

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

Geo. Henderson
Editor

RADIO · REFRIGERATORS · WASHERS · B. M. S. · APPLIANCES · RADIO TUBES · RECORDS · MUSIC

Call your Sales!

\$67 or \$102!



Out of Tune In Tune
THE "MAGIC EYE"



RCA Victor Console Model C-11-1. An 11-tube "Magic Brain" radio with new "Magic Eye". 3 band tuning range, long and short wave. New "Selector" airplane dial. Automatic volume and high tone control. Voice, music control. De luxe, oversize speaker. Exquisite cabinet finish. Price \$150. Other sets from \$39.95, including table, console, AC-DC, radio-phonographs, farm and auto radios. All prices f.o.b. Camden, N. J., subject to change without notice.

NEVER before have you had such an opportunity as this! You can choose now whether you want the average sale in your store to be merely the general average of the industry, or the RCA Victor average.

Last year the industry average console sold was \$67.* BUT THE AVERAGE RCA VICTOR CONSOLE SOLD FOR \$102!

This season we confidently predict that the RCA Victor average sale will exceed even last year's remarkable figure. This year we believe RCA Victor dealers will realize \$45 or \$50 more than the average of the whole industry.

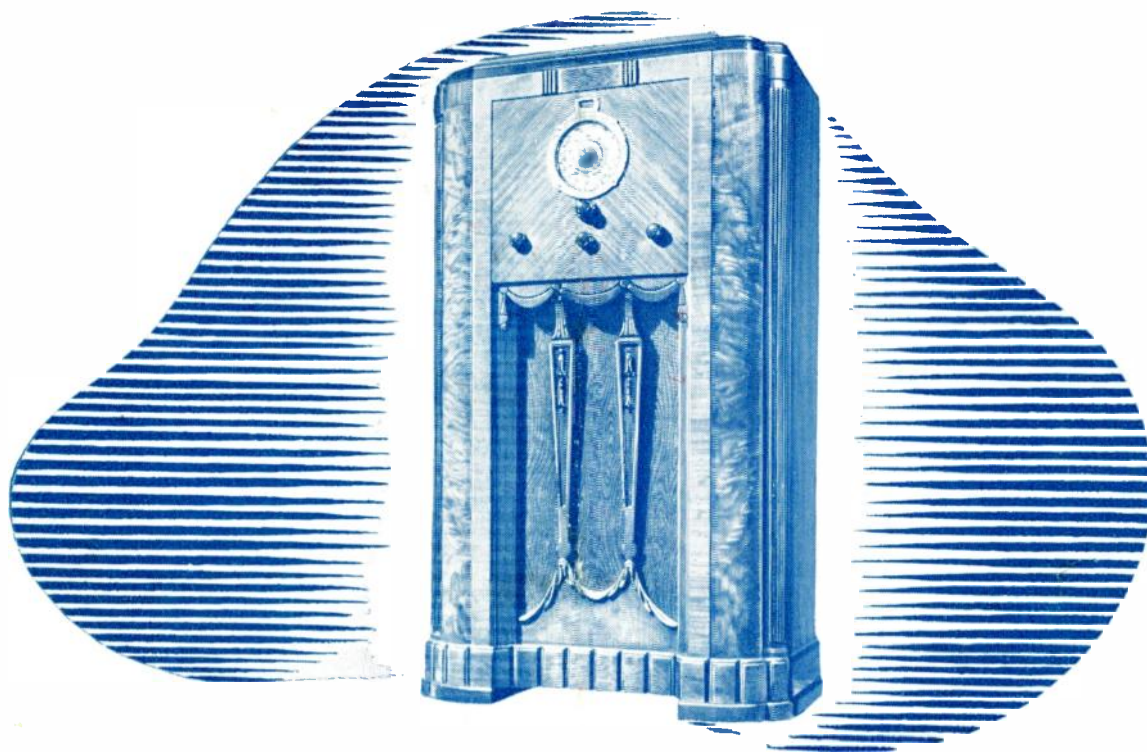
Such is the power of the great RCA Victor line now that it will mean Much More Money for You! Look at this unique array of sales features—the "Magic Brain"; the "Magic Eye"; and RCA Metal Tubes. Where else can you find such an effective combination? Remember, last year the "Magic Brain" stood alone; now it has two running mates of equal ability. The whole backed by an enlarged, aggressive, powerful advertising, publicity and radio promotion effort. There's more money to be made today by RCA Victor dealers than ever before. Ask your distributor.

