilocycles. Operates either on air cell, dry cell or 2-volt storage battery. Patterned walnut veneer center panel is set off with selected center match, d striped walnut veneers. Cabinet holds all batteries. **Less batteries, \$69.90**

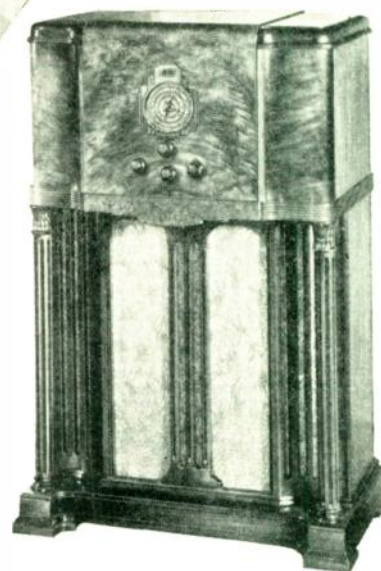
BOSCH Round-the-World RADIO



ZENITH MODEL CONSOLE 945 lists at \$59.95. 5-tube, Triple Filtering, Airplane Dial and Split-second Tuning.

New 1935 Line Features

1. A wider price range—\$59.95 to \$250.00
2. New cabinet designs
3. Improved reception
4. Split-second Tuning added to all models



ZENITH MODEL CONSOLE 990 lists at \$250.00. 12-tube, Triple Filtering, Airplane Dial and Split-second Tuning with Shadowgraph—dimensional tone.

WINS IN "BLIND SPOT" TEST!

In a nation-wide "blind spot" test Zenith Triple Filtering sets out-performed all others—in localities where some competitors couldn't pull in a station!

TRIPLE FILTERING ON ALL MODELS

So successful was Triple Filtering designed to sift out noise that this feature has been adopted on *all New Models*—for clear, brilliant, noiseless foreign reception!

SPLIT-SECOND TUNING AIDS LOGGING

On the Zenith Airplane Dial Split-second Tuning is an *extra hand* . . . like the minute hand on a clock. It permits you to log and *accurately* relocate foreign stations.

DIMENSIONAL TONE

Accomplished by installation of one large dynamic speaker and one dynamic high frequency speaker to insure reproduction of the entire musical scale, retain rich, full character of broadcasts!

STRATOSPHERE

A great new instrument with 25 tubes and three concert speakers—a truly world-wide instrument of great beauty and amazing performance. Ask your distributor for a copy of "A SUPREME ACHIEVEMENT"—illustrated brochure.

ZENITH has taken a chassis already noted for amazing performance . . . added improvements for even better reception . . . put all this in brand new cabinets and created new models to widen your "profit band"!

Everything is ready for your display floor; from the handsome little Model 945 to the splendid Stratosphere with its 25 tubes!

Your profits begin when you write or wire for complete franchise information. Do it today!

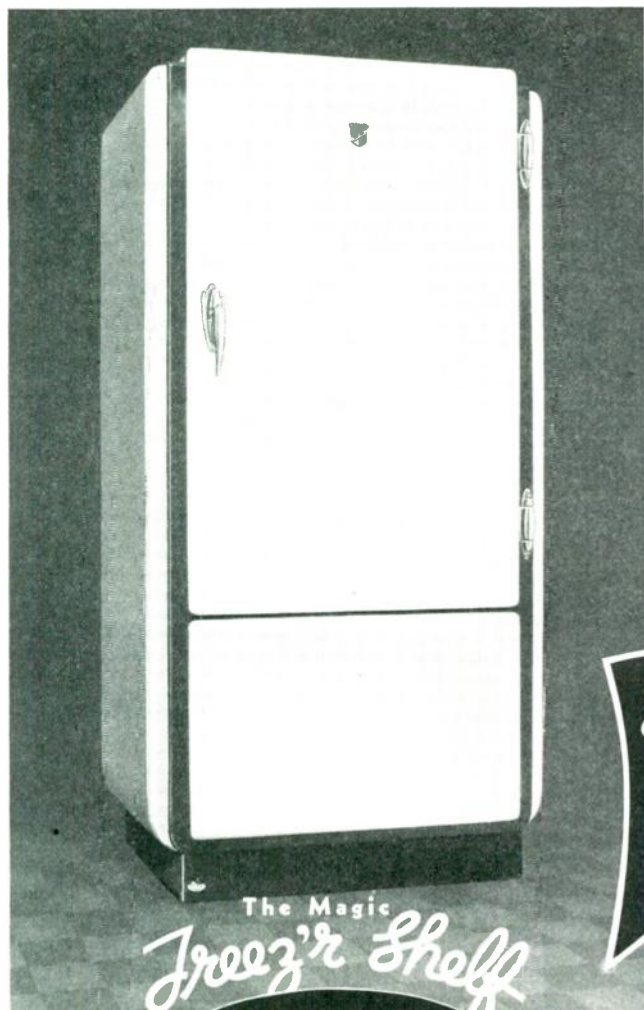


ZENITH RADIO CORPORATION, 3620 Iron Street, Chicago, Ill.
EXPORT DIVISION—CABLE ADDRESS: ZENITHRAD—ALL CODES

"MUSIC AT THE WHEEL"—The new ZENITH AUTO RADIO model 666. 6-tube. Six inch speaker. Lists at \$49.95. Prices slightly higher west of Rockies. Subject to change without notice

★ **GIBSON**
 ★ **GIBSON**
 ★ **GIBSON**

*Style Attracts
 Features Appeal
 Price Sells!!!*



Only the new GIBSON has the Magic FREEZ'R-SHELF. This new type of "evaporator" permits a better interior distribution of space, gives more storage room, more room for ice-cubes, better circulation and faster freezing. This single feature has made the GIBSON the most talked about Refrigerator this year.

★ **STYLE:** Gibson models for 1935 have been styled to attract the eye. Their pleasing proportions, the black and white contrasting modern design, the eye arresting beauty which is built into every model will make prospects stop, look and ask questions.

★ **FEATURES:** The GIBSON "New Mode" models, have an important sales feature on every shelf, from top to bottom. Every convenience which has been tried and found of practical value, is incorporated in the new 1935 GIBSON Refrigerators, and in addition you will also find exclusive features which are a year ahead.

★ **PRICES:** No other Electric Refrigerator offers greater values for 1935. GIBSON prices are within the price range where careful investigation has shown that the largest number of sales are made. GIBSON prices assist the dealer to sell, because dollar for dollar they offer more for the customer's money.

Here it is!

The Refrigerator that caused a sensation at the recent Home Furnishing Show in Chicago. If you did not attend this show and had no opportunity to see the new GIBSON models, write to the factory or the nearest branch office for full information as to the attractive profit possibilities of the new GIBSON LINE for 1935.



The GIBSON B-4 Model is a full-sized, full-fledged electric refrigerator priced to sell within the price range of "Chest" refrigerators. It is an amply powered, 4 cu. ft. refrigerator that will give years of efficient low cost refrigeration.

There is a GIBSON model priced within the reach of all types of homes, from the "low income" to the "class market" and there are no slow moving models in the GIBSON Line.

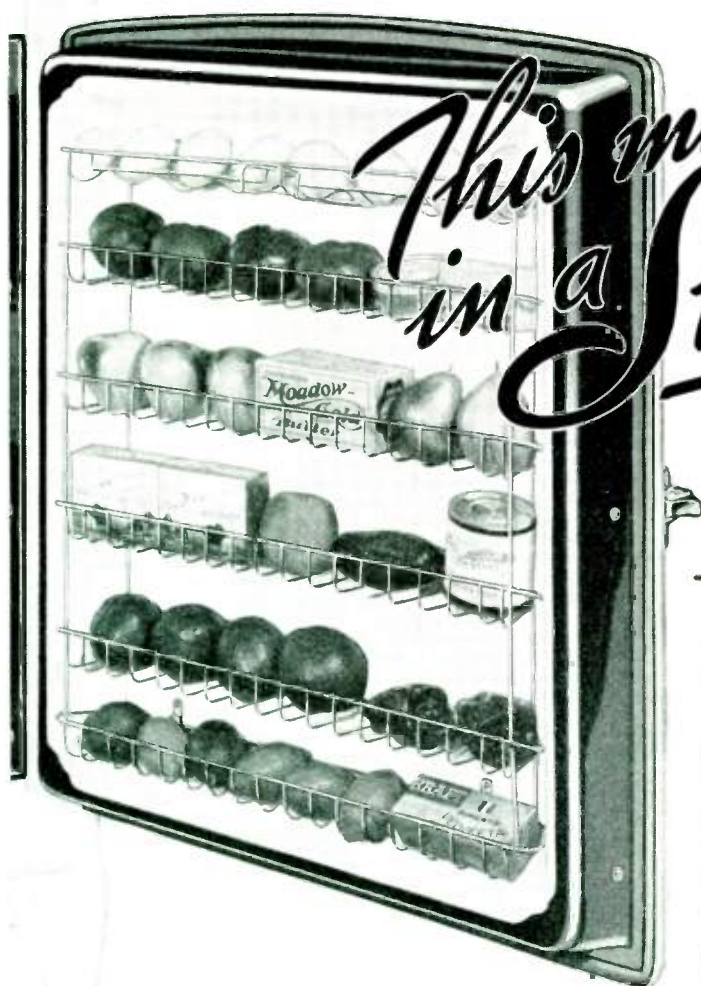
GIBSON ELECTRIC REFRIGERATOR CORP.

Eastern Division Office
 33 West 42nd Street
 New York, New York

Home Office & Factory
 Greenville, Michigan

General Sales Office
 201 North Wells Building
 Chicago, Illinois

6 WORDS THAT MEAN



*This much more
in a Shelvador*

EXCLUSIVELY IN
CROSLEY
ELECTRIC REFRIGERATORS

NINE brand new models—enhanced in beauty, improved in performance where possible. And a new selling slogan—"This much more in a Shelvador!" A slogan that is at once a claim and a demonstration of a definite, tangible advantage that distinguishes the Crosley Shelvador from every other electric refrigerator.

"This much more in a Shelvador"—and twice as easy to find! For the housewife, 50% more "usable" space and half the hunting. For the Crosley dealer, sales, sales, SALES!

During 1931 the Crosley Shelvador was the fastest growing electric refrigerator, in point of sales, in the entire field. And 1935 will be as much greater than 1934 as 1934 was ahead of 1935. Why? Because the Crosley Shelvador is the *one* outstanding feature electric refrigerator on the market. It is way ahead in roominess and convenience, ahead in beauty, ahead in quality, ahead in value. Its advantages are so obvious, so easy to see, that no housewife can fail to realize that if she doesn't get a Crosley Shelvador she doesn't get ALL that electric refrigeration can give her.

Think of the all-purpose utility of the 1935 Crosley Shelvador line: Two table model Shelvadors ranging from 2 to 3 cu. ft. capacity; 4 Shelvador models from 4 to 7 cu. ft.; 3 Tri-Shelvador models from 4.3 to 7 cu. ft. Prices that start as low as \$79.50, delivered. No wonder—you cannot afford NOT to handle Crosley during 1935. Get in touch with your Crosley distributor.

THE CROSLEY RADIO

(Pioneer Manufacturer of Radio Receiving Sets)

POWERFUL 1935 ADVERTISING CAMPAIGN

Every housewife who reads or hears will know about Shelvador during 1935; for Crosley is inaugurating the biggest, most far-reaching, most commanding advertising campaign in Shelvador history. In many national publications, over the mighty WLW—"the Nation's Station"—the story will be told dramatically, vividly, effectively.

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

BUSINESS

...AND 9 BRAND NEW MODELS

*For every purse
For every family
For every condition*

2 TABLE SHELVADOR MODELS



Table Shelvador FR-20
2 cu. ft. NET capacity.
2 ice trays—42 cubes. Semi-hermetic rotary compressor. Dimensions: 36" high, 23 1/2" wide, 25 1/2" deep.

\$79.50

Table Shelvador FR-30
3.1 cu. ft. NET capacity. 2 ice trays—42 cubes. Rotary compressor. Same dimensions as FR-20.

\$94.50

NEW ROTARY COMPRESSOR
Used on table models. Only 3 moving parts; virtually trouble-free. Semi-hermetically sealed. Uses Therman liquid—non-poisonous, non-inflammable, non-corrosive, odorless.



\$169.50

Shelvador Model FA-70
7.08 cu. ft. NET capacity. 14.9 sq. ft. shelf area. 4 ice trays—84 cubes—one double-depth tray. Dimensions: 57 1/2" high, 32 1/4" wide, 25 1/4" deep.
PFA-70: Same with porcelain exterior **\$194.50**

4 SHELVADOR MODELS

ALL CROSLEY SHELVADOR AND TRI-SHELVADOR MODELS HAVE THESE FEATURES: Automatic interior illumination, ventilated front, no-stop defrosting control, stamped-brass hardware, chromium plated, stainless steel rim around top, white lacquer, porcelain interior.



Shelvador Model FA-40
4.09 cu. ft. NET capacity. 8.6 sq. ft. shelf area. 2 ice trays—42 cubes. Dimensions: 52 1/2" high, 23 1/2" wide, 25 1/2" deep.

\$112.50

Shelvador Model FA-50
5 cu. ft. NET capacity. 11.3 sq. ft. shelf area. 2 ice trays—42 cubes—one double-depth tray. Dimensions: 56 1/2" high, 25 1/2" wide, 21 1/2" deep.

\$129.50

PFA-50: Same with porcelain exterior **\$152.00**



Shelvador Model FA-60
6 cu. ft. NET capacity. 13.5 sq. ft. shelf area. 3 ice trays—63 cubes—one double-depth tray. Dimensions: 56 1/2" high, 30 1/2" wide, 25 1/2" deep.

\$149.50

PFA-60: Same with porcelain exterior **\$174.50**



3 TRI-SHELVADOR MODELS



Tri-Shelvador Model F-43
4.3 cu. ft. NET capacity. 9.15 sq. ft. shelf area. 2 ice trays—42 cubes—one double-depth tray. Dimensions: 56 9/16" high, 23 3/4" wide, 23 3/4" deep.

\$139.50

PF-43: Same with porcelain exterior **\$159.50**

Tri-Shelvador Model F-55
5.51 cu. ft. NET capacity. 11.6 sq. ft. shelf area. 3 ice trays—63 cubes—one double-depth tray. Dimensions: 57 1/2" high, 29" wide, 24 3/8" deep.

\$164.50

PF-55: Same with porcelain exterior **\$187.00**



Tri-Shelvador Model F-70
7.08 cu. ft. NET capacity. 14.9 sq. ft. shelf area. 4 ice trays—84 cubes—one double-depth tray. Dimensions: 58 1/2" high, 32 1/4" wide, 25 1/4" deep.

\$189.50

PF-70: Same with porcelain exterior **\$219.50**

TRI-SHELVADOR ADDS 3 FEATURES TO THE SHELVADOR

The Tri-Shelvador has all the features of the Shelvador and in addition the following:

- 1—**SHELVATRAY.** Handy shelf that drops to horizontal position. Place articles on shelvatray and carry them (Shelvatray and all to table, range, or cabinet. (Patent pending.)
- 2—**SHELVABASKET.** A non-refrigerated basket on bottom of door for greens, carrots, cabbages, and the like. (Patent pending.)
- 3—**STORABIN.** Non-refrigerated bin in bottom part of cabinet for reserve bottles, potatoes, onions, and other bulk items. (Patent pending.)

In addition—self-closing stainless steel door to freezing chamber.

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

CORPORATION • CINCINNATI

POWEL CROSLEY, Jr., President.



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

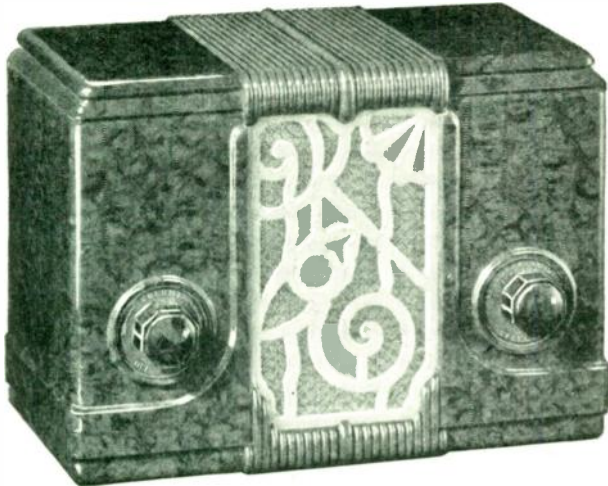
ALL PRICES INCLUDE DELIVERY..INSTALLATION..ONE YEAR FREE SERVICE

THE INTERNATIONAL



KADETTE Radio

THE LINE OF CONTINUOUS YEAR 'ROUND PROFITS



Beautiful molded cabinets of indestructible bakelite, plaskon, and tenite with inset jewel grilles. Colors to harmonize with any room. Size only 5 1/2" x 7 1/2" x 3 1/4". Weight only 3 1/2 lbs. Guaranteed factory parcel post service "One Dollar-One Year" (except tubes and cabinet). Kadette sells readily from any retail outlet because this factory plan eliminates service problem. Dealers: Get full particulars from nearest jobber.

KADETTE
AC-DC COMPACT *Jewel*

The amazing demand that followed the introduction of Kadette Jewel—the world's most compact and beautiful radio—continues unabated. Its amazing performance—coast to coast reception with full room volume and purest tone—has won the acclaim of jobbers and dealers everywhere. And factory shipments testify that the public is still eager to own the truly personal radio—Kadette Jewel.

7 Distinctive Models

MODEL 40—Brown Bakelite with two-toned grille. Complete \$13.50

MODEL 41—Walnut Bakelite with agate grille. Complete \$15.50

MODEL 42—Deluxe Tortoise Plaskon with tortoise grille. Complete \$17.50

MODEL 43—Deluxe Ivory Plaskon with alabaster grille. Complete \$17.50

MODEL 44—Deluxe Chinese Red Plaskon with amethyst grille. Complete \$17.50

MODEL 45—Deluxe Onyx with jade grille. Complete \$17.50

MODEL 46—Deluxe Orchid Plaskon with moonstone grille. Complete \$17.50

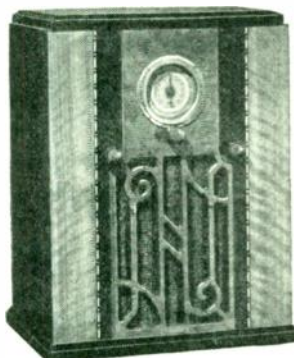
ALL-WAVE AC-DC MODEL 85



contrasting grille of curly maple. Price complete \$34.50 with 5 tubes and antenna

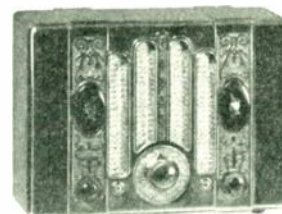
The most outstanding All-Wave value on the market today providing foreign reception that, station for station, compares with other multi-tube sets of far higher prices. . . . 3 band tuning range: 540 to 1600 KC; 1600 to 5000 KC; 5450 to 17,000 KC. All broadcast—foreign, amateur and police bands. Automatic volume control. Auxiliary vernier tuning condenser for short wave. Continuously variable tone control. Fully calibrated glass covered illuminated pointer-type airplane dial. Size: 17" x 12 1/2" x 7 3/4". Modernistic cabinet of matched walnut, with

BATTERY TABLE SET MODEL 70



A powerful 5 tube superheterodyne that out-performs most 6 and 7 tube sets—yet uses fewer batteries and requires lower than usual battery voltage. No "C" battery— and only two "B" batteries (instead of three) and one dry "A" battery all completely housed within the beautiful inlaid cabinet. Size: 17 1/2" x 9 3/4" x 13 1/4". Airplane dial. New type Orthovox speaker. Price complete with tubes (batteries extra) \$29.95

PERFECTED COMBINATION

HOME and AUTO
RADIOMODEL 90 WITH
AUTO-ADAPTER-SOCKETKADETTE ONLY
Duplex \$36.50

Two radios for the price of one. Operates in the home on 110 volt AC current, 60 cycles. Used in car with 6 volt battery by means of auto-adaptor-socket permanently installed by clipping one wire to ammeter. After that, just plug in set as you do in home use. No switches or cables needed. Weight only 6 1/2 pounds. Beautifully designed two-tone mahogany bakelite cabinet. Powerful superheterodyne set tunes 1750 to 550 KC on short antenna! Sensitivity: 10 microvolts. Shielded I. F. transformers, efficient image suppression, ball-bearing vernier condenser, newly designed speaker providing excellent tone. Set only \$26.50. 6 volt adapter, \$10.00. 32 volt adapter, \$10.00. Model 90 with Auto-Adapter-Socket, \$36.50.

ORDER FROM YOUR NEAREST JOBBER OR WRITE DIRECT FOR DETAILS

INTERNATIONAL RADIO CORPORATION - ANN ARBOR, MICHIGAN

As we see the business



THE CONCLUSIONS OF YESTERDAY THE INTERPRETATIONS OF TODAY
 THE PREDICTIONS OF TOMORROW

A LESSON IN SALES ACTIVITY IS learned from the recent decision of the Graybar Electric Co. to wholesale "name" radio, refrigerators and washers in the 77 territories in which this huge organization operates. Instead of marketing "Graybar appliances" dealers will be sold appliances under famous brand names via Graybar Service, proving that the able manufacturers have created prestige for the name of their product for dealer acceptance beyond that of a similar product marketed under the name of a service. Selling "brand" merchandise, plus the factor of Graybar Service have been so successful, that this policy was adopted for 1935.

T HIS PROVES THE DOMINANT IN- visible power of "dealer acceptance" and shows the wisdom of first getting the dealers' good-will for a brand, and is a mighty tribute to the power of good advertising on good products. It also proves our oft-repeated remarks that when the dealers are "sold" nothing else matters, except the maintenance of the same policies



for sustaining success as those used for creating it. The simplicity of straight-line selling is too frequently overlooked by the cloudy atmosphere of huge general public campaigns in the belief that over-spending of money will cut down the time of distribution. And it proves beyond doubt that the power of a dealer organization has no substitute for a factory or distributor success.

D DEALERS gain a valuable lesson, too, in the new Graybar plans, and that is, to stop selling trade-unknown or fringe radio, refrigerators or washers. "Sparkling" merchandise can be made by a small or large manufacturer and the size of the factory cuts no ice—some of our "best flops" being made by big companies. Sales resistance is a profit killer for dealers, and there is no bargain handling a line with an extra 5% or 10% if the cost of selling is increased more in proportion. Dealers should not sell discounts; nor should they



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

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buy on price, or for the purpose of decorating their store with junk merchandise. The re-sale power of goods is more to be considered both for turn-over and sales volume.

HOME RELIEF IS TREMENDOUS competition for dealers. Men on from \$12 to \$20 weekly dole won't take jobs as salesmen or canvassers, the attitude being "why should I work when I can loaf and get paid for it?" Elderly men, with small incomes, are best potential canvassing group for Spring selling.

ALSO 15% FOR SELLING RADIO looks like "top money" for dealers, this amount to include advertising, commissions, salaries, spiffs on specials, etc. Thus a man drawing \$25 a week (\$108 a month) plus 2% on sales should do \$2700, monthly, as quota, working both in and out the store, this giving him \$162 for the work, or roughly 6% on sales. Working with him, or them, the dealer spends 8% for retail advertising or \$216. Combined, it means the dealer does \$2700 worth of radio business at a cost of 14% (\$216 for advertising, \$162 for selling). Now, over \$2700 for the month, give the salesman 4%, with the 8% for advertising being held over and added to next month's work, thus aiding salesmen to again beat quotas. This is a practical idea to enthruse men and to permit dealers to make a profit.

SELLING ON REFRIGERATORS WILL take 15%, to which is added advertising, and other appurtenances. A smart dealer will keep his costs, including everything, to 27%. Few can do this, but all should. To exceed 30% is bordering on bankruptcy, for to this must be added the liability of 2-year retail paper, repossessions which are gaining in number due to forced selling (now estimated to be 3½ re-

frigerators per hundred on "regular" sales and 9% repossessions on coin meter sales) and the vicissitudes of service. This talk about needing 36% to 38% to do business on refrigerators may be correct, but it isn't in the wood yet to make money on this percentage with discounts as they are today. To a radio dealer, making a profit, however, figuring the absorption of overhead in the peak 5 refrigerator months, a profit is assured. We have done lots of inquiring to find a straight refrigerator dealer that can make money for a year, but cannot seem to find one.

THE GREATEST BOON TO THE RE-frigerator business came when radio wholesalers and dealers "took it on" in self defense. It filled in a period of the year that flattened curves, and the refrigerator makers who played with the radio trade are the ones that have shown the biggest advance in sales and profits. Most anyone will admit that the so-termed radio trade sold HALF the refrigerators last year (700,000) and they did it at a much lower industry cost than has ever appeared in the refrigerator trade. All-year-round retailing (exclusively) of refrigerators isn't as rosey as most people think. If it were, Frigidaire wouldn't give up its retail stores, nor would the Westinghouse company. Many so-termed distributors of major companies on refrigerators alone found it so tough sledding, even in a rising market, that the factories were obliged to "buy in." So as an industry, we have the odd example of the exclusive company giving way to the part-time operator, who has performed much more successfully from the financial angle—the only angle of measurement according to American standards.

WHILE RADIO DEALERS HAVE gone for washers in a fair manner, there still remain a number of exclusive washer dealers, who because of the absence of peak and valley seasons, are

able to gauge their operations with a fair degree of certainty. Washers being the Patsy of the radio, refrigerator, washer group come in under the "spare time" operations of dealers and jobbers, the demand coming from the public on a depression money-saving angle. Revival of some prosperity, and energetic exploitation by the laundries, will prompt the washer makers to use some sense to cope with the due-competition, or most of them will go out of business, regardless of the number sold under today's price war. Washers need prestige exploitation; a revival of schooled man power, and nourishing prices to factories. Let the hospitals who are losing money "operate at a loss."

IT MAY BORE YOU TO HEAR THAT the Automatic Washer Co. reports a net loss of \$104,000 for 1934, against profit of \$11,000 in 1933, because you may think we are trying to arouse sympathy for washer men. This company is run by an able man, Gallagher, but the price war is an obstacle that seems hard to jump. Whatever number of washers this company made, divided into the loss, means a present to both jobber and dealer of so much per washer, but not one in a thousand can visualize it. Might just as well pin a dollar or two to each washer, make it evident and get the "value" of "our loss is your gain". On this basis, a dealer would feel proud to return the money.

PLAN FOR LESS BUSINESS WITH a policy of selective surrounding territory dealers, working with these dealers and letting the cut price business of the "down-town" stores go by. Analysis of sales made by down-town stores show that much of the cut-price business is delivered into the neighborhood territories so what would be lost of the business would be gained by the other dealers. Positively, this can be done, and is being done by some

jobbers, with good lines of radio, refrigerators and washers . . . and on the punk lines, even the "big buyers" do not want them.

MUCH HAS BEEN ACCOMPLISHED at Camden, N. J., under the Cunningham regime of RCA Victor radio, during the past year, and the materilization of the 1935 objectives are certain. With an inherent flair for skilled merchandising, and the uncanny ability to select able executives, Elmer T. Cunningham is repeating his achievements on Cunningham tubes with RCA Victor radio sets. Steady progress in the creation and development of "hit merchandise" is reflected by tremendous increased demand; constant growing sales and the trade realization of RCA Victor potentialities. Public consciousness of RCA Victor has never waned, the fixation of quality aiding this company to realize the highest radio unit of sale for 1934 except one company with limited production. Impossible to add to the right side of the balance sheet is the renewed RCA Victor spirit with distributors and dealers, whose esteem for E. T. Cunningham is of the highest and whose activities during the past year indicate a practical demonstration of all the invisible measurements of that huge factor "the personal element" in business. Mutual congratulations are in order. Adherence to product, price and policy, plus the fascinating tangible workings of time, are also Cunningham aides to intensify the results of his plans.



E. T. Cunningham

FEW REALIZE THAT \$100,000.00 worth of records were sold by Schirmer, plus a number of automatic combinations, to just one account in 1934—the Carnegie Foundation—an amazing volume.

man power

is the secret of selling refrigerators, and not trick plans, anemic text books "and the rest"

BY J. C. HALL



HERE is no secret to securing refrigerator sales, but in the maze of plans, ideas and suggestions, all trying to accomplish sales with substitutes for man power, the real selling angle is obscured. The real reason why one manufacturer ships 100,000 refrigerators and another ships 10,000 is that

the former has developed sufficient man power to sell the 100,000. It is no trick to "manufacture" 100,000.

With the public refrigerator conscious this year, as it has been for two years, the necessity of building man power is greater today than ever. Skimping on individual so termed national advertising is to be preferred, with the same money put into developing man power. A new refrigerator manufacturer recently spent \$8,000 for one page in a national magazine, with the weakest kind of copy and the weakest follow up by mail, and no follow-up in man power in over 85% of the country, as no distribution exists to do it.

Any make of good refrigerator sells in March, April, May, June and July, in direct ratio to its man power, and NOTHING ELSE. In these months, leads are developed with newspaper work but should only be used where distribution (man power) exists, but no good salesman loafs around waiting for newspaper leads, as but few come, and then only in answer to bait, semi-bait, borax (Bronx renaissance) and teaser copy—not from factory prepared "mats" with the general all 'round factory blurbs on "quality."

Attending a few introductory meetings of the new lines, we are not so much impressed with the potency of much of the pep-up talk. Perhaps these men are not being fooled personally, but the "executives" of the factories have sold them on the plan of "telling the complete

story" to the prospect. The attitude is to talk "quality" and pipe down on gadgets, most of the presentations being listened to and then the salesmen do as they dam please. If a few of the refrigerator "executives" would lay around dealers stores for a short time and overhear how salesmen talk when selling, they would be knocked off their feet. The human angle between salesman and customer overshadows all the carefully prepared factory book-larnin that the theory boys have prepared in amazing completeness (to answer every argument) but of synthetic quality.

Don't the factories yet realize that the whole foundation of retail man power is resting upon one thing—commission? That there are no salesmen being paid a salary to learn factory text books on selling? That the salesmen sell according to their own methods and styles? That many refrigerators are sold on grotesque statements and conversation? The factory text books and pep up meeting are fine examples of theory but refrigerator selling in practice is entirely different.

With about 18,000 dealers selling refrigerators, and a rules of thumb estimate of two salesmen per dealer, plus the dealers, give about 50,000 man power, which sold 1,400,000 refrigerators in 1934. With each manufacturer's policy for "more and better dealers in 1935" and with the

Journal estimate of 1,750,000 refrigerators to be sold in 1935, what will it mean to the men who do the work? 50,000 men selling 1,400,000 refrigerators at \$150 average sale, giving each man 28 boxes or \$4,200 sales, which at 10% commission is \$420 for the year. (Some firms pay 12½% but this doesn't tilt the average much.) These figures can be revised on the basis that 20% of the dealers and salesmen sell 80% of the refrigerators but it still won't give any evidence that the man power wants, desires or uses the tintured selling "ideas" from the factories.

(Continued on Page 32)

50,000 men in 1934 sold 1,400,000 refrigerators at the average price of \$150, or 28 boxes per man (\$4,200 in sales) at 10% commission netted each man \$420 each, much less than they can get on home relief. Top retail salesmen in refrigerators average less than top washer salesmen.





wagon wheels

carrying the factory to the store and the home, and "squaring the compass" of perfect merchandising



ROLLED into one is every device of the advertiser's are in the modern sales caravans which are the newest merchandising aid for manufacturing with national distribution. A modern and skilful development of the old-time "wagon selling," these trucks combine all the force of billboard, street ex-

ploitation, parade attention, scientific demonstration and the tangible value of actually bringing thousands to the sales point in the dealer's store. Even free publicity and inestimable word-of-mouth advertising bows to these sales chariots, for in addition to being new there is a "product impression" that is indelibly impressed on the public mind.

Last year visitors to the World's Fair thronged the RCA Hall to see the magic developments of radio, crowding the exhibits at all hours. Popular interest was so spontaneous and proved so valuable that this year that section of the Fair will be brought to the dealer's own store. Filled with the most interesting products of laboratory and factory, sales caravans are now being welcomed in Southern cities by prominent civic officials, parading up the main streets, demonstrating in the public squares and then drawing thousands to dealer's stores, all with the blessing of the local editors. According to T. F. Joyce, advertising manager of the RCA Manufacturing Co., these cars will begin to work North about April First until the whole country has been covered.

The Camden engineers have combined with automotive experts and a world-famous design artist to make the "Magic Brain" cars outstanding in appearance and construction. Their rounded, modernistic bodies have been finished in ivory and blue enamel with chrome metal trims. Striking "Magic Brain" heads and illuminated advertising panels are cleverly fitted into the decorative scheme. No less than sixteen powerful, high-quality loudspeakers on

both sides of the cars radiate music of marvelously realistic quality from either the phonograph or radio receiving equipment in the cars. Announcements may also be made from a microphone and public address system. Ingeniously concealed in the top of each car is a motion picture screen which rises from the top for the showing of sound motion picture programs. A self-contained power plant supplies the power for all the operating apparatus and for the flood lighting system which illuminates the advertising panels of the cars at night.

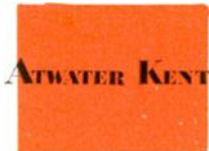
Among the products which the "Magic Brain" cars will exhibit and demonstrate are the "Magic Brain" reception of world-wide radio programs; automobile radio, higher fidelity Victor records and electric phonograph reproduction; a complete new amateur sound-on-film motion picture camera and projection system; sound reenforcement apparatus, RCA Radio tubes, and other novel but practical devices.

Dealers, of course, are enthusiastic for this kind of advertising, for it bridges the gap between the manufacturer's national publicity and the retailers need for store traffic. It brings the customer directly into the store full of interest in the dealer's merchandise. Not only does it make his prospect's "brand conscious" but it creates tremendous attention to the whole industry. Merchandising authorities today are agreed that the competition between industries is greater than that which exists between various companies in the same industry. The "wagon wheel" method of merchandising is invaluable for focusing the public's "buying desires" on the industry as a whole as well as on the products made by the manufacturer using this exploitation. In the instance above, it is a manufacturer parading his product, but distributors and even larger dealer have used the same principles to capture the imagination of their prospects.

JOURNAL REFRIGERATOR

... cyclopedia ...

Presenting the 1935 refrigerators and their specifications for reference use of dealers, distributors and salesmen. An annual compilation by The RADIO & Electric Appliance JOURNAL



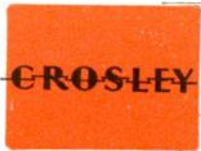
ATWATER KENT
Mfg. Co.
Philadelphia
Pa.

334—4.319 cu. ft. 8.5 shelf. 63 cubes. Ex. lac.
615—5.16 cu. ft. 11.03 shelf. 84 cubes. Ex. lac.
256—6.15 cu. ft. 13.04 shelf. 112 cubes. Ex. lac.
517—7.13 cu. ft. 14.31 shelf. 112 cubes. Ex. lac.



APEX
Rotarex Corp.
Cleveland
Ohio

SSL4—4 cu. ft. 6.7 shelf. 56 cubes. Ex. lac. \$114.50.
SSL5—4.5 cu. ft. 7.8 shelf. 56 cubes. Ex. lac. \$127.50.
SSL6—6 cu. ft. 12.1 shelf. 84 cubes. Ex. lac. \$160.00.
SSL7—7 cu. ft. 12.4 shelf. 112 cubes. Ex. lac. \$185.00.
DTL6—6 cu. ft. 12.4 shelf. 84 cubes. Ex. lac. \$195.00.
DTL7—7 cu. ft. 12.4 shelf. 112 cubes. Ex. lac. \$225.00.
DTL8—8 cu. ft. 14.2 shelf. 140 cubes. Ex. lac. \$250.00.



CROSLEY
Radio Corp.
Cincinnati
Ohio

FR20—2 cu. ft. 5.2 shelf. 42 cubes. Ex. lac. \$79.50.
FR30—3.1 cu. ft. 7 shelf. 42 cubes. Ex. lac. \$94.50.
FA40—4.09 cu. ft. 8.6 shelf. 42 cubes. Ex. lac. \$112.50.
FA50—5 cu. ft. 11.3 shelf. 42 cubes. Ex. lac. \$129.50.
FA60—6 cu. ft. 13.5 shelf. 63 cubes. Ex. lac. \$149.50.

FA70—7.08 cu. ft. 14.9 shelf. 84 cubes. Ex. lac. \$169.50.
F43—4.3 cu. ft. 9.15 shelf. 42 cubes. Ex. lac. \$139.50.
F55—5.51 cu. ft. 11.6 shelf. 63 cubes. Ex. lac. \$164.50.
F70—7.08 cu. ft. 14.9 shelf. 84 cubes. Ex. lac. \$189.50.
PFA50—5 cu. ft. 11.3 shelf. 42 cubes. Ex. pore. \$152.00.
PFA60—6 cu. ft. 13.5 shelf. 63 cubes. Ex. pore. \$174.50.
PFA70—7.08 cu. ft. 14.9 shelf. 84 cubes. Ex. pore. \$194.50.
PF43—4.3 cu. ft. 9.15 shelf. 63 cubes. Ex. pore. \$159.50.
PF55—5.51 cu. ft. 11.6 shelf. 63 cubes. Ex. pore. \$187.00.
PF70—7.08 cu. ft. 14.9 shelf. 84 cubes. Ex. pore. \$219.50.



DAYTON
Refrigerator Co.
Buffalo
N. Y.

434—5 cu. ft. 6.5 shelf. Ex. lac.
5C2—5.02 cu. ft. 10.53 shelf. 56 cubes. Ex. lac.
6C3—6.03 cu. ft. 12.83 shelf. 84 cubes. Ex. lac.
7C4—7.04 cu. ft. 15.08 shelf. 112 cubes. Ex. lac.
8C4—8.04 cu. ft. 15.88 shelf. 112 cubes. Ex. lac.



DOMESTIC
Industries, Inc.
Mansfield
Ohio

600—6 cu. ft. 9.9 shelf. 84 cubes. Ex. lac.



FAIRBANKS-MORSE
Home Appliances, Inc.
Chicago
Ill.

B4—4.14 cu. ft. 9.25 shelf. Ex. lac.
B5—6.01 cu. ft. 10.55 shelf. Ex. lac.
B6—6.01 cu. ft. 12.55 shelf. Ex. lac.
B8—8.01 cu. ft. 17.76 shelf. Ex. lac.



FRIGIDAIRE
Corporation
Dayton
Ohio

STANDARD—Lacquer exteriors.
435—4.1 cu. ft. 8.4 shelf. 41 cubes. \$119.50.
535—5.2 cu. ft. 10.1 shelf. 62 cubes. \$132.50.
635—6.1 cu. ft. 13.1 shelf. 62 cubes. \$156.00.
MASTER—Lacquer exteriors.
435—4.1 cu. ft. 8.4 shelf. 60 cubes. \$137.50.
535—5.2 cu. ft. 10 shelf. 72 cubes. \$166.50.
635—6.1 cu. ft. 12 shelf. 72 cubes.
835—8.1 cu. ft. 16.7 shelf. 120 cubes. \$231.00.
SUPER—Porcelain exteriors.
535—5.2 cu. ft. 10 shelf. 72 cubes. \$188.50.
635—6.1 cu. ft. 13 shelf. 72 cubes.
735—7.1 cu. ft. 15.6 shelf. 120 cubes. \$268.50.
935—9.1 cu. ft. 17.9 shelf. 120 cubes. \$313.00.
1235K12.1 cu. ft. 24.6 shelf. 156 cubes. \$378.50.
DE LUXE—Porcelain exteriors.
1235—10 cu. ft. 19.6 shelf. 156 cubes.
1335—31.1 cu. ft. 26.6 shelf. 156 cubes.

KOLDCHEST—2.1 cu. ft. 4.1 shelf. 36 cubes. Ex. lac.



GENERAL ELECTRIC
Company
Cleveland
Ohio

X4—4 cu. ft. 8.1 shelf. 40 cubes. Ex. lac. \$124.50.
X5—5 cu. ft. 8.9 shelf. 40 cubes. Ex. lac. \$161.
X6—6.3 cu. ft. 11.8 shelf. 84 cubes. Ex. lac. \$199.
X7—7 cu. ft. 12.5 shelf. 84 cubes. Ex. lac. \$231.
T5—5 cu. ft. 8.9 shelf. 40 cubes. Ex. pore. \$189.
T7—7 cu. ft. 12.5 shelf. 84 cubes. Ex. pore. \$269.
T9—9.6 cu. ft. 16.1 shelf. 84 cubes. Ex. pore. \$335.
K1—4.3 cu. ft. 8.6 shelf. 40 cubes. Ex. lac. \$134.50.
K3—5.2 cu. ft. 10.2 shelf. 40 cubes. Ex. lac. \$161.
K7—7 cu. ft. 13 shelf. 84 cubes. Ex. lac. \$229.
KF12—12.1 cu. ft. 22.7 shelf. 128 cubes. Ex. pore. \$470.
KF15—15.1 cu. ft. 31.3 shelf. 128 cubes. Ex. pore. \$520.



GENERAL
Household Utilities Co.
Chicago
Ill.

50S—5 cu. ft. 8.53 shelf. 64 cubes. Ex. lac. \$139.50.
60S—6 cu. ft. 11.28 shelf. 96 cubes. Ex. lac. \$179.50.
51D—5.1 cu. ft. 10.40 shelf. 96 cubes. Ex. lac. \$179.50.
51D—5.1 cu. ft. 10.31 shelf. 84 cubes. Ex. lac. \$199.50.
61D—6.1 cu. ft. 13.66 shelf. 128 cubes. Ex. lac. \$209.50.
65D—6.53 cu. ft. 13.96 shelf. 112 cubes. Ex. lac. \$229.50.
80D—8 cu. ft. 15.67 shelf. 140 cubes. Ex. lac. \$249.50.
65SD—6.53 cu. ft. 13.96 shelf. 112 cubes. Ex. pore. \$249.50.
80SD—8 cu. ft. 15.67 shelf. 140 cubes. Ex. pore. \$269.50.



GIBSON
Greenville
Mich.

B4—4.02 cu. ft. 5.53 shelf. 21 cubes. Enamel interior and exterior.
BT4—4.02 cu. ft. 5.53 shelf. 21 cubes. Enamel interior and exterior.
BF4—4.02 cu. ft. 5.53 shelf. 21 cubes. Ex. lac.
BFT4—4.02 cu. ft. 5.53 shelf. 21 cubes. Ex. lac.
BX4—4 cu. ft. 9.84 shelf. 63 cubes. Ex. lac.
B175—4.75 cu. ft. 11.1 shelf. 63 cubes. Ex. lac.
LX575—5.25 cu. ft. 10.0 shelf. 63 cubes. Ex. lac.
L575—5.25 cu. ft. 10.1 shelf. 126 cubes. Ex. lac.
P575—5.25 cu. ft. 14.1 shelf. 126 cubes. Ex. pore.
L705—6.50 cu. ft. 14.1 shelf. 147 cubes. Ex. lac.
P705—6.5 cu. ft. 14.1 shelf. 147 cubes. Ex. pore.
L835—7.75 cu. ft. 15.5 shelf. 168 cubes. Ex. lac.
PS835—7.75 cu. ft. 15.5 shelf. 168 cubes. Ex. pore.

SHIP REFRIGERATORS

in

ATLAS PLYWOOD CASES

SAVE FREIGHT—LIGHTER
SAVE DAMAGE—STRONG
SAVE COST—LESS MATERIAL
SAVE PACKING EXPENSE—LESS
ASSEMBLING LABOR

SECURE—A HAPPY SATISFIED
CUSTOMER BY SAFE
DELIVERY

Atlas Plywood Corporation
Boston, Mass.



HOT POINT
Div. General Electric
Cleveland
Ohio

A1—4.4 cu. ft. 8.6 shelf. 40 cubes. Ex. lac.
A3—5.2 cu. ft. 10.2 shelf. 40 cubes. Ex. lac.
A7—7 cu. ft. 13 shelf. 84 cubes. Ex. lac.
AP5—5.2 cu. ft. 10.2 shelf. 40 cubes. Ex. porc.*
AP7—7 cu. ft. 13 shelf. 84 cubes. Ex. porc.*
AP12—12.5 cu. ft. 22.7 shelf. 128 cubes. Ex. porc.
AP15—15.1 cu. ft. 29.3 shelf. 128 cubes. Ex. porc.
LK1—2 cu. ft. 3.5 shelf. 20 cubes. Ex. lac.
LK2—2 cu. ft. 3.5 shelf. 20 cubes. Ex. lac.



KELVINATOR
Sales Corp.
Detroit
Mich.

K125—4.25 cu. ft. 8.20 shelf. 42 cubes. Ex. lac.
K185—4.85 cu. ft. 9.89 shelf. 63 cubes. Ex. lac.
K541—5.41 cu. ft. 11.17 shelf. 84 cubes. Ex. lac.
K650—6.5 cu. ft. 13.89 shelf. 84 cubes. Ex. lac.
K760—7.6 cu. ft. 16.76 shelf. 126 cubes. Ex. lac.
P541—5.41 cu. ft. 11.17 shelf. 84 cubes. Ex. porc.
P650—6.5 cu. ft. 13.88 shelf. 84 cubes. Ex. porc.
P760—7.6 cu. ft. 16.76 shelf. 126 cubes. Ex. porc.
D513—5.13 cu. ft. 10.66 shelf. 81 cubes. Ex. porc.
D617—6.17 cu. ft. 12.81 shelf. 108 cubes. Ex. porc.
D736—7.36 cu. ft. 14.13 shelf. 108 cubes. Ex. porc.
D873—8.73 cu. ft. 17.7 shelf. 108 cubes. Ex. porc.
SD658—6.58 cu. ft. 12.94 shelf. 81 cubes. Ex. porc.
SD782—7.82 cu. ft. 16.2 shelf. 108 cubes. Ex. porc.
SD903—9.03 cu. ft. 18.12 shelf. 108 cubes. Ex. porc.
SD1268—12.68 cu. ft. 25.05 shelf. 162 cubes. Ex. porc.
SD1525—15.25 cu. ft. 30.63 shelf. 189 cubes. Ex. porc.
SD2332—23.32 cu. ft. 45.55 shelf. 243 cubes. Ex. porc.



LEONARD
Refrigerator Co.
Detroit
Mich.

LA—4.25 cu. ft. 8.20 shelf. 42 cubes. Ex. lac.
SL435—4.35 cu. ft. 8.34 shelf. 42 cubes. Ex. lac.
SL525—5.25 cu. ft. 10.05 shelf. 63 cubes. Ex. lac.
SL600—6 cu. ft. 12.89 shelf. 83 cubes. Ex. lac.
SL721—7.21 cu. ft. 14.73 shelf. 83 cubes. Ex. lac.
SP525—5.25 cu. ft. 10.05 shelf. 63 cubes. Ex. porc.
SP600—6 cu. ft. 12.89 shelf. 83 cubes. Ex. porc.
L7533—5.33 cu. ft. 10.45 shelf. 63 cubes. Ex. lac.
PD588—5.88 cu. ft. 13.67 shelf. 81 cubes. Ex. porc.
PD701—7.04 cu. ft. 16.14 shelf. 108 cubes. Ex. porc.
PD896—8.96 cu. ft. 19.15 shelf. 108 cubes. Ex. porc.
PD1059—10.59 cu. ft. 21.88 shelf. 108 cubes. Ex. porc.

MAJOR
Appliance Corp.
Chicago
Ill.

8—7.96 cu. ft. 16.54 shelf. 140 cubes. Ex. lac.

NATIONAL
Refrigeration Corp.
Dayton
Ohio

46—4 cu. ft. 6.5 shelf. 56 cubes. Ex. lac.
54—5.02 cu. ft. 10.53 shelf. 84 cubes. Ex. lac.
66—6.03 cu. ft. 12.88 shelf. 84 cubes. Ex. lac.
77—7.04 cu. ft. 15.08 shelf. 112 cubes. Ex. lac.
87—8.04 cu. ft. 15.83 shelf. 112 cubes. Ex. lac.



NORGE
Corporation
Detroit
Mich.

E281—2.31 cu. ft. 5.25 shelf. 36 cubes. Ex. lac.
E425—4.25 cu. ft. 8.49 shelf. 42 cubes. Ex. lac.
L519—5.19 cu. ft. 10.03 shelf. 72 cubes. Ex. lac.
P519—5.19 cu. ft. 10.03 shelf. 72 cubes. Ex. porc.
L621—6.21 cu. ft. 12.63 shelf. 96 cubes. Ex. lac.
P621—6.21 cu. ft. 12.63 shelf. 96 cubes. Ex. porc.
L720—7.20 cu. ft. 14.15 shelf. 96 cubes. Ex. lac.
P720—7.20 cu. ft. 14.15 shelf. 96 cubes. Ex. porc.
L804—8.04 cu. ft. 15.59 shelf. 120 cubes. Ex. lac.
P804—8.04 cu. ft. 15.59 shelf. 120 cubes. Ex. porc.
P953—9.53 cu. ft. 19.51 shelf. 120 cubes. Ex. porc.
P1117—11.17 cu. ft. 23.11 shelf. 192 cubes. Ex. porc.



SPARKS
Withington Company
Jackson
Mich.

465—4.6 cu. ft. 8.7 shelf. 42 cubes. Ex. lac. \$119.50.
D165—4.6 cu. ft. 8.7 shelf. 42 cubes. Ex. lac. \$139.50.
D525—5.2 cu. ft. 9.4 shelf. 42 cubes. Ex. lac. \$158.50.
D615—6.1 cu. ft. 11.8 shelf. 70 cubes. Ex. lac. \$189.50.
745—7.4 cu. ft. 14.2 shelf. 70 cubes. Ex. lac. \$199.50.
D745—7.4 cu. ft. 14.2 shelf. 70 cubes. Ex. lac. \$215.00.
D905—9 cu. ft. 17.1 shelf. 84 cubes. Ex. lac. \$256.00.
PD525—5.2 cu. ft. 9.4 shelf. 42 cubes. Ex. porc. \$185.50.
PD615—6.1 cu. ft. 14.2 shelf. 70 cubes. Ex. porc. \$221.50.
PD745—7.4 cu. ft. 14.2 shelf. 70 cubes. Ex. porc. \$250.00.
PD905—9 cu. ft. 17.1 shelf. 84 cubes. Ex. porc. \$296.00.



STEWART WARNER
Corporation
Chicago
Ill.

455—4.6 cu. ft. 9.3 shelf. 56 cubes. Ex. lac.
505—5 cu. ft. 10 shelf. 84 cubes. Ex. lac.
605—6 cu. ft. 11.3 shelf. 84 cubes. Ex. lac.
485—4.6 cu. ft. 9.3 shelf. 56 cubes. Ex. lac.
555—5.6 cu. ft. 10.5 shelf. 84 cubes. Ex. lac.
705—7.1 cu. ft. 13.4 shelf. 84 cubes. Ex. lac.
574P—5.6 cu. ft. 10.5 shelf. 84 cubes. Ex. porc.
721P—7.1 cu. ft. 13.4 shelf. 84 cubes. Ex. porc.



UNIFLOW
Manufacturing Co.
Erie
Pa.

M15—4.6 cu. ft. 8 shelf. 56 cubes. Ex. lac.
M60—6 cu. ft. 12 shelf. 84 cubes. Ex. lac.
DM5—5.02 cu. ft. 10.53 shelf. 56 cubes. Ex. lac.
DM6—6.03 cu. ft. 12.83 shelf. 84 cubes. Ex. lac.

DM7—7.04 cu. ft. 15 shelf. 112 cubes. Ex. lac.
DM8—8.04 cu. ft. 15.83 shelf. 112 cubes. Ex. lac.



WESTINGHOUSE
Elec. & Mfg. Co.
Mansfield
Ohio

D42—4.4 cu. ft. 8.3 shelf. 44 cubes. Ex. lac. \$129.50.
D54—5.4 cu. ft. 10.1 shelf. 80 cubes. Ex. lac. \$169.50.
D65—6.5 cu. ft. 11.7 shelf. 118 cubes. Ex. lac. \$211.00.
DL44—4.4 cu. ft. 9 shelf. 80 cubes. Ex. lac. \$154.50.
DP44—4.4 cu. ft. 9 shelf. 80 cubes. Ex. porc. \$174.50.
DL54—5.4 cu. ft. 10.1 shelf. 80 cubes. Ex. lac. \$189.50.
DP54—5.4 cu. ft. 10.1 shelf. 80 cubes. Ex. porc. \$224.50.
DL67—6.7 cu. ft. 11.8 shelf. 118 cubes. Ex. lac. \$224.50.
DP67—6.7 cu. ft. 11.8 shelf. 118 cubes. Ex. porc. \$264.50.
DL78—7.8 cu. ft. 13.2 shelf. 118 cubes. Ex. lac. \$254.50.
DP78—7.8 cu. ft. 13.2 shelf. 118 cubes. Ex. porc. \$294.50.
DLX67—6.7 cu. ft. 11 shelf. 116 cubes. Ex. lac. \$260.50.
DPX67—6.7 cu. ft. 11 shelf. 116 cubes. Ex. porc. \$309.50.
DLX78—7.8 cu. ft. 12.3 shelf. 116 cubes. Ex. lac. \$289.50.
DPX78—7.8 cu. ft. 12.3 shelf. 116 cubes. Ex. porc. \$334.50.
DLXF95—9.5 cu. ft. 15.8 shelf. 116 cubes. Ex. lac. \$319.50.
DPXF95—9.5 cu. ft. 15.8 shelf. 116 cubes. Ex. porc. \$369.50.
DC20—2.12 cu. ft. 2.7 shelf. 22 cubes. Ex. lac. 86.50.
AP130—14.5 cu. ft. 24.8 shelf. 192 cubes. Ex. porc. \$464.50.
AP200—20.1 cu. ft. 37.7 shelf. 192 cubes. Ex. porc. \$594.50.



WILLIAMS
Oil-O-Matic Heating
Corp.
Bloomington
Ill.

S8541—4.2 cu. ft. 9.7 shelf. 54 cubes. Ex. lac.
S8551—5.6 cu. ft. 12.1 shelf. 63 cubes. Ex. lac.
S8552—5.6 cu. ft. 12.1 shelf. 63 cubes. Ex. lac.
D3562—6.5 cu. ft. 13.85 shelf. 84 cubes. Ex. lac.
P3562—6.5 cu. ft. 13.85 shelf. 84 cubes. Ex. porc.
P3582—7.9 cu. ft. 16.5 shelf. 84 cubes. Ex. porc.
D3582—7.9 cu. ft. 16.5 shelf. 84 cubes. Ex. lac.

QUALITY

SULPHUR DIOXIDE
METHYL CHLORIDE

Refrigerants with a reputation for highest quality. Each cylinder, large or small, individually analyzed.

Available in eight sizes of cylinders to provide maximum service for all users, from the largest manufacturer to the service man requiring only a few pounds for recharging.

Sixty warehouse stocks, strategically located, provide quick service.

ANSUL CHEMICAL COMPANY
MARINETTE — WISCONSIN

Ansul's 20th Anniversary in
SO₂ Production



E. C. Grimley, RCA international manager, explains the new oscillograph to Pao Feng Woo, technical adviser, Ministry of Communications, China, Gen. Yu Fei Peng, vice-minister of Communications, China. Major J. T. Clements, vice-president in charge of Washington office, and Chang Chie-Hwa, technical advisor.



John F. Ditzell, now in charge of Stewart-Warner sales, as announced in the January JOURNAL.



W. E. Landmesser, G-E speciality appliance commercial division manager and chairman of works management committee at Fort Wayne.

PICTORIALLY SPEAKING



A. G. Lindsay, now directing Crosley's export sales. Story on page 30.



A. O. Anderson, now G-E department store specialist for speciality appliances.



Walter J. Daily, whose entry into the advertising business in Cleveland was reported in The JOURNAL last month.



Bringing the Chicago World's Fair to the dealer's window in this unusual display designed by the Arcturus Radio Tube Co. and presented here by Lyon Radio Service of Syracuse, N. Y. The World's Fair was opened by a beam of light from the star Arcturus, hence this display is actuated by light from Arcturus and shows the World's Fair illuminated. Action and interest make a perfect tie-up for this interesting display.



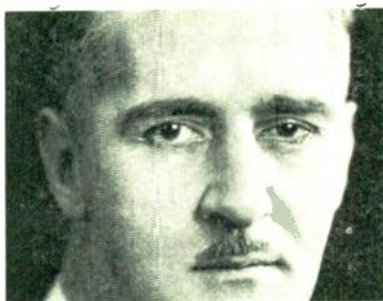
A. L. Scaife, speciality appliance advertising and sales promotion division manager of General Electric Co.



Officials of the May Co., Los Angeles, one of the West Coast's biggest radio merchandisers, visit the General Electric plant in Bridgeport. Left to right: David Platt, A. O. Woolston, manager electric appliance department, Benjamin Platt, Jr., manager radio department, J. L. Busey, G-E appliance sales manager, B. C. Bowe, G-E radio sales manager, A. L. Atkinson, G-E vacuum cleaner sales, R. W. Turnbull, G-E assistant sales manager, and George Aronson, May Co., New York.



Edgar S. Riedel, dynamic sales manager of Raytheon Production Corp.



W. D. Galpin, speciality appliance retail sales manager for G-E.



A. M. Sweeney, sales manager of G-E speciality appliance department.



Alvin Zinkan, whose knowledge of tube sales is discussed on page 29.

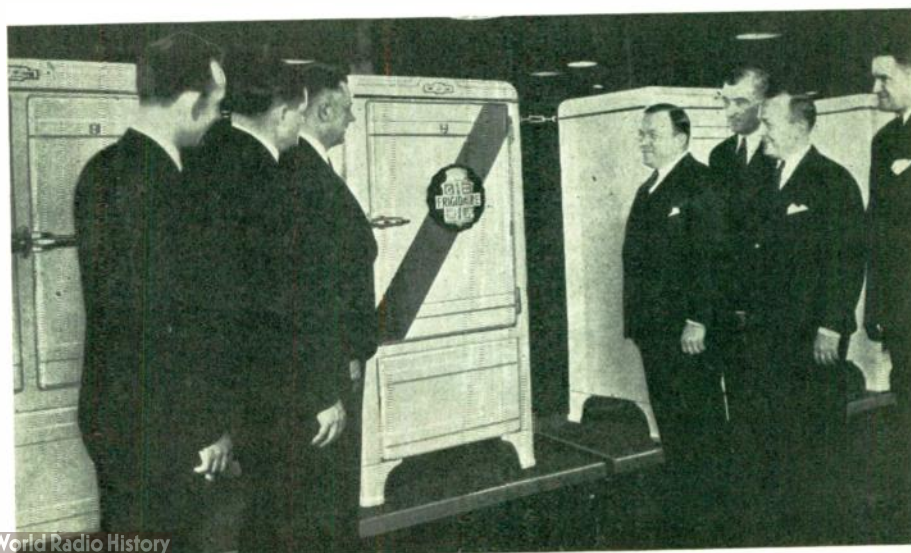


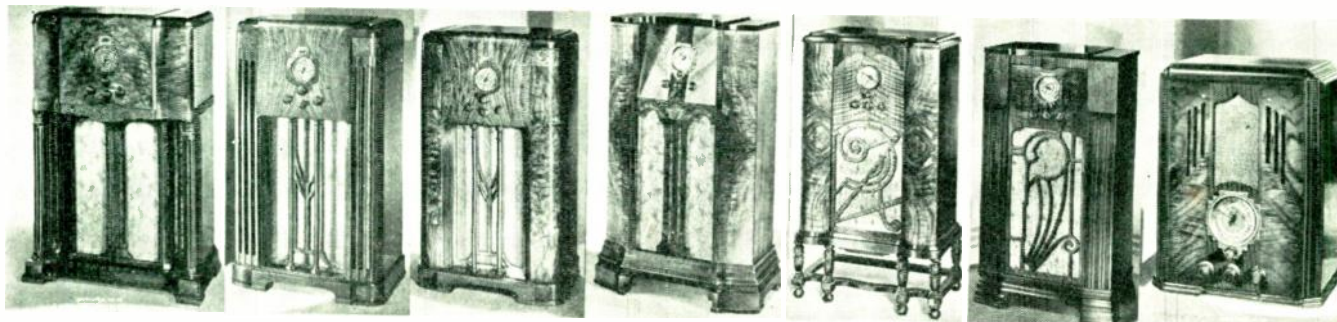
J. DeJin, manager of the G-E campaign division.



R. C. Cameron, G-E assistant sales manager of speciality appliances and manager of department store division.

As the 3,000,000th Frigidaire came down the factory line. Waiting it were: E. B. Newill, chief engineer, W. F. Armstrong, vice-president and assistant general manager, E. R. Godfrey, works manager, E. G. Biechler, president and general manager, Carl A. Copp, general sales manager, Frank R. Pierce, sales manager, and H. W. Newell, vice president in charge of sales.





Seven new Zeniths

ZENITH

one table, 7 console models

Seven of the eight new Zenith models are consoles, three of them with twelve-tube chassis. All have "Split-Second" tuning. Zenith's contribution to simplified short-wave tuning and logging. Five-tube chassis is contained in a six-legged cabinet of distinctive style and a short-legged cabinet with large opening for a 10-inch dynamic speaker. The six-tube chassis is in a table model as well as two consoles, with ample space for an 8-inch speaker. The six-legged console contains a 10-inch speaker and the floor-deep console has a 12-inch speaker and tilted instrument panel. A graceful modern cabinet with the 12-tube chassis contains a 12-inch speaker and large speaker grill. Two speakers, one 12-inch dynamic and the other 6-inch high frequency, are used in the other two 12-tube consoles, one with a bent top in advanced style and the other in the full luxury of bent wood construction.

SPARTON

extra feature refrigerators

The 1935 line of Sparton electric refrigerators, consisting of six greatly improved models, was unveiled to distributors from all over the country at the annual two-day convention of The Sparks-Withington Company in Jackson, Mich. This year's models are known as the "Extra Features" refrigerator. Several new innovations have been added to the Sparton refrigerator, besides a seven-point economy factor which add much to Sparton's achievement of producing such a completely automatic refrigeration unit. It operates, officials point out, 12 months of the year without human aid. Interesting among the new features is a Baskador, a wire rack permanently fastened to the inside of the door. With it, as an integral part, is the new Handshelf which can be pulled down and used for convenient handling of foods. Another interesting feature is the new Vegabin, a roomy compartment at the base of the cabinet for storing vegetables and other bulky materials not usually requiring refrigeration.

The seven-point economy feature of particular interest to buyers include the anti-frost electric clock, exclusive with Sparton; a unit that provides 20 to 30 per cent greater efficiency in electric saving; porcelain baffle which

eliminates dead air spots by providing perfect air circulation that assures complete refrigeration; insulation of odorless asphalt that lends strength to heat resisting and prevents sweating; semi-balloon type gasket around the door, further providing insulation; a 10-speed cold regulator, and finally, exceptionally long life of the refrigerator. An interesting new treatment has been given the clock arrangement, the mechanical defrosting watchman for Sparton. Set at the factory, it does its own work, while providing the kitchen with a reliable time-piece.

AMERICAN-BOSCH

introduces "area tuning"

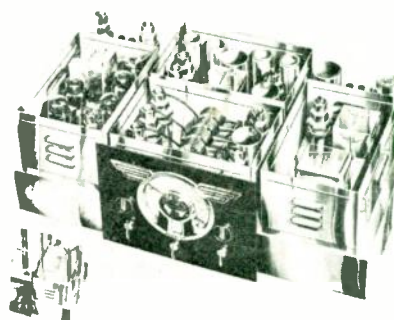
Spring models of American-Bosch radio offers "Area Tuning" to simplify short wave tuning. Each of the areas in which short wave stations are grouped is identified by a letter from A to H and beneath the scale the areas in which each country's programs can be found are cued by letters. This makes it possible for an operator to search out the foreign countries he desires.

One model has a sensitivity control and between-station noise-eliminator, so that the owner can "individualize" his set to his local requirements. Two other models have a dial in the form of an illuminated compass with a globe of the world. Right-angle tuning is continued in two models and introduced in a new form in Model 470G. Area tuning is found on models 470T and 470G; special sensitivity control on 480D; compass dial on 450T, and 450H; right-angle tuning on 480D and 470G; triple range on 430 J and 430T; police calls on Personal 402 and 420.

CROSLEY

ten-tube, five band model

The Crosley Radio Corporation enters the de luxe field with a full-tone, all-wave radio to be sold for \$100 in the lowboy style and \$79.50 for the table model. This new Crosley Centurion has two double purposes tubes giving it 12-tube effectiveness. Both models have five tuning bands which take in all broadcast waves—American, foreign, police, amateur, aviation and weather. All are provided with band spread pointer, illuminated airplane type dial, automatic volume control, dual ratio tuning control, continuous tone control.



Midwest

MIDWEST

eighteen-tubes all-wave

Eighteen-tube all-wave model comes from Midwest, developed by Imperial Radio Crafters, and offered in chassis form, tuning 9 to 2,400 meters (33 megacycles to 125 kilocycles). Additional features claimed for this Imperial model include: Dual Sonic reproducers, High-Low automatic volume control, Dual Micro-Tenuator, combined TRF and superheterodyne action, group shielding and G10-Steel chassis.

The compact centralized band switch that has been used by Midwest for four seasons has finally been so perfectly developed that an efficient and accurate dual stage radio frequency amplifier is permitted on all bands and at all frequencies. This arrangement permits the useful utilization of an efficient four gang condenser. Perfect selection and amplification are both provided before conversion into intermediate frequencies for superheterodyne amplification.

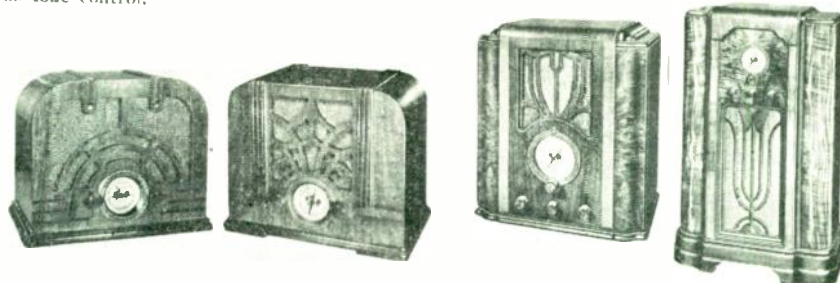
HALSON

two new five tube models

Two new models have been added to Halson's line of popular-priced radio models. Both cover the American broadcast band and police calls to 550 meters, and both are enclosed in handsome table cabinets. One is for AC operation only and the other for both AC and DC.



American Bosch



Halson

Crosley

J. M. Marks

President
Fada Radio & Electric Co.

PROMINENT MEMBERS *of the Seven* ASSOCIATED INDUSTRIES

*A Portrait Series Published
in the*

RADIO & ELECTRIC JOURNAL
APPLIANCE



FEBRUARY, 1935



JOURNAL A-C RADIO

... cyclopedia ...

Presenting the latest AC radios and their specifications for reference use of Dealers, Distributors and Salesmen. Special feature of The RADIO & Electric Appliance JOURNAL

AMERICAN BOSCH

402—AC-DC. Table. 540-1,750 kc and 2,000-2,600 kc. 5 tubes.
420—\$39.95. Table. 540-3,600 kc. 5 tubes.
430T—\$44.95. 5 tubes. 540-1,750 kc, 2,000-2,600 kc, 5,800-18,000 kc. Table.
450H—\$59.50. 6 tube. Table. 540-1,750 kc, 2,000-2,600 kc and 5,800-18,000 kc.
480J—\$59.95. 5 tube. Console. 540-1,750 kc, 2,000-2,600 kc and 5,800-18,000 kc.
470U—\$74.50. 7 tubes. Table. 540-20,000 kc.
450L—\$74.90. 6 tubes. Console. 540-1,750 kc, 2,000-2,600 kc, and 5,800-18,000 kc.
470G—\$99.50. 7 tubes. Console. 540-20,000 kc.
480I—\$155. 10 tubes. Console. 540-22,500 kc.

ATWATER KENT

854—\$27.50. 4 tubes. Table. 540-1,720 kc.
735—\$48.50. 5 tubes. 510-16,000 kc. Table.
356—\$56.75. 6 tubes. 540-15,500 kc. Table.
475B—\$59.75. 5 tubes. 540-16,000 kc. Console.
286B—\$69.75. 6 tubes. 540-15,500 kc. Console.
286C—\$79.75. 6 tubes. Console. 540-15,500 kc.
487C—\$89.75. 7 tubes. Console. 540-15,500 kc.
318C—\$99.75. Console. 8 tubes. 540-22,500 kc.
559N—\$135. 9 tubes. Console. 540-18,000 kc.
509W—\$158. 9 tubes. Console. Tune-O-Matic. 540-1,600 kc. and 5,500-15,500 kc.
112N—\$165. 12 tubes. Console. 540-18,000 kc.

CROSLEY

Sampler—\$9.99. 2 table models. 2 tubes.
41—\$19.99 (\$22.50 De Luxe). 4 tubes. 540-1,720 kc.
Fiver—\$19.99. 5 tubes. Table. 540-1,720 kc.
52—\$29.95. 5 tubes. Table. 540-1,720 kc.
Fiver De Luxe—\$29.95. 5 tubes. Table. 550-4,500 kc.
54RB—\$39.95. Lowboy. 5 tubes. 550-4,500 kc.
61AF—\$39.95. Table. 6 tubes. 540-1,700 kc. and 5,800-15,300 kc.
64MD—\$54.50. Lowboy. 6 tubes. 540-1,700 kc. and 5,800-15,300 kc.
614—\$49.95. Table (\$65 Lowboy). 6 tubes. 540-15,350 kc.
72—\$59.95. Table (\$79.50 Lowboy). 7 tubes. 540-1,700 kc. and 5,800-15,300 kc.

**YOU CAN'T GET QUALITY
REPRODUCTION WITHOUT A
QUALITY SPEAKER**

That's Why You'll Find

UTAH
SPEAKERS IN QUALITY RADIOS

15 years of uninterrupted experience in the development of better radio equipment is

YOUR GUARANTEE OF QUALITY

P.S.UTAH VIBRATORS

are the talk of Radio!

714—\$65. Table (\$85 Lowboy). 7 tubes. 510-15,350 kc.
814—\$79.50. Table (\$99.50 Lowboy). 8 tubes. 530-24,000 kc.
1014—\$79.50. Table (\$100 Console). 10 tubes. 150-22,000 kc.
Battery models at \$19.99, \$29.95, \$49.95, \$59.95, \$74.50.

DE WALD

441—\$19.95. 4 tubes. Table. 530-1,700 kc. AC-DC.
442—\$21.95. 4 tubes. Table. AC-DC. 178-560 m.
507—\$29.95. 5 tubes. Table. AC-DC. 65-550 m. and 175-550 m.
505—\$33. 5 tube. Table. AC-DC. 16.5-60 m. and 175-550 m.
503—\$39.95. 5 tubes. 17-550 m. Table.
504—\$42.95. 5 tubes. Table. 17-52 m., 190-560 m. and 810-2,000 m.
600—\$44.50. 6 tubes. AC-DC. Table. 17-550 m.
601—\$47.50. 6 tubes. AC-DC. Table. 17-52 m., 190-560 m. and 810-2,000 m.
802A—\$69.50. 8 tubes. Table. 12.5-550 m.
803A—\$72.50. 8 tubes. Table. 12.5-2,000 m.
802C—\$87.50. 8 tubes. Console. 12.5-550 m.
803C—\$90.50. 8 tubes. Console. 12.5-2,000 m.
802PII—\$165. 8 tubes. Comb. 12.5-550 m.
803PII—\$168. 8 tubes. Comb. 12.5-2,000 m.

EMERSON

19—\$19.95. 4 tubes. Table. 200-555 m.
17—25. 4 tubes. Table. 200-555 m.
23—\$22.50. 4 tubes. Table. 170-555 m.
28—\$31.95. 5 tubes. Table. 100-555 m.
280—\$44.50. 6 tubes. Table. Bat. 19-53 m. and 170-555 m.
32—\$33. 5 tubes. Table. 100-555 m.
32LW—\$38. 5 tubes. Table. 299-2,000 m.
38—\$39.50. 6 tubes. Table. 19-53 m. and 170-555 m.
388LW—\$44.50. 6 tubes. Table. 19-2,000 m.
42—\$49.50. 6 tubes. Table. 19-53 m. and 170-555 m.
49—\$49.50. 6 tubes. Table. 19-53 m. and 170-555 m.
45—\$44.50. 6 tubes. Table. 19-53 m. and 170-555 m.
45LW—\$49.50. 6 tubes. Table. 19-2,000 m.
60—\$59.50. 6 tubes. Table. 19-53 m. and 170-555 m.
69—\$69.50. 6 tubes. Console. 19-53 m. and 170-555 m.
770—\$99.50. 7 tubes. Console. 13-555 m.
100—\$99.50. 7 tubes. Console. 13-555 m.

FADA

110AM—\$19.95. AC-DC. Compact. 540-1,520 and 1.5-4 mc.
130—\$31.50. AC-DC. Compact. 5 tubes. 530-1,680 kc.
135—\$32.75. AC-DC. Compact. 5 tubes. 530-1,680 kc.
140—\$36.25. AC-DC. 6 tubes. 540-1,650 kc.
145—\$37.50. AC-DC. Compact. 6 tubes. 540-1,650 kc.
140SW—\$49.75. AC-DC. Compact. 6 tubes. 525-1,500 kc. and 5.35-15.5 mc.
145SW—\$49.75. AC-DC. Compact. 6 tubes. 525-1,500 kc. and 5.35-15.5 mc.
1450A—\$39.95. AC-DC. Table. 5 tubes. 550-1,500 kc. and 5.8-15.5 mc.
1452A—\$39.95. Table. 5 tubes. 550-1,500 kc. and 5.8-15.5 mc.
1460B—\$54.95. Table. 5 tubes. 525-1,500 kc. and 5.35-15.5 mc.
1470C—\$69.50. Table. 5 tubes. 525-23,750 kc.
1480C—\$64.50. AC-DC. Table. 8 tubes. 525-1,500 kc. and 5.35-15.5 mc.
1462D—\$39.95. AC-DC. Compact. 6 tubes. 550-1,500 kc. and 5.8-15.5 mc.

1470E—\$99.95. Console. 7 tubes. 525-23,750 kc.
1480E—\$94.95. AC-DC. Console. 8 tubes. 525-1,500 kc. and 5.35-15.5 mc.
1450F—\$59.95. AC-DC. Console. 5 tubes. 550-1,500 kc. and 5.8-15.5 mc.
1452F—\$59.95. Console. 5 tubes. 550-1,500 kc. and 5.8-15.5 mc.
1582H—\$69.95. Table. 8 tubes. 540-1,500 kc. and 5.4-15.8 mc.
1582JK—\$124.75. Console. 4 tubes. 540-1,500 kc. and 5.4-15.8 mc.
1470EK—\$124.75. Console. 7 tubes. 525-23,750 kc.
1480EK—\$119.75. AC-DC. Console. 8 tubes. 525-1,500 kc. and 5.35-15.5 mc.

FAIRBANKS-MORSE

5107—\$25.00. 5 tubes. Table. 175-550 m.
5112—\$29.95. 5 tubes. Table. 175-550 m.
5143—\$39.95. 5 tubes. Console. 175-550 m.
5312—\$39.95. 5 tubes. Table. 18-60 m. and 175-550 m.
5841—\$54.95. 5 tubes. Console. 18-60 m. and 175-550 m.
6010—\$19.95. 6 tubes. Table. 18-60 m. and 175-550 m.
6044—\$69.95. 6 tubes. Console. 18-60 m. and 175-550 m.
7014—\$69.50. 7 tubes. Table. 540-24,000 kc.
7040—\$89.50. 7 tubes. Console. 540-24,000 kc.
7042—\$99.50. 7 tubes. Console. 540-24,000 kc.
8110—\$49.95. 8 tubes. Table. 18-60 m. and 175-550 m.
8141—\$69.95. Console. 8 tubes. 18-60 m. and 175-550 m.

FREED

468—6 tubes. Table. 16-2,000 m.
485—8 tubes. Table. 16-2,000 m.
866—6 tubes. Table. 15-500 m.
469—6 tubes. Table. 15-550 m.
482—8 tubes. Table. 15-550 m.
453—5 tubes. Table. 200-2,000 m.
366LW—6 tubes. Table. 200-2,000 m.
466—6 tubes. Table. 200-2,000 m.
355—5 tubes. Table. 185-550 m.
464—6 tubes. Table. 100-500 m.

GENERAL ELECTRIC

42—\$24.95. 4 tubes. Table. 540-3,500 kc.
51—\$44.95. 5 tubes. Table. 540-1,800 kc. and 5,600-18,000 kc.
50—\$59.95. 5 tubes. Console. 540-1,800 kc. and 5,600-18,000 kc.
61—\$69.95. 6 tubes. Table. 540-18,000 kc.
66—\$89.95. 6 tubes. Console. 540-18,000 kc.
67—\$89.95. 6 tubes. Console. 540-18,000 kc.
81—\$97.50. 8 tubes. Table. 540-18,000 kc.
85—\$119.50. 8 tubes. Console. 540-18,000 kc.
86—\$119.50. 8 tubes. Console. 540-18,000 kc.
89—\$250.00. 8 tubes. Comb. 140-18,000 kc.
106—\$149.50. 10 tubes. Console. 140-36,000 kc.
107—\$174.50. 10 tubes. Console. 140-36,000 kc.
125—\$225.00. 12 tubes. Console. 140-36,000 kc.

GRUNOW

450—4 tubes. Table. 550-4,000 kc.
460—4 tubes. Table. 540-1,740 kc.
550—5 tubes. AC-DC. Table. 550-1,720 kc.
660—6 tubes. Table. 540-1,740 kc.
661—6 tubes. Console. 540-1,740 kc. and 5,500-16,000 kc.
662—6 tubes. Console. 540-1,740 kc. and 5,500-16,000 kc.
670—6 tubes. Table. 540-21,700 kc.
671—6 tubes. Console. 540-21,700 kc.
750—7 tubes. Table. 550-21,700 kc.
751—7 tubes. Console. 550-21,700 kc.
752—7 tubes. Console. 550-21,700 kc.
753—7 tubes. Console. 550-21,700 kc.
861—8 tubes. Console. All wave.
1151—11 tubes. Console. 550-21,700 kc.
1152—11 tubes. Console. 550-21,700 kc.

HALSON

45—\$14.95. 4 tubes. 175-550 m.
52—\$19.95. 5 tubes. 75-550 m.
54—\$19.95. 5 tubes. 75-550 m.
525—\$29.50. 5 tubes. 17-55 m. and 175-550 m.
535—\$29.50. 5 tubes. 17-55 m. and 175-550 m.
610—\$39.50. 6 tubes. 17-55 m. and 175-550 m.
620—\$39.50. 6 tubes. 17-55 m. and 175-550 m.
770—\$49.50. 7 tubes. 15-2000 m.
570—\$24.50. 5 tubes. 75-550 m.
630—\$42.50. 6 tubes. 17-55, 175-550 and 800-2,200 m.
565—\$32.50. 5 tubes. 175-550 and 800-2,000 m.
640—\$42.50. 6 tubes. 17-55, 175-550 and 800-2,200 m.

HOWARD

A12—\$24.50. 4 tubes. Table. 540-1,500 kc.
B13—\$29.95. 5 tubes. Table. 540-1,500 kc.
E107—\$54.50. 6 tubes. Console. 540-1,500 kc. and 1,600-12,000 kc.
E14—\$44.50. 6 tubes. Table. 540-1,500 kc. and 1,600-12,000 kc.
D15—\$79.50. 8 tubes. Table. 540-25,000 kc.
D16—\$99.50. 8 tubes. Console. 540-25,000 kc.
F17—\$149.50. 12 tubes. Console. 540-25,000 kc.

KADETTE

JEWEL—In seven cabinets. 3 tubes. Brown Bakelite, \$13.50. Walnut Bakelite, \$15.50. Tortoise Plaskon, \$17.50. Ivory Plaskon, \$17.50. Red Plaskon, \$17.50. Onyx, \$17.50. Orchid, \$17.50.
85—\$34.50. 5 tubes. Table. 540-17,000 kc. AC-DC.
90—\$26.50. Home & auto. 550-1,750 kc. 6 or 32 volt. adapter, \$10. Also battery table model.

KINGSTON

55—5 tubes. AC-DC. Table. 190-555 m.
500A—5 tubes. Table. 18-50 m. and 190-555 m.
600A—6 tubes. Table. 170-555 m.
600B—6 tubes. Console. 170-555 m.
700A—7 tubes. Table. 18-50 m. and 190-555 m.
700B—7 tubes. Console. 18-50 m. and 190-555 m.

PHILCO

84—4 tubes. \$20. 540-1,720. B cabinet.
54—AC-DC. 5 tubes. 540-3,200 kc. C, \$29.95. S, \$35.
59—4 tubes. 540-1,720 kc. C, \$25. S, \$29.95.
29—AC-DC. 6 tubes. 540-1,720 kc. and 4,200-13,000 kc. C, \$49.95. F, \$65. D, \$99.50. L, \$59.95.
45—0 tubes. 540-1,720 kc. and 4,200-13,000 kc. C, \$49.95. F, \$59.95. L, \$59.95.
60—5 tubes. 540-1,720 kc. and 5,500-16,000 kc. B, \$39.95. S, \$42.50. L, \$49.95.
60—5 tubes. 540-1,000 kc. B, \$29.95. L, \$42.50.
18—8 tubes. 540-1,720 kc. B, \$59.50. H, \$79.50. MX, \$85.
144—6 tubes. 540-22,500 kc. B, \$69.50. H, \$89.50. X, \$109.
118—8 tubes. 540-1,720 kc. and 4,200-12,000 kc. B, \$69.50. H, \$89.50. D, \$129.50. X, \$100. MX, \$95. RX, \$125.
16—11 tubes. 540-22,500 kc. B, \$95. L, \$150. X, \$175. RX, \$225.
20—6 tubes. 540-1,720 kc. and 4,200-12,000 kc. CSX, \$75. X, \$75. TX, \$89.50.
201X—10 tubes. 540-1,720 kc. and 4,200-12,000 kc. \$250.

200X—10 tubes. 540-1,720 kc. \$200.
Combinations—60 chassis, \$90. 18 chassis, \$139.50. 144 chassis, \$150. 118 chassis, \$150. 16 chassis, \$250 and \$295. 509X, \$600.
Also models in DC, Battery and 32 volt.

PILOT

53—\$54.50. 5 tubes. Table. 16-550 m.
63—\$67.50. Table. 6 tubes. 16-550 m.
93—\$39.50. Table. 5 tubes. 18-52 m. and 200-550 m.
103—\$29.95. 5 tubes. Table. 16-52 m. and 178-550 m.
114—\$99.50. 11 tubes. Table. 13-550 m.
C114—\$149.50. 11 tubes. Console. 13-550 m.
C63—\$89.50. 6 tubes. Console. 16-550 m.
P63—\$150. 6 tubes. Comb. 16-550 m.

RCA VICTOR

103—\$24.95. 4 tubes. Table. 510-3,500 kc.
118—\$44.95. 5 tubes. Table. 540-1,720 kc. and 5,400-18,000 kc.
120—\$39.95. 5 tubes. Table.
121—\$52.50. 5 tubes. Table.
128—\$69.95. 5 tubes. Table. 540-18,000 kc.
143—\$97.50. 6 tubes. Table. 140-18,000 kc.
211—\$59.95. 5 tubes. Console. 540-1,720 kc. and 5,100-18,000 kc.
224—\$89.95. 5 tubes. Console. 540-18,000 kc.
226—\$89.95. 5 tubes. Console. 540-18,000 kc.
242—\$119.50. 6 tubes. Console. 140-18,000 kc.
243—\$119.50. 6 tubes. Console. 540-18,000 kc.
261—\$99.50. 8 tubes. Table. 540-18,000 kc.
262—\$119.50. 10 tubes. Console. 140-36,000 kc.
263—\$174.50. 10 tubes. Console. 140-36,000 kc.
280—\$130. 8 tubes. Console. 540-18,000 kc.
281—\$225. 12 tubes. Console. 140-36,000 kc.
341—\$250. 8 tubes. Comb. 140-18,000 kc.
381—\$375. 12 tubes. Comb. 140-36,000 kc.
330—\$137.50. Console.
331—\$179. Console.

SPARTON

594—\$29.95. 5 tubes. AC-DC. Table.
685—\$69.50. 5 tubes. Console.
655—\$39.95. 6 tubes. AC-DC. Table.
86X—\$89.50. 8 tubes. Table. 540-20,000 kc.
85X—\$124.50. 8 tubes. Console. 540-20,000 kc.
85X—\$235. 8 tubes. Console. 15-550 m.
135—\$200. 10 tubes. Console. 540-20,000 kc.
136—\$250. 13 tubes. Console. 530-24,000 kc.

STEWART-WARNER

1231—\$24.50. Table. 4 tubes. 540-1,720 kc.
1235—\$27.50. Table. 4 tubes. 540-1,720 kc.
1236—\$27.50. Table. 4 tubes. 540-1,720 kc.
1251—\$39.50. Table. 5 tubes. 530-1,600 kc. and 5,500-17,800 kc.
1252—\$39.50. Table. 5 tubes. 530-1,600 kc. and 5,500-17,800 kc.
1301—\$42.50. Table. 5 tubes. 530-1,600 kc. and 5,700-18,200 kc.
1271—\$19.50. Table. 5 tubes. 580-23,000 kc.
1272—\$49.50. Table. 5 tubes. 530-23,000 kc.
1254—\$57.50. Console. 5 tubes. 530-1,600 kc. and 5,500-17,800 kc.
1274—\$67.50. Console. 5 tubes. 530-23,000 kc.
1261—\$69.50. Table. 7 tubes. 530-23,000 kc.
1262—\$69.50. Table. 7 tubes. 530-23,000 kc.
1264—\$94.50. Console. 7 tubes. 530-23,000 kc.
1265—\$99.50. Console. 7 tubes. 530-23,000 kc.
1266—\$109.50. Console. 7 tubes. 530-23,000 kc.

STROMBERG-CARLSON

60M—\$115. 7 tubes. Console. 540-1,570 kc. and 5,500-15,500 kc.
60T—\$75. 7 tubes. Table. 540-1,570 kc. and 5,500-15,500 kc.
60L—\$99.50. 7 tubes. Console. 540-1,570 kc. and 5,500-15,500 kc.
60H—\$135. 7 tubes. Console. 540-1,570 kc. and 5,500-15,500 kc.
55—\$148.50. 8 tubes. Console. 540-1,500 kc.
56—\$168.50. 8 tubes. Console. 540-1,500 kc.
68—\$185.00. 10 tubes. Console. 540-23,000 kc.
68H—\$225. 10 tubes. Console. 540-23,000 kc.
68R—\$224. 10 tubes. Console. 540-23,000 kc.
56R—\$188.50. 8 tubes. Console. 540-1,500 kc.
49—\$230. 11 tubes. 540-1,500 kc.
60PR—\$245. 7 tubes. Comb. 540-1,570 kc. and 5,500-15,500 kc.
51—\$160. 11 tubes. Comb. 540-1,500 kc.
70—13 tubes. Console. 520-23,000 kc.
72—13 tubes. Comb. 520-23,000 kc.
74—16 tubes. Comb. 520-23,000 kc.

TATRO

32 volt farm light plant radios and 6 volt battery radios only.

WESTINGHOUSE

20—\$19.95. AC-DC. 4 tubes. Table. 540-1,720 kc.
21—\$31.95. AC-DC. 5 tubes. Table. 540-3,000 kc.
22—\$31.95. 5 tubes. Table. 540-3,000 kc.
23—\$67.50. 7 tubes. Table. 540-20,200 kc.
24—\$89.50. 7 tubes. Console. 540-20,200 kc.
27—\$23.95. 4 tubes. Table. 540-1,760 kc.
28—\$54.50. 6 tubes. Table. 540-1,600 kc. and 5,600-15,500 kc.
29—\$69.50. 6 tubes. Console. 540-1,600 kc. and 5,600-15,500 kc.
30—\$139.50. 10 tubes. Console. 540-22,500 kc.

WILCOX-GAY

3KE326—\$24.75. 5 tubes. Table. AC-DC. 190-550 m.
4C520—\$28.50. 5 tubes. Table. 75-550 m.
4CD375—\$36.50. 5 tubes. Table. 18-50 m. and 200-550 m.
3SB50—\$36.20. 5 tubes. Table. 75-550 m.
3V673—\$44.90. 6 tubes. Table. 75-550 m.
3BV673—\$49.90. 6 tubes. Table. 18-50 m. and 75-550 m.
4J675—\$52.50. 6 tubes. Table. AC-DC. 12-2,200 m.
4G770—\$64.00. 7 tubes. Table. 12-2,200 m.
3V6710—\$59.90. 6 tubes. Console. 75-550 m.
3VB6710—\$69.90. 6 tubes. Console. 18-50 m. and 75-550 m.
4DE10730—\$89.90. 10 tubes. Console. 18050 m. and 75-550 m.
4G7730—\$99.50. 7 tubes. Console. 12-2,200 m.
4H11740—\$150. 11 tubes. Console. 11-2,200 m.

ZENITH

908—6 tubes. Table. 537-15,800 kc.
945—5 tubes. Console. 535-20,500 kc.
950—5 tubes. Console. 535-20,500 kc.
960—6 tubes. Console. 537-15,800 kc.
961—6 tubes. Console. 537-15,800 kc.
980—12 tubes. Console. 535-46,000 kc.
985—12 tubes. Console. 535-46,000 kc.
990—12 tubes. Console. 535-46,000 kc.



Professional radio men throughout the world choose National Union tubes for accuracy and superiority. They are sold by more service dealers than any other make because they get the most out of any radio.

EBY
SPECIALIZES IN
BINDING POSTS
TIP JACKS
MALE PLUGS
FEMALE PLUGS
LOW-LOSS SOCKETS
A.C. SWITCHES
TAP SWITCHES
SHORTWAVE SWITCHES

Write for Bulletin No. 21
HUGH H. EBY, INC., Philadelphia, Pa.

FIRST CHOICE!
... of leading set manufacturers ... first choice of discriminating servicemen for replacement purposes. Made in a complete line. Write for catalog. SPRAGUE PRODUCTS CO., North Adams, Mass.
SPRAGUE 600 LINE

add-end-um

to the Radio JOURNAL cyclopedia being a review of set history since September 1927—"the good old days"

BY THE EDITOR

RADIO as a set business actually started on January 1, 1923, although many kits were sold before that. Kits, however, have always been a good seller, and profitable. Probably the peak sale for one month on kits was the Fada achievement in December, 1924, billing out \$1,000,000 in kits for just the one month, half of which must have been net profit. For factories to make from 30% to 60% net on sales was the regular thing and in spite of that, the boys muffed plenty of balls. Very few industries ever had the marvelous profit chances of radio, and it went for all whether dealer, jobber or manufacturer.

Presenting the radio cyclopedia elsewhere in this issue, covers the new merchandise to aid selling, and in this article are listed the companies selling sets in the fall of 1927. In several cases, the names of the sets were sold to others and are being made by someone today, but the companies listed below are all out.

We took this arbitrary dating as this was when the A-C set started. In 1927 the average set sale was \$125 (highest 1929, \$135, and lowest 1933, \$33) with about 1,375,000 sets made, retail value, about \$170,000,000.00. In 1934, 4,100,000 sets for \$200,000,000.00.

One cannot go thru the following drop-out list without the thought that some "big thing" was wrong somewhere. How so many firms, with able men at the head, could be struck out, is amazing. One warning is apparent, however to present-day makers, and this is the value of having a good dealer clientele. It is co-operation with dealers, first, that has enabled the houses in business then, to be in business today, and many of them are busier and better. They deserve the rating of the "old timers" and more power to them.

Here they are: American Bosch, Atwater Kent, Colonial, Crosley, Fada, RCA-Victor, Sparton, Stewart-Warner, Wells-Gardner, Zenith. Precision products became International, and Wilcox Laboratories is now Wilcox-Gay. Philco not making sets at this date. If you miss names, either in or out, it is because the companies were not making sets, coming in later and going out, or coming in and staying in. In the "coming in later and going out group" are: Kennedy, Eveready, Story & Clark, Acme, Balkitt, Continental, etc.

Roughly speaking, 78 sets are listed, and of these, 12 are in the picture 7½ years later, leaving lots of room for concerns established in radio after that. Any concern with well styled merchandise and a good dealer policy, need have no worries about radio success.

Read on, sahib:

A-C DAYTON. Became the nucleus of the General Motors experiment to make dealers pay cash; exclusive line, etc., ending up in a five million experiment, but just a package of cigarettes to G. M.

ALGONQUIN. Leo Potter, H. R. Fletcher, etc. Correctly named "Allgone-quin."

ALL-AMERICAN RADIO CORP. E. N. Rauland, Donald McGregor. Did quite a little business; object of a lot of stock speculation, and finally became a million dollar toy for Wurlitzer. Name of All-American too much of an Indian sign.

AMRAD CORP. Morgan yacht's wireless operator as a manufacturer, doing everything as wrong as could be, proving it is possible to be perfectly wrong. Started to get somewhere on re-organization, Major J. E. Hahn, commanding, A. B. Ayers, Frank Hinner and E. W. King. Company bought up later by Powell Crosley, Jr., and "fired."

APEX. Carl Boyd, John Prince, etc. Went along after a fashion for a while and proved that the word "Apex" has no fluorescent value.

ARGUS. Ira Greene, Herman Smith. Fight between Argus and Marti as to the one bringing out the "first A. C. set" but not settled yet. Argus had a cinch for a while but the officers put on magnifying glasses.

A'DIOLA. Mortimer Frankel, H. E. Anderson. Frankel has something. Stood up and took it year after year, scrapping with the best and the worst. Went after key accounts and big buyers. Frankel was in when radio started and will be there when it stops. Sold out to Fairbanks-Morse, who ventures into radio.

BOSWORTH. E. P. Bosworth, G. T. Desjardins. Came in, muffed around for a while, and never knew what it was all about. A devotee of hope.

BREMER-TULLY. John C. Tully, Harry Bremer. Tully a genius. . . . Did some fair business and made money. Got plenty of dough from Brunswick for the company, and still has it. B-T thus became Brunswick, and Brunswick became O-T.

BUCKINGHAM. Anderson, Freed. Again proving that the name is a fore-runner of result—the Bucking-ham couldn't do the right bucking.

BUSH & LANE. A piano company that went wrong. Made a few cabinets for someone and got the idea radio was a cinch. Name should have been Push & Land.

CLEARTONE. Ideson, Jr., and C. F. Steinmetz. Had a good name and a good idea but muffed it.

COLUMBIA. At this time, only made radio-combinations but got into radio later. No one knows yet any reason why it should have gone out of radio business. Was bought by Grigsby-Grunow (98% of the stock) this stock being sold by G-G receivers. Columbia record business owned and conducted by Brunswick record interests, and possesses marvelous record repertoire.

COLUMBIA. Simon Wexler. Another Columbia who registered the name Columbia before the Columbia phonograph went into radio. Bought by Columbia Phonograph.

DIAMOND T. C. L. Smith, R. P. Neville. Dug around a while but couldn't get any polish on the diamonds. Vanished in one of them consolidations.

FEDERAL-BRANDS (Kolster), M. C. Rypinski, D. S. Spector. A consolidation of a consolidation that didn't jell. Lots of stock market gyrations, and a good example of what happens when a good supply maker tries to sell sets.

FEDERAL ORTHO-SONIC. L. E. Noble, L. C. F. Horle. One of radio's first set makers, and did a nice job for a spell. Internal scrapping and a general mental absenteeism lead to a further consolidation with a Rochester, Youngstown, Ohio, and St. Charles, Ill., which paved the way out.

J. B. FERGUSON. T. H. Wickwire, Jr., C. G. H. Godwin. Was around for a while but never got the clue of skilled selling.

FREED-EISEMANN. Jos. Freed, Alex. Eise-mann. Did a whale of a job and one of the biggest companies in its time. E. B. Latham & Co., N. Y. jobbers, sold alone, \$5,000,000 of this product in one year. Company a great money maker and no one can put the finger on what caused the trouble. Name now owned by another company and the latter doing all right.

FRESHMAN. Charles Freshman, Myron Goldsol. What a world-beater this company was in its day of activity. Principals made so much money they got careless and the company eventually flopped from under them. Name changed to Earl, later on, and that too got into the dog house.

GREBE. A. H. Grebe, Douglas Rigney. Had the reputation of the best set on the market for several years, but company didn't know how to sell it. Too much organization friction. Judge recently asked review of the Grebe bankruptcy proceedings. Name sold to another company, now making Grebe sets.

MAJESTIC. Grigsby-Grunow-Hinds Co. You are familiar with the Majestic story but at this particular time, company just started to make sets.

GUTHRIE CO., making Nightingale, Bobolink, Goldfinch, Oriole, Lark and Mockingbird sets. Need more be said with these names, with the most important not used—Cuckoo. Originators of "the bird."

HOLMES-JORDAN. Nobody making sets in Minneapolis ever seemed to get very far—probably the St. Paul trade wouldn't buy them.

HOWARD. Ownership of this name has been changed several times since this particular company, with a Howard set still being made by a Howard Radio Co. at Chicago (last several years at Michigan).

KELLOGG. The Switchboard house gets switched in and out of radio, getting the wrong number, after several years of trying. One of those examples of organization operation and a tribute to committee management.

KEYSTONE. I. J. Mendels, O. P. Smith. Philadelphia trade might be able to remember this set, but we don't.

KING. B. G. Close. What's in a name when the King does wrong? Bought over eventually by Sears-Roebuck interests, and the Syning-ton group. Factory now owned by Colonial.

LIBERTY. C. B. Cannon. It was at Lexington, Mass., where the cannon fired the shot heard around the world, but the expression: "Give us liberty or give us death" became both for liberty radio sets.

MARTI. Charles Marti. Was the first or next to the first (second to youse muggs) A-C radio set. See Argus. Went along for several years but couldn't gather momentum or wampum.

McMILLAN. W. McGill. No, McMillan isn't at the Pole to forget this set, but going along in a small way for years it seemed to possess everlasting life, but the air pressure collapsed and it couldn't run with a blowout.

MINERVA. E. R. Schultz. Sold to Department stores and went along in fair style for several years but the goddess ran away with a traveling salesman.

MOHAWK. Otto Frankfort, Gustave Frankel. Did a slick job for a while and then consolidated with All-American, which kindly refer to if still interested.

MURAD. A. S. Blatterman. Made at Ashbury Park, N. J., by the sea. Went along in a small way for several years, until a tidal wave rolled over the factory.

MURDOCK. Dan Murdock, Wm. Murdock. A radio supply house that got the bug to make a set but had no selling policy.

NEUTROWOUND. Harvey Cory, W. W. Murray. This set must have been made for the enough trade, but the import tax ate opp all de farina.

OPERADIO MFG. CO. Set business went out but a company of similar name headed by same man (J. McWilliam Stone) located at St. Charles, Ill. Doing excellent amplifier business.

PARAGON. Had excellent reputation for its product and did well for several years, but went out on called strikes.

PAUSIN. H. R. Pausin. Also made Octacone set. As the guy said: "That man's business is on the rocks. He is a lighthouse builder."

(Continued on Page 30)

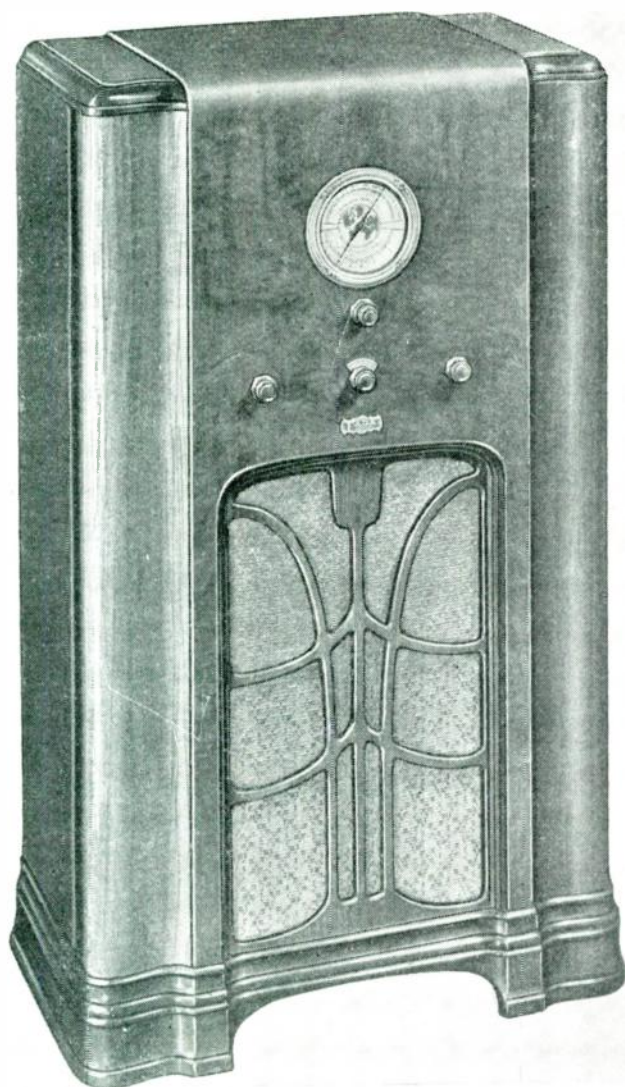
1920
The First
Fada Radio
was built

FADA

Radio

1935
Over 1,000,000
Fada Radio
Owners

PRESENTING 3 NEW 8 TUBE WORLD-WIDE RADIOS THAT ARE DESTINED TO BE GREAT



FADA 1582J and 1582JK
ARE HOUSED IN THIS SUPERLATIVE
BURL WALNUT CABINET

FADA 1582 J CONSOLE MODEL: 8-tube World Wide AC Super-heterodyne giving 11-tube performance. Tuning range 540 to 1500 K.C.—5.4 to 15.8 M.C. • 115 volts—50-60 cycles. Push pull audio system giving 6 watts undistorted output, automatic tone regulator inter-station noise suppression, 7 tuned circuits, 3 gang condenser, R.F. stage on both bands, full vision airplane dial calibrated in K.C. and M.C., dual speed tuning, phone jack variable tone control, diode detection, rubber mounted chassis, full automatic volume control, electrostatically shielded to prevent line noises, 12-inch dynamic speaker.

FADA 1582 JK: Same chassis as above with High Fidelity reproducer with frequency range from 50 to 7500 cycles. The finest tone quality ever achieved in a radio selling at this low price.

FADA 1582 H TABLE MODEL: Same chassis as above in an exquisite walnut cabinet, as illustrated, with large dynamic speaker of fine tone quality.

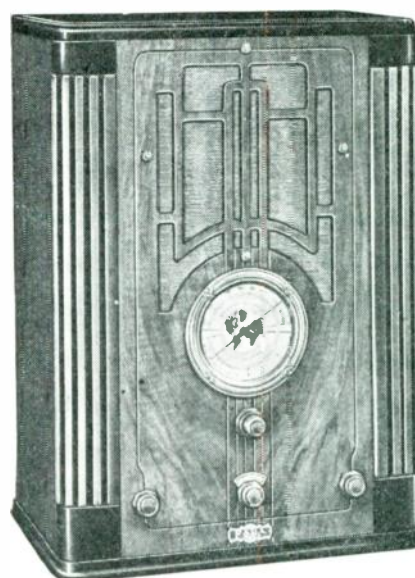
All models Complete with RCA Tubes

*Profit
Makers*

FADA 1582H • FADA 1582J • FADA 1582JK
TABLE MODEL • CONSOLE • HI-FIDELITY

\$69⁹⁵ \$99⁹⁵ \$124⁷⁵

New 8-tube world-wide radios by Fada that give every dealer a **REAL VALUE LEADER** in the three fastest selling price classes. Their unusual beauty of design . . . their unsurpassed tone quality . . . their unmatched performance will win consumer acceptance immediately—with a real profit margin for the dealer on every model.



*There is
a Fada
Radio to
Meet Every
Buying
Demand*

PRICED FROM
\$19⁹⁵
to
\$124⁷⁵

FADA 1582H TABLE MODEL

FADA RADIO and ELECTRIC COMPANY Cable address "FADARADIO" **LONG ISLAND CITY, N. Y.**

SIMON

represents Fada radio for export sales

Coupling of a world-famous radio trademark with a world-experienced export sales organization is announced as Fada Radio & Electric Co. appoints M. Simon & Son Co. to direct foreign sales. Simon will have charge of sales in every country in the world excepting the United States of America and the Dominion of Canada.

The Simons concern is recognized as one of the outstanding merchandisers in the export market and was established in 1921. The officers of the company are Norman M. Simons and Everett F. Gordon, both of whom have a host of friends and customers in all parts of the globe. One of the factors which has kept the Simons organization prominent has been its policy of maintaining steady contact with its customers. In spite of the depression, annual trips by executives of the Simons company were undertaken with itineraries that took about four months each to complete. The appointment of the Simons concern is expected to give placement to Fada radio receivers in such remote places as Madagascar, Cyprus, Bagdad, Iraq and other far-off parts of the globe.

Commenting upon the appointment, Mr. Simons said, "We are gratified to secure the Fada line for export sales, as it is one of the best known trade-marks in radio throughout the world. Since advising our customers in the far-flung parts of the world of our acquisition of Fada, we have been deluged with letters of congratulations. One of the first moves was to test the first sets in the 'tough spots' such as the Caribbean Islands, Dominican Republic, Trinidad, etc., which are subjected to electrical storms. The results were so favorable that several of our customers wrote to advise that with the set's outstanding operation in their country,

it would perform perfectly anywhere. We look forward to a most successful association with the Fada institution and hope to have a substantial portion of the factory's production allotted to our trade."

NORTON

named assistant to president Sarnoff of RCA

David Sarnoff, president of the Radio Corporation of America, announced that he had appointed Henry Kittredge Norton to the position of assistant to the president of RCA.

Mr. Norton comes to the Radio Corporation from the National Broadcasting Company, the broadcasting member of the RCA family, where he has served as treasurer and in other important capacities. He brings to RCA a broad knowledge of corporation organization, budgets, and finance and a wide experience in coordinating business activities. Mr. Norton is widely known as an author of books and magazine articles.

After attending the public schools in Chicago, where he was born on October 14, 1884, Mr. Norton entered Dartmouth College, from which he was graduated with a B.S. degree, and Pomona College, from which he received the degree of Master of Arts. Following additional graduate work at the University of California, he was admitted to the California bar in 1908 and practiced law in Los Angeles until 1918.

In the succeeding years Mr. Norton served as Adjutant of a regiment on special war service, as Executive Officer of the California Commission on Immigration and Housing, as Assistant to the General Counsel of Armour & Company, as technical adviser to the United States Delegation to the Sixth Pan-American Congress, and as representative of the Carnegie Endowment to various South American governments.

DECCA

all-star revue record with outstanding names

Knowing that people are buying records because they want to hear the music of the outstanding artists of the day, Decca has a new release which gives on one disc a famous group of stars. It is the special recording of "You're the Top" from "Anything Goes" and is named the All-Star Revue. First side has Bob Brosby, Kay Weber, Johnnie Davis and Victor Young and his orchestra. Second part includes: Pee Wee Hunt, Tune Twisters, Bob Howard and the Empire Ensemble with Victor Young and his orchestra.

Bing Crosby continues the big seller of the day, and Decca is giving its dealers plenty of discs from Bing so that they can make every possible profit. From his new picture, "Here Is My Heart," there are four songs on two records that are selling big: "With Every Breath I Take" and "Maybe I'm Wrong Again," "June in January" and "Love Is Just Around the Corner."

Dance lovers demand Glen Gray and his Casa Loma orchestra. Selling big is their rendition of "The Object of My Affection" with "Two in a Dream."

ZENITH

stratosphere brochure does credit to the radio

If created for those who like the finest is the Zenith Stratosphere, then also created for those who appreciate the finest is the brochure from the Zenith advertising department. "A Supreme Achievement" is the title for the impressive piece and it describes both the book and the radio. Zenith's advertising department puts an excellent sales maker into the hands of their dealers with this brochure.

Almost futile is any attempt to describe in print other printed matter. A rich double cover of soft deckled-edge blue paper is over printed in brown with a design which suggests the skies. The brochure is only four pages inside, in light-faced type with decorations in blue to keep the thoughts in the stratosphere. Pasted to the third page is a beautiful richly-colored illustration of the instrument which does justice to this twenty-five tube radio. In spite of the dignified and spacious manner of the brochure, we notice that full technical description is given.

NATIONAL UNION

radio log inspiring to owners of all radio sets

How the new owner of a short-wave radio can identify foreign stations immediately and definitely is only the first feature of the Radio Log now offered by National Union. For world-wide tuning or local reception, this log gives the low-down, and on the front of it there can be imprinted the dealer's name. In addition to interesting studio articles, invaluable lists include: broadcasting stations of the U. S. by call letters and by frequency, world short-wave time-table, police-fire-television-aircraft stations, experimental television stations, world short-wave station locations, and Canadian broadcasting stations.

NORGE



Brilliant advertising stunt is Norge's sparkling comedy "Freedom of the She's" that is bringing the dealers' prospects to the closing mark. Here's Jack Marvin, Jean May and Mary Majur as they appear in this play when Miss Majur asks, "Aren't you denying yourself something?"

AGAIN THE PRICE OF LEADERSHIP

● The Grunow picture, from the first, has been one of individuality and leadership.

From the beginning, Mr. Grunow has never followed a style trend. But he has set plenty of them.

Throughout his amazing career W. C. Grunow has always had the uncanny knack of sensing the trend of public taste and, with sure and deft touches, creating a masterpiece in wood or steel that had the beauty and glamour necessary to make people want it on sight.

As "different" as all Grunow products have been, none of them has ever remained on dealers' floors or failed to attract public acclaim.

In creating a superbly beautiful new refrigerator, Grunow not only built a masterpiece mechanically, harnessing a new safe type of refrigerant to protect the home, but he also created an entirely new style of cabinet—new in construction and startlingly new in design and beauty.

Then he tackled the job of setting an absolutely new style in radio cabinets—not an easy job, surely, but a job for a master mind to approach with deference, considering the hundreds, yes thousands of cabinets that had gone before, representing the creative genius of everyone from Normal Bel Geddes to Joseph Dokes.

Yet, Mr. Grunow solved the problem.

Working with designers of his own choosing he produced the beautiful roll front-stream line

design of cabinets which are the trademarks of genius.

And again they followed the leader. They have tried to copy Grunow's refrigerator cabinet—they have tried desperately—and with fair success, some of them, to copy Grunow's radio cabinets.

Copies are imitations. Grunow originals cost no more than the imitations. That's how Grunow has built and maintained his leadership.

Time and again copyists have paid tribute to Grunow's originality, but it is unfair to always let them go undisturbed. This organization will take steps to protect its dealers and enable the public to distinguish the original roll front-stream line design of the Grunow cabinets from those which have followed and embodied its distinguishing characteristics.

For your own benefit handle "Grunow", the original.

The construction of our streamlined cabinets, that have helped to make the Grunow famous as a radio of beauty and tone quality, has certain patented features protected under Letters Patent issued by the United States Patent Office under No. 1981494, and we give notice to the World that recourse will be had against any and all infringers of said patent.

GENERAL HOUSEHOLD UTILITIES COMPANY
Chicago Illinois

Refrigerators

ONONDAGA

to distribute Frigidaire in central New York State

Appointment of the Onondaga Auto Supply Company, of Syracuse and Watertown, N. Y., as district distributor for Frigidaire household electric refrigerators, commercial and air conditioning refrigeration equipment for north central New York state was announced by T. A. Farrell, regional manager, Frigidaire Corporation.

The Onondaga company also distributes radios, major appliances and automobile accessories and supplies. H. H. Weisberg is president and B. S. Arnold general manager. The company was organized in 1917, according to Mr. Farrell, and has a speciality division that is separate from its automotive operation. The company entered the radio field in 1926 and the refrigerator field in 1931. It actively covers the section of New York state extending from Seneca Falls on the west to Little Falls on the east, Malone to the north and Binghamton to the south. The Watertown branch headquarters was established in 1924.

The company becomes distributor for part of the area that has been served by the Buffalo branch of Frigidaire Corporation.

ARTOPHONE

officials enthuse over sales possibilities of new Gibson

Ray C. Layer and Herbert Schiele, vice-presidents of the Artophone Corporation of St. Louis, Mo., made a visit of several days to the Gibson plant in Greenville, Mich., for the purpose of familiarizing themselves at first hand with all the details of the new Gibson models for the 1935 season.

The Artophone Corporation are distributors for Gibson refrigerators in St. Louis, and both officials expressed genuine enthusiasm over the new designs and the many exclusive features of the new Gibson line, particularly the new Freezer Shelf, or flat type of evaporator. Mr. Layer and Mr. Schiele anticipate a very gratifying refrigeration season due to the new styling of the cabinets and the many important and practical features in all 1935 models.

1000%

increase in orders booms Crosley Hartford sales

Orders for Crosley Shelvador electric refrigerators exceeding by 1,000 per cent those for the same period a year ago, have been taken by the Hartford Electric Supply Company for shipment by March 1st, T. J. O'Brien, president of that company, announced.

"We have already signed up as many as we had signed by March 15th last

year, and our dealers are giving us shipping schedules and demanding immediate shipments, whereas last year we did not begin deliveries before February 15th," Mr. O'Brien stated. "In fact, few dealers would accept shipments, even of samples, before April 1st.

"Dealers advise us this year that they expect the season to open from six to eight weeks sooner than it did last year, and are demanding refrigerators now so as to have them in stock. We are planning our quotas with the expectation of increasing our sales of Crosley Shelvador electric refrigerators by a minimum of 100 per cent. We are signing up dealers this year who would not listen to our invitation last year. We are being asked for Crosley dealerships by the highest class dealers in the State. The 1935 Crosley line has proved a sensation in our territory."

STUTZ

and Stewart Warner now with Domestic Utilities

Acquisition of Louis J. Stutz and Stewart-Warner radios and refrigerators is announced by Domestic Utilities, Inc., distributors in Chicago. Mr. Stutz is known to all in this territory for the years he has been calling on dealers and his new appointment includes a personal interest in the company. Domestic Utilities has been prominent in Chicago for its distribution work with Quaker Burnoil heaters.

Both Stewart-Warner radios and refrigerators will be distributed throughout the northern Illinois and Indiana area.

SYLVANIA 15

cathode type tube stimulates dry battery set sales

Sales of dry battery radios in 1935 are sure to surpass those of any other year, according to C. W. (Bill) Shaw, manager equipment sales, Hygrade Sylvania Corporation. "Already," says Mr. Shaw, "leading manufacturers are turning out thousands of dry battery sets." Mr. Shaw bases his prediction on the unprecedented sales of the Sylvania Type 15, a tube originally sponsored and introduced by his company.

The Type 15 tube is the only cathode type tube which has a heater power consumption low enough to permit operation from dry batteries. This tube is a two-volt RF pentode having an indirectly heated cathode. The heater requires only 0.45 watt, which is about one-fifth of the wattage taken by the average 6.3-volt tube. In spite of the unusually low cathode wattage, very little sacrifice in amplifying ability is involved. The mutual conductance center is 750 micromhos for this tube, as compared with 650 micromhos for Type 32, the two-volt, 60-milliamper tube. Compared with AC types, the reduction in mutual is approximately 25 per cent.

Initially, the application of the Type 15 was restricted to the detector-oscilla-

DECKER

to direct Fairbanks-Morse washer sales work

Fairbanks-Morse Home Appliances announced the appointment of L. M. Decker as manager of home laundry equipment sales. Mr. Decker was formerly divisional manager in the Illinois territory for the complete line of home appliances.

He has had extensive experience in washer and ironer manufacturing and sales for the past ten years. From 1925 to 1929 he operated his own washer manufacturing company, the L. M. Decker Company of Omaha, Nebraska, which merged with a competing company in 1930. From 1930 to 1934 he held a sales management position with a nationally known washer manufacturing company, which was sold last year.

TAUFENBACH

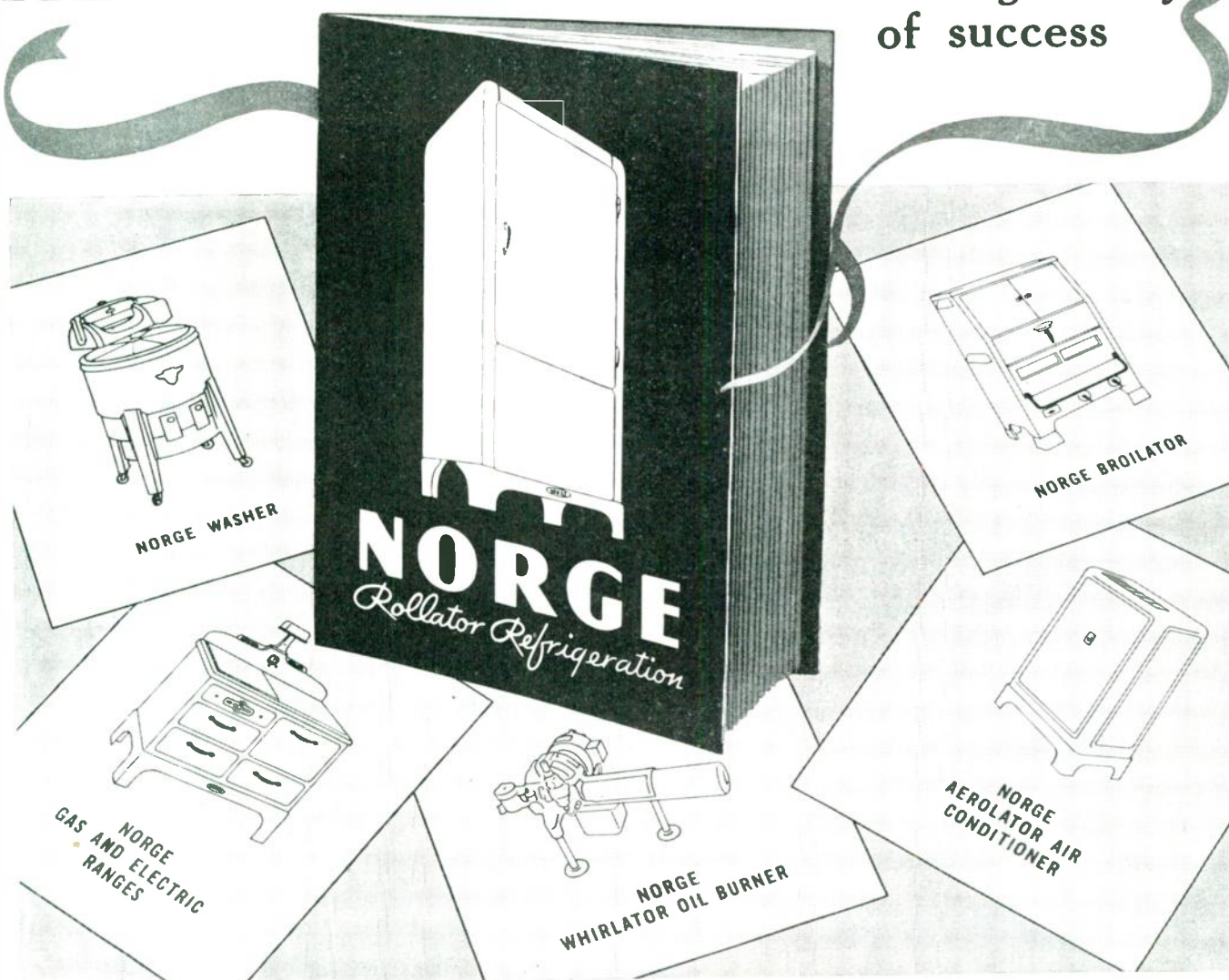
named general sales manager for Gibson refrigerators

L. E. Taufenbach, formerly West Coast sales manager for the Gibson Electric Refrigerator Corporation, has been appointed general sales manager, with offices located at 201 North Wells Building, Chicago, Illinois. The long and successful experience which Mr. Taufenbach has had in the sale of domestic refrigerators, his aggressive and engaging personality, and his thorough knowledge of the Gibson line, clearly indicate his capacity for the new position.

tor socket, due to the limitations on total A-battery current drain. A cathode type tube requires higher current to operate its heater than is the case with a filament type tube. For this reason, it was not practical to design battery receivers, particularly all-wave sets, so as to utilize the Type 15 in place of other filament type tubes.

Recently, more interest in applications for the Type 15 was stimulated by the selection of this tube by receiver manufacturers for other types of service. Good battery superheterodyne receivers covering several wave ranges are now available which operate with low current drain from a six-volt storage battery. The use of B and C batteries is avoided by providing a vibrator type of B power unit and by taking advantage of the separate cathode connections to arrange for self-biasing of the various tubes in the receiver. The two-volt tubes have their filaments connected in series arrangements. A typical example is the use of two Type 15 tubes (with correct shunt resistors) connected in series with a Type 19, as one string of tubes in such a receiver. Other combinations are also employed. The result is a storage battery operated receiver which is very economical in current drain. In sets of this general design, a six-volt tube might be employed in the output stage; Types 55 and 41 are tubes having characteristics satisfactory for this kind of service.

NEW CHAPTERS to be written in the Norge story of success



NOTABLE NEW PRODUCTS ...ALL NORGE QUALITY

• When you sell a Norge Rollator Refrigerator, you turn a customer into a friend. Now there are new Norge products to help you turn that friend into a customer again. And how much easier it will be to make the sale when the customer has learned about Norge quality and dependability through Rollator Refrigeration.

Norge dealers have made a spectacular success with *one* product. Think what they can do with these new additions to the line. You may be well assured that each and every one of these new products exemplify Norge style, beauty,

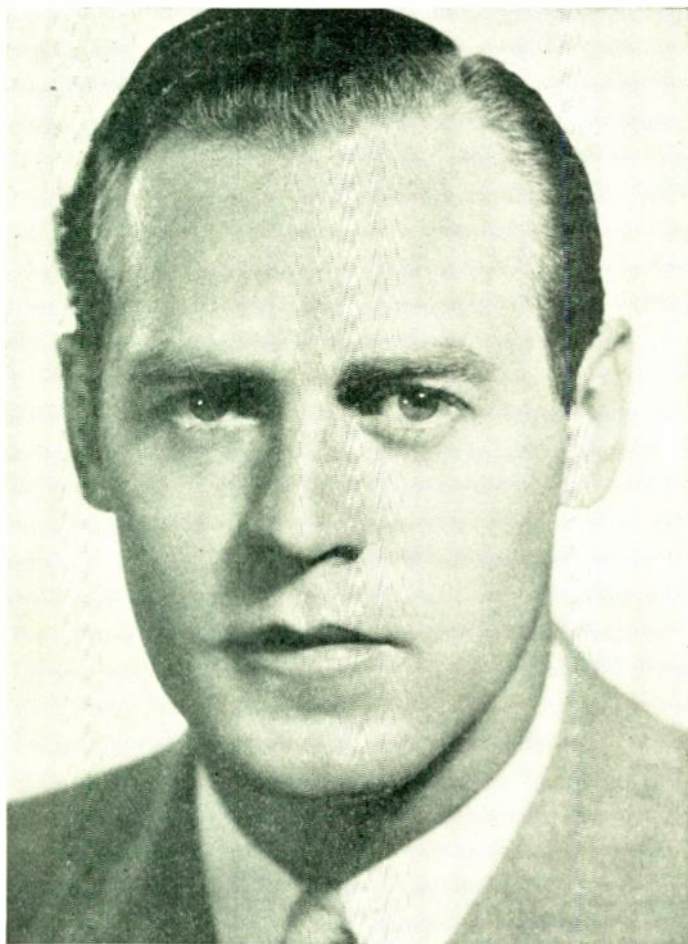
quality and performance ... and carry typical Norge sales support.

The high expectancy of salability to which Norge dealers have been educated, will be further stimulated by these splendid new products. They will sell to old customers, create new customers, new store traffic and new profits.

Write, wire or phone today for complete details.

NORGE CORPORATION
Division of Borg-Warner Corporation, 606-670
East Woodbridge Street, Detroit, Michigan.

• Rollator Refrigeration • Electric Washers
• Broilator Stoves • Aerolator Air Conditioners •
Whirlator Oil Burners • Gas and Electric Ranges



WE SENT THIS MAN OUT TO INTERVIEW SOME DEALERS . . .

"Go out," we told him, "and ask some frank questions. Get some frank answers. What do they think of the product? What do they think of the service? Remember! Dealers and servicemen are the *only* people who can tell us what we want to know . . ."

Our man went out. He talked a little. He listened a lot. And he found that the successful, money-making dealers had two "slants" on Sylvania.

First, they liked the tube. "There's no better tube on the market," they said. "It's a high quality tube—and we don't have any trouble pushing it successfully, and earning a real profit. We need and have a right to expect the profit from sales at full list price. Sylvania Tubes are the cleanest on the market when it comes to price cutting."

"And we like your company, too," they said. "You play good, clean ball. We like your prompt service. We like your sales advertising and technical helps."

If you are interested in the real profit that goes to the dealers who sell Sylvania's, write for complete details. Hygrade Sylvania Corporation, Emporium, Pennsylvania.

SYLVANIA

THE SET-TESTED RADIO TUBE

MAN POWER

(Continued from Page 12)

Further proof exists in the dramatic entrance of the radio dealers and salesmen (and jobbers) during the past three years, who were sales minded with much man power, and who are now credited with selling two-thirds of all the refrigerators. And just for additional proof, the distributors of makes with factory requirements of maintained retail stores, slipped so badly that it presented a problem of major proportions. It was these same distributors retail forces that were obliged, or are obliged to work, according to the factory formulae of retail activity.

What gave strength to the refrigerator business was the entrance of radio distributors—50 of them for this line; 63 for that line, and so on—which in turn served had instant accessibility to thousands of dealers, who employed thousands of salesmen. This man power aided the refrigerator business to such an extent that million refrigerators or more a year are possible. A new Detroit refrigerator manufacturer was the first concern to recognize the new field and the new man power, which was handled intelligently by competent men plus a good product to startle the whole refrigerator industry with its achievements. Most of the radio manufacturers who went into refrigerators are likewise an example of the man power extension.

Astrologists, palm readers, spiritualists, fortune tellers and the like are all in business because they are so many people with undecided minds, but there is no need for refrigerator manufacturers to become their customers. Elongation and a practical development of man power is the solution of "sales", with the results obtained mathematically figured at the start of any campaign for man power development.

STOP WORRYING ABOUT SALES

What are your plans for the next twelve months? Do you know that the sale of musical instruments and merchandise is way ahead of last year, particularly with accordions, guitars, flutes, mandolins, harmonicas, mutes, band instruments and accessories? Don't you know that in our trade paper, Musical Merchandise, we give all the latest happenings and "goings-on" in our trade, from Coast to Coast, covering all the essentials of for doing a larger and more profitable musical merchandise business? Don't forget we are panning the evils of our trade such as sell-



ing over your head to schools, supervisors at phoney discounts; that we are after chiseling jobbers and manufacturers who are not co-operating with you, and that our constructive effort in your behalf is worth \$3. for a subscription for 2 years. You need an organization like us working all the time to better conditions. Find out what is going on in Association work in all the cities, aimed to stop the tactics that must have hurt your profits during the past year.

Not only do you get the liveliest news, information, data and aids for more profits, but you get all the announcements from all the manufacturers in the business . . . over 125 houses using our paper, Musical Merchandise, to inform the trade of their new goods, policies and co-operation.

Let's get acquainted, for we want you to feel that we are for the dealer's success, first, last and evermost. And \$3 for 2 years is a trifle . . . you could drink it up in a few hours.

COUPON

Glad. Henderson, Editor
Musical Merchandise & Music Trade Review
Radio City, 1270 6th Ave., New York.

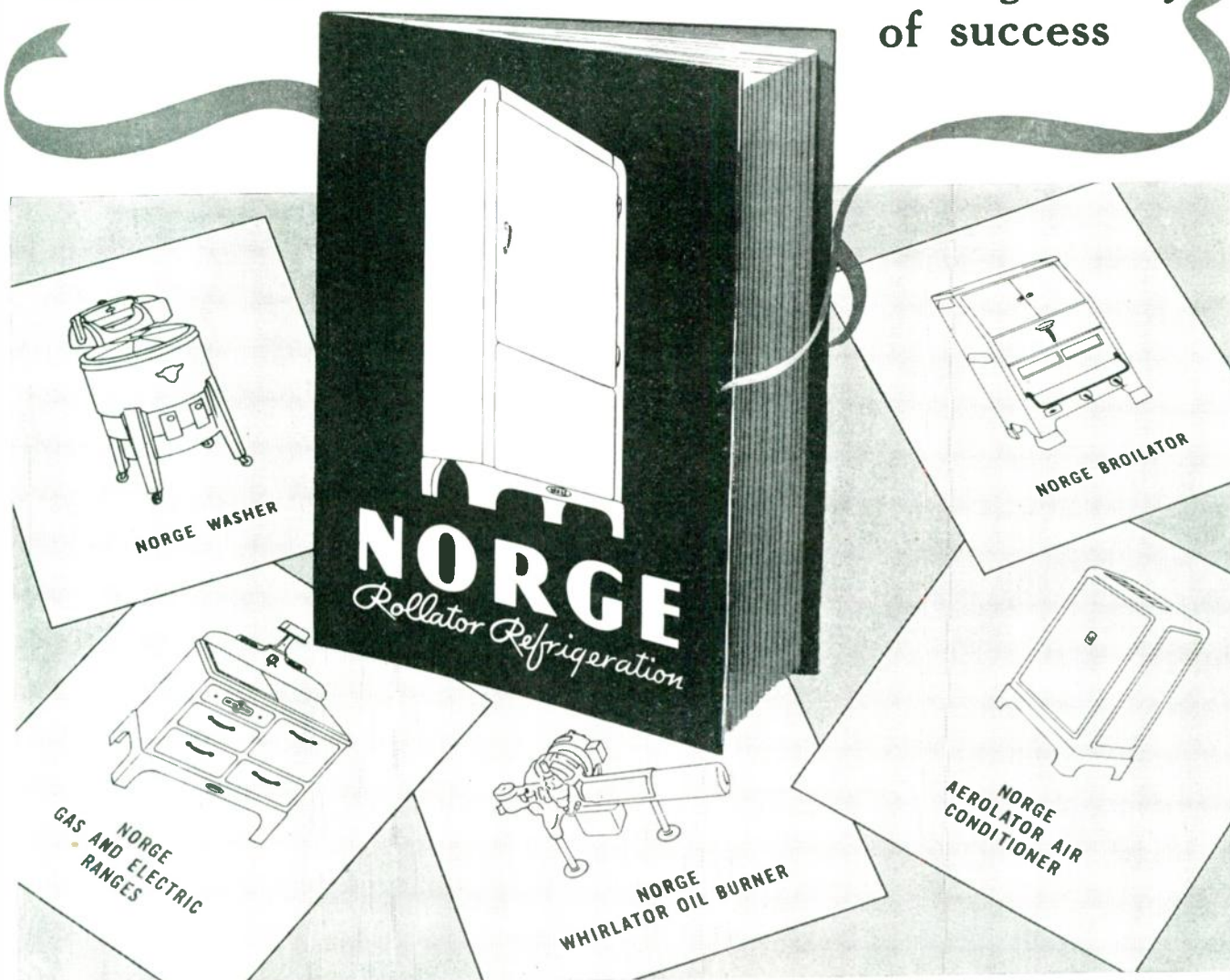
If half of what you say Musical Merchandise will do for me is right, I'm sport enough to enclose \$3 for a 2 years test, and I'll promise to read the paper regularly.

My name is

Firm name

Street and City

NEW CHAPTERS to be written in the Norge story of success



NOTABLE NEW PRODUCTS ... ALL NORGE QUALITY

• When you sell a Norge Rollator Refrigerator, you turn a customer into a friend. Now there are new Norge products to help you turn that friend into a customer again. And how much easier it will be to make the sale when the customer has learned about Norge quality and dependability through Rollator Refrigeration.

Norge dealers have made a spectacular success with *one* product. Think what they can do with these new additions to the line. You may be well assured that each and every one of these new products exemplify Norge style, beauty,

quality and performance... and carry typical Norge sales support.

The high expectancy of salability to which Norge dealers have been educated, will be further stimulated by these splendid new products. They will sell to old customers, create new customers, new store traffic and new profits.

Write, wire or phone today for complete details.

NORGE CORPORATION
Division of Borg-Warner Corporation, 606-670
East Woodbridge Street, Detroit, Michigan.

• Rollator Refrigeration • Electric Washers
• Broilator Stoves • Aerolator Air Conditioners •
Whirlator Oil Burners • Gas and Electric Ranges

JACKSON**brings New York reports of amazing Kadette progress**

W. Keene Jackson general sales manager for International Radio Corp., Ann Arbor, Mich., producers of Kadette radio, was a recent visitor to New York, where he spent much of his time at the New York wholesaler's offices, E. B. Latham & Company.

In a chat with the JOURNAL reporter, Mr. Jackson commented on the successful year just closed with International business, and stated that the January and February sales so far, way exceeded in volume the same period of last year.

"It is remarkable," commented Mr. Jackson, "how Kadette radio sales are forging ahead and this demand seems to come from all sections of the country."

"Since we have announced the new combination auto and home radio, which lists for the low price of \$36.50, and weighs only 6½ lbs., the amount of sales already secured even amazed our fondest hopes. It is true that various kinds of similar sets have appeared in the past; but we believe this is the first time that it is possible to obtain a set that actually works under either home conditions or car conditions, with a quality tone. The Duplex Kadette being an origination of our company, and with a market of huge proportions, I feel sure the dealers who will devote a little energy to selling will be highly pleased at the results of, not only the profits, but the satisfaction that the Duplex Kadette gives to owners."

NICKEL**now promoting sales for Sylvania dealers**

Edwin A. Nickel, well-known for the past fifteen years in advertising and sales promotion circles, has joined the staff of Hygrade Sylvania Corporation. He will make his headquarters in the New York office of the corporation, and will also spend some time in the field in sales promotion activities for both Hygrade lamps and Sylvania radio tubes.

Mr. Nickel has had wide experience in various branches of advertising and sales promotion. He has for the past six years been sales manager and advertising consultant in the Philadelphia and Chicago branches of Dictagraph Products Company, Inc. Previous connections were with the Lennen & Mitchell and Chas. W. Hoyt Advertising Agencies, and as assistant advertising manager of Fada Radio Company.

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

FADA**arranges new quarters for highest work efficiency**

Finally arranged in its new home in the National Carbon Building, Long Island City, N. Y., is Fada Radio & Electric Co., where all units of the organization are housed on one huge floor which covers many thousands of square feet. J. M. Marks, president of Fada, is confident that the new arrangement will bring the highest efficiency to office, engineering and factory divisions and he has laid out his plant so that now the entire organization can work along "line production" methods.

The new Fada lay-out puts the factory between the supply sections which feed the production lines and the shipping department. The executive offices and administration have been grouped together, coupling the sales department with the showrooms. Plenty of space has been arranged for the research and technical divisions so that Fada engineering can be kept well abreast of all newest developments.

WELDON**heads Atwater Kent export sales activities**

Promoted to the management of the export department of the Atwater Kent Mfg. Co. was James F. Weldon, to be assisted by Karl H. Scherer. This promotion follows the resignation of Bill Avery, reported in last month's JOURNAL.

Mr. Weldon has been an active member of the Atwater Kent export sales force for some time and is widely and well known by business men throughout the important cities of the world. Mr. Scherer was connected with the credit department in the Atwater Kent organization, and has been with the company for eleven years.

DAVIS**to assist dealers selling Kadette in Baltimore**

Announcement is being made by W. Keene Jackson, general sales manager, International Radio Corp., Ann Arbor, Michigan, makers of Kadette radio sets, of the appointment of William Davis as Baltimore territory representative. Bill Davis was with the Victor Company for 17 years and has a wide acquaintance in the oyster and senatorial belt.

As Bill, in commenting about his appointment, said, "Dealers can now forget looking for pearls in oysters, for Kadette sale is a pearl of a profit, and you can sell them in any month—"R" or no "R."

ARVIN**shows Littlefield - Greene new auto radios**

New 1935 models of the Arvin automobile radio were introduced to the sales organization of the Littlefield-Green Corporation, exclusive Arvin auto radio and Arvin auto heater distributors, at a dinner tendered to the organization at the Hotel Kenmore, Boston, by the Noblitt Sparks Industries of Columbus, Indiana.

The meeting was under the direction of Kay Clevenger, Eastern sales manager for Noblitt Sparks Industries, manufacturers of Arvin auto radios and Arvin car heaters. He was ably assisted by Walter Peake, technical director of the company.

"On account of the care in manufacturing, the shielding and filtering incorporated in the new Arvin car radio, it does away entirely with the need for suppressors, which have been a source of trouble and annoyance to the user of car radios to date," explained Mr. Clevenger. "Such modern features as tone control, interstation noise suppressor, illuminated airplane dial, easy mounting features, enabling the Arvin Car Radio to be installed on any make of car quickly, and rubber shockproof shield mounting are but a few of the many features of this outstanding car radio," declared Mr. Peake.

The meeting was well attended and the speakers roundly applauded when they outlined the sales features and advertising plans on Arvin car radio.

BULLOCK**assistant publicity manager of General Electric Co.**

B. W. Bullock has been appointed assistant manager of the General Electric publicity department, the appointment taking effect immediately. With this appointment, Mr. Bullock also becomes assistant manager of broadcasting for General Electric.

Since June, 1933, Mr. Bullock has been assistant to Chester H. Lang, manager of the General Electric publicity department.

DIONNE**quintuplets' parents receive Grunow refrigerator**

Always alert to methods of keeping the Grunow name before the public, Jimmy Davin presented Canada's famous parents with a Grunow Carrene refrigerator in behalf of Bill Grunow. The Dionnes were in Chicago fulfilling a theatrical engagement and the presentation was made at a party given them at the Chez Paree.

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.

ZINKAN

keeps scientific check on huge Raytheon sales

Facts about one's business is a hobby with Alvin Zinkan, sales manager, Raytheon Productions Corp., N. Y., manufacturers of Raytheon tubes. Not only are the customary facts secured and correlated, but these facts are broken down into the different divisions of the Raytheon business and fused with outside statistics as to industry and general marketing conditions.

It is well known that the tube business is one of tremendous details, involving many models of tubes, each tube of which must be perfect. Where these tubes are sold and by whom; for how much; in what months; classes of buyers; types of markets; prices; average prices; and the mass of detail that must be charted with conclusions drawn in order that the past may be a guide for the future have been an important factor in the development of Raytheon tube sets.

It is interesting to see a chart of the 1934 Raytheon business compared to prior years and to see that the sales increase of Raytheon tubes greatly exceeded the average industry increase. It was expected that Raytheon would show a substantial increase but not as great as actually achieved due to a general organization devotion to the maintenance of quality adherence to better business policies; good advertising and the genial disposition to

render a service that is well liked by consumers.

"I don't believe," commented Mr. Zinkan, "to compile figures of the past is of any value for the future, unless every factor in a business is utilized to make satisfied customers. It is entirely possible to deduct clues for the future by the figure analysis, relating to types of tubes, stock requirements, marketing conditions and future outlook. The replacement market is one that needs close observance and co-operation; demands for tube styles varying according to locale and the insistence of our trade in having prompt deliveries over such a wide range of tubes, makes it imperative that we know what we are doing." Mr. Zinkan added, that dealers and distributors by a close watch on inventory, and the conclusions from records of week-by-week business, make it easy to keep a stock on hand and to always be able to fill orders without losing a sale at the same time maintaining a proper ratio of turnover. He also added that turnover of stock is a factor in determining profits.

NATIONAL

to distribute National Union tubes in Washington

National Electric Supply Company of Washington, D. C., have announced their appointment as distributors of National Union radio tubes and allied National Union products, including cathode ray tubes, photo electric cells, exciter lamps and radio panel lamps.

GLASSER

plans big things for Chicago radio show

Charles W. Glasser, impresario of the radio show business, habitant at Chicago, was in the Gotham midst recently, trying to look over the tall buildings. Charlie is rolling up his sleeves preparatory to action on the promotion of the Chicago Radio Show, to be held this year at the Coliseum right after the New York show (around the first part of October). He has a number of interesting ideas for trade show promotion and is using every energy to make this year's show a great success.

In the Chicago show, which, by the way, is sponsored by the Radio Manufacturers' Association, will also be permitted presentations of analogous products, and it will be scheduled for just one week.

WOOD

successful in New Orleans adds Atlanta territory

James Wood, New Orleans territory representative of International Radio Corp., Ann Arbor, Mich., has been doing such a splendid job in that area that W. Keene Jackson, sales manager, enlarged the scope of his operations to include the Atlanta territory. Jimmy, with two men to assist him, is now rendering swell service to the dealers of the South, and is hanging up new sales records for volume.

Many trade members will remember Jimmy Woods as a "go-getting" cabinet salesman when he was with Showers.

WANTED

Radio manufacturer wants commission salesmen to call on jobbers for Ohio, out of Cleveland; for Indiana out of Indianapolis; for Illinois out of Chicago; for Missouri, South Illinois, etc., out of St. Louis; for Iowa and Nebraska out of Des Moines; for West New York State out of Buffalo or Rochester; for the Metropolitan area at New York City.

Box 71, care of Radio Journal, Radio City, 1270 6th Ave., New York.

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.

Customers Approve!

KEN-RAD Radio Tubes are strong and vigorous. They have dependable long life. Satisfy your customers and make profits for you. Sound merchandising and fair methods have made Ken-Rad a favorite among dealers. Send for the complete Ken-Rad dealer proposition.

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



Radio

SHOWS

sponsored in New York by Electrical Association and in Chicago by RMA

Public radio shows for New York and Chicago are assured from developments in the industry in the past month. New York show is announced for September 18th to 28th, inclusive, at the Grand Central Palace. This show has the sponsorship of the Electrical Association of New York, Inc. according to President Clarence C. Law. Chicago show has been endorsed by the Radio Manufacturers' Association.

New York's National Electrical and Radio Exposition will be billed as "Review of 'Progress' and 'Pageant of Achievement,'" in Law's words, "all that electrical science and industry have to offer in lighting, heating, refrigeration, air-conditioning, oil burners, domestic appliances and the latest in invention and development in the field of radio. Outstanding features will be graphic presentations of latest products of inventive genius in radio and electrical fields, with practical demonstrations of electrical services for household use. Two crystal broadcasting stations will provide programs by the leading chains.

In Chicago the show will be under private management, sponsorship by the

LINDSAY

joins Crosley as manager of export sales

A. G. L. Lindsay has been appointed manager of the foreign department of the Crosley Radio Corporation by Powel Crosley, Jr., president, to succeed the late C. J. Hopkins. Mr. Lindsay is widely known in the export field and has personally covered intensively all important foreign countries throughout the world, in all of which he has many personal and business friends. Until recently Mr. Lindsay was vice president of Associated Radio Industries and Refrigerator Products Company, of New York, exporters of radio sets, electric refrigerators and parts.

A native of Alsace, Mr. Lindsay has had a world-wide business career. After considerable experience in foreign sales with both Victor and Columbia, in 1930 he was appointed general sales manager in South America for the Brunswick Radio Corporation. Later he became commercial vice president of the Pilot Radio & Tube Corporation of Lawrence, Mass., and two years ago formed his own export organization, in which he recently relinquished his interests to become export manager for Crosley.

Speaking of the export outlook for Crosley radios and Sheldor refrigerators, Mr. Lindsay said, "I am very much pleased with the situation, and I expect the large volume of business established by Mr. Hopkins to be very greatly increased. Apart from the unquestioned leadership of Crosley radios and refrigerators abroad,

RMA being included as part of that organization's 1935 national radio promotion. It will be held during October.



Joseph Bernhart

Joseph Bernhart, long associated with Madison Square Garden as booking manager, is announced as the show manager of the New York National Electrical and Radio Exposition. Mr. Bernhart, who enjoys a wide acquaintance among business executives, and a varied experience in the conduct of great expositions and shows of many types, takes up his new work well equipped to do a real job. Mr. Bernhart said: "Grand Central Palace, the place where the great national shows are held, has been selected as the place where this year's National Electrical and Radio Exposition will be held. The sponsors have provided not only a great background from the standpoint of prestige, but a logical one from the standpoint of convenience and accessibility in their choice of location for the exposition."

I foresee a still further increased volume of business on the new Crosley Coolrest bed cooler, which in my opinion is one of the greatest blessings ever invented for people living in tropical countries."

HAUBRICH

appointed Chicago manager for Stromberg-Carlson

Stromberg-Carlson Tel. Mfg. Co. announces the appointment of A. M. Haubrich to the position of manager of the Chicago sales division of the company. Mr. Haubrich assumes the position left vacant by the recent death of Carl W. Schafer. Mr. Schafer, who had been in the employ of the Stromberg-Carlson Company for more than thirty-five years, died suddenly at his home on January sixteenth. H. T. McCaig will continue in the position of assistant manager.

RICHARDS

junior sales for England with Grunow message

C. A. Richards, Jr., son of the famous internationalist, who has been connected with C. A. Richards, Inc., for a number of years, sailed for England during February to spread the story of Grunow radios and refrigerators and Doreco power prover.

HAMBURG

distributes Stewart Warner in Pittsburgh

Rapidly strengthening list of Stewart-Warner distributors now includes Hamburg Bros. of Pittsburgh, Pa., according to Frank Hiter and John Ditzell, who are pleased with outstanding names they are adding to their banner. Decision to distribute Stewart-Warner refrigerators was made by Elmer Hamburg, president; Harold Kay, general sales manager, and Frank H. Steining, refrigerator manager, on proof of the box's record of freedom from service.

Other recent additions to Stewart-Warner which are making this one of the big bets for the season are Northeastern Sales, in Boston; Domestic Utilities, in Chicago, and Sorenson, in Des Moines.

Add-End-Um

(Continued from Page 22)

PFFANSTIEHL. Carl Pfanstiehl. No one could spell the name and consequently orders mailed went to the dead letter office. Did something for a while but who couldn't do a little those days.

POOLEY. The perennial. Made cabinets for years. Made so many phonograph cabinets and so many radio cabinets, that the business looked easy. But went out of both rather cum cleriate.

THOROLA. Frank Reichmann. Perked nobly for a while and it looked like a winner but a guy playing ice hockey is on his skates one second and the next second waving to fanny.

ROYAL. or Polle Royal, which ever you prefer. A small company but a radio manufacturer.

SHAMROCK. H. R. Rose. Made many sets for a number of years and a lot of money, but something happened to the Texas trade, and the bull was one sided.

SIGNOLA. W. J. Tideman. A career so similar to many others, parts to sets, and finally making the "Sighola."

SLAGLE. L. S. Slagle. Made commercial sets for a while and was absorbed by the lure of pretty certificates with a gold paper seal and the mystic green border.

SONORA. S. O. Martin. Here was a grand old house headed by a grand old gentleman, Geo. E. Brighton, who started the Sonora Phonograph Co. and built it into a great success. Radio came along and the company was a little slow changing over, resulting in a reorganization for radio work. However, the company folded under the new management for a number of reasons, with name sold. There's a catch in my heart when I write this paragraph, as there will be with many men who read it.

SPLITDORF. Made sets and started to do well. Then unloaded on Thos. A. Edison, Inc., which made Edison sets for a while but the chief, himself, was never "sold" on radio and regarded it as a step child. No one could blame him as Edison invented the phonograph and the radio set was regarded as an "uncouth upstart."

STANDARDYNE. B. W. Fink. Got along pretty well for a while but the competition vapors started rising and the asphyxiation followed.

STEINTE. Fred W. Stein. One of those odd cases. Did well for a time but got out of step with the music.

STERLING. The same old story from parts to sets, with an entirely different formula of marketing unrecognized by the management.

Lets clean up fast. There was Temple, Travler, Victorcen, Walbert, Shielded-Knight (shielded-good night), Oriole (W. K. Electric), Workrite, not to mention those who came in later and went out, and those in earlier than Sept., 1927, and pursued the footsteps of Steve Brodie.



LOUIS C. SCHRODER

Capital 6366

RADIOS • REFRIGERATORS

Radio Repairing

Sacramento, Calif.

3653 J Street

Dec. 29, 1934



Stewart-Warner Corp.,
1841 Diversey Parkway,
Chicago, Illinois.

Gentlemen:

We were certainly glad to see the ad of the Pendleton Music Store in the Refrigeration News of December 19, 1934 -- in fact that has been our same experience, and we are now 100% Stewart-Warner.

We have been telling the public this same story, and after reading the statement of the Pendleton Music Store we believe that it would be of tremendous benefit if we could run an advertisement along this line in our local newspaper. Can you supply us with a plate or matrix?

For your information, we just purchased one solid car-load of Stewart-Warner refrigerators from our distributors, the Moore Electric Company of San Francisco, California.

Thanking you for your attention to the above, we are

Very truly yours,

Louis C. Schroder

"... Now 100% Stewart-Warner"

The amazing, trouble-free performance record of the Stewart-Warner Refrigerator—its proven ability to make retail profits NET by taking "servicing" out of the picture—has caused scores of dealers to swing their entire sales efforts to this line in 1935. These dealers know, from actual experience, that Stewart-Warner's matchless mechanism lets them keep their earnings. And they're making sure of profits that will stick.

How are you set up? Have "service expenses" been gnawing at your profits? Then, get in touch with your Stewart-Warner distributor or write us direct for full details on "The Line Without a Service Problem" and complete merchandising plans for 1935.

STEWART-WARNER CORPORATION

1845 Diversey Parkway, Chicago, Illinois





WE SENT THIS MAN OUT TO INTERVIEW SOME DEALERS . . .

"Go out," we told him, "and ask some frank questions. Get some frank answers. What do they think of the product? What do they think of the service? Remember! Dealers and servicemen are the *only* people who can tell us what we want to know..."

Our man went out. He talked a little. He listened a lot. And he found that the successful, money-making dealers had two "slants" on Sylvania.

First, they liked the tube. "There's no better tube on the market," they said. "It's a high quality tube—and we don't have any trouble pushing it successfully, and earning a real profit. We need and have a right to expect the profit from sales at full list price. Sylvania Tubes are the cleanest on the market when it comes to price cutting."

"And we like your company, too," they said. "You play good, clean ball. We like your prompt service. We like your sales advertising and technical helps."

If you are interested in the real profit that goes to the dealers who sell Sylvania's, write for complete details. Hygrade Sylvania Corporation, Emporium, Pennsylvania.

SYLVANIA

THE SET-TESTED RADIO TUBE

MAN POWER

(Continued from Page 12)

Further proof exists in the dramatic entrance of the radio dealers and salesmen (and jobbers) during the past three years, who were sales minded with much man power, and who are now credited with selling two-thirds of all the refrigerators. And just for additional proof, the distributors of makes with factory requirements of maintained retail stores, slipped so badly that it presented a problem of major proportions. It was these same distributors retail forces that were obliged, or are obliged to work, according to the factory formulae of retail activity.

What gave strength to the refrigerator business was the entrance of radio distributors—50 of them for this line; 63 for that line, and so on—which in turn served had instant accessibility to thousands of dealers, who employed thousands of salesmen. This man power aided the refrigerator business to such an extent that million refrigerators or more a year are possible. A new Detroit refrigerator manufacturer was the first concern to recognize the new field and the new man power, which was handled intelligently by competent men plus a good product to startle the whole refrigerator industry with its achievements. Most of the radio manufacturers who went into refrigerators are likewise an example of the man power extension.

Astrologists, palm readers, spiritualists, fortune tellers and the like are all in business because they are so many people with undecided minds, but there is no need for refrigerator manufacturers to become their customers. Elongation and a practical development of man power is the solution of "sales", with the results obtained mathematically figured at the start of any campaign for man power development.

STOP WORRYING ABOUT SALES

What are your plans for the next twelve months? Do you know that the sale of musical instruments and merchandise is way ahead of last year, particularly with accordions, guitars, flutes, mandolins, harmonicas, mutes, band instruments and accessories? Don't you know that in our trade paper, Musical Merchandise, we give all the latest happenings and "goings-on" in our trade, from Coast to Coast, covering all the essentials of for doing a larger and more profitable musical merchandise business? Don't forget we are panning the evils of our trade such as sell-



ing over your head to schools, supervisors at phoney discounts; that we are after chiseling jobbers and manufacturers who are not co-operating with you, and that our constructive effort in your behalf is worth \$3, for a subscription for 2 years. You need an organization like us working all the time to better conditions. Find out what is going on in Association work in all the cities, aimed to stop the tactics that must have hurt your profits during the past year.

Not only do you get the latest news, information, data and aids for more profits, but you get all the announcements from all the manufacturers in the business . . . over 125 houses using our paper, Musical Merchandise, to inform the trade of their new goods, policies and co-operation.

Let's get acquainted, for we want you to feel that we are for the dealer's success, first, last and evermost. And \$3 for 2 years is a trifle . . . you could drink it up in a few hours.

COUPON

Glad. Henderson, Editor
Musical Merchandise & Music Trade Review
Radio City, 1270 6th Ave., New York.

If half of what you say Musical Merchandise will do for me is right, I'm sport enough to enclose \$3 for a 2 years test, and I'll promise to read the paper regularly.

My name is

Firm name

Street and City



Factory Sealed!

TO GUARANTEE LABORATORY QUALITY

More than 95 minute pieces of wire, metal and chemicals are processed with microscopic accuracy into the assemblage of a Raytheon Tube.

4-Pillar support anchors these elements rigidly and gives Raytheon Tubes a matchless sturdiness and makes them outstanding favorites, particularly where dependability and long life are vital factors. Now Raytheon Tubes are packed in "Factory Sealed" Cartons.



TO TEST
Do not break corners. Push tube downward in box.

Sold by good radio dealers. Recommended and used by reputable service men everywhere.

Dealers Note: New 1935 displays are ready—use the coupon.

Service Men Note: 1935 Tube Characteristic Chart now available—use the coupon.

RAYTHEON PRODUCTION CORPORATION

30 E. 42 St. New York 55 Chapel St. Newton, Mass. 445 Lake Shore Dr. Chicago 555 Howard St. San Francisco

RAYTHEON

TRADE-MARK

4-PILLAR RADIO TUBES

RAYTHEON PRODUCTION CORP.,
Dept. 11-2 30 E. 42nd St., New York, N.Y.

Please send ☐ 1935 Display Material ☐ 1935 Tube Chart

Name _____

Address _____

Dealer: ☐ (yes) ☐ (no) Service Man: ☐ (yes) ☐ (no)

NEW ARVIN

The new Arvin car radio program meets every desire of sales and "profit-minded" dealers

This Floor Demonstration Display is but one of the many features in the New Arvin Car Radio Sales Building Program this year.

SALES BUILDER

THE merchandising program built around the new 1935 Arvin Car Radio line is designed to give you full support... the practical, effective selling help that builds sales volume and profits. In every way, it ties up at point of sale with the most powerful consumer advertising campaign in the history of car radio.

Full color pages in The Saturday Evening Post, with poster size reproductions for you to display, in addition to a complete kit of selling helps... beautiful window streamers, big window and wall posters, colorful counter cards, in fact everything.

The elaborately oil-painted floor display stand demonstrates any one of the three new Arvin models. It's a selling help that attracts everyone and arouses interest that leads to profitable sales.

The merit and appeal of the new Arvin Car Radios—the many new features that make it a pleasure to sell, install and service them—and Arvin merchandising—will make this a really profitable car radio year for Arvin dealers.

Every progressive dealer should cash in on the Arvin sales building program. See your jobber salesman or write for full information.

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

ARVIN

THE MAGNIFICENT

Car Radio



FREE with an order for 2 or more Arvins on Arvin Merchandising Deal No. 2

This attractive demonstrator is made of heavy reinforced fibre board—stands 54 inches high by 36 inches wide and is elaborately oil-painted in four colors and varnished. Everyone who comes in your place will stop, look and listen when the demonstrator is working. It has a compartment for storage battery—front and rear platforms for mounting single or double unit Arvin—with holes drilled for a quick and easy set up. Get one at once. Your local jobber knows all about it as the Arvin Car Radio Merchandising Deal No. 2.