*McGraw-Hill figure.



RCA Victor

RCA MANUFACTURING CO., INC., Camden, New Jersey . . . A Subsidiary of Radio Corporation of America



***FERRODYNE* . . A NEW NAME . . A NEW ACHIEVEMENT . . IN RADIO!**

● You know it as well as we do—surprises are few in the radio trade.

But the new Stewart-Warner Ferrodyne came as a surprise even to those who thought themselves immune to surprises! The skeptics . . . the men who “wanted to be shown”—all found something in the new Ferrodyne to rave about.

Why? Perhaps they remember that Stewart-Warner were pioneers with simplified round-the-world reception, that started a new demand for radio sets. Perhaps they realized that with Ferrodyne—an *exclusive* Stewart-Warner development—they’ll have a feature that puts them way out in front of competition.

Or, perhaps it is because they know the Stewart-Warner Ferrodyne has *all* the new features. All-metal tubes—plus a circuit especially designed for them. Automatic station register. Striking Craft-Built cabinets. New Diffusalite Magic Dial. Something new and different in *every* set, from the smallest, low-priced table model to the big de luxe console.

When the trade takes so enthusiastically to a new set, the public will welcome it in the only way that’s important . . . sales! Why not learn about the Stewart-Warner plans that make it easy for you to earn profits on Ferrodyne? Write, wire or phone today.

STEWART-WARNER CORPORATION
CHICAGO, ILLINOIS

The New **STEWART-WARNER**
Ferrodyne **RADIO**

THE KIND OF

Trade Talk

GOING AROUND ABOUT

ARVIN

RADIO

"They have a good name, and policies keyed to the trade point of view."

"They back you up with merchandising that builds business on a profitable basis."

"Their line includes 11 models, metal and glass tubes, 3 battery sets."

"They build fine quality sets and price them right for volume sales."

"Their custom-built car radios with overhead speakers are the sales hit."

"Their Band-Beam Station Finder is a real contribution to all-wave tuning."

"Their new home radios are the best sets for the money I've ever heard."

"They're good folks to do business with because their trade policies are sound."

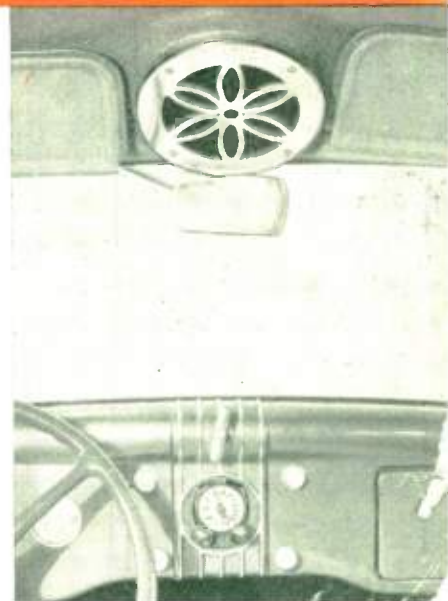
FOR THE HOME
FOR THE CAR

● Regardless of the radio line you may be handling now, you'll want Arvins, too. You'll understand why when you see . . . hear . . . and compare them. Model 81, shown at left, is an 8-tube all-wave walnut console with 12-inch speaker, band-beam station finder, that simplifies all-wave tuning, and numerous other Arvin innovations. List price only \$89.50 — with 9 metal tubes, \$99.50. An exceptional value. And that is only one of eleven beautiful models — metal as well as glass tubes — battery sets — \$19.95 to \$99.50 list.

In radio for the car, Arvin is making the sales hit of the year with the beautiful custom-built models that have overhead speakers and matching panel controls — \$44.95 and \$45.95 list. Every profit-minded dealer needs the Arvin Radio line to boost his sales volume. See your jobber.

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

World Radio History



Ken-Rad *Radio Tubes*

MAKE THE CUSTOMER SAY

"I can depend on my tube dealer"



*Glass and Metal
Radio Tubes*

Customers won't darken your door unless they have confidence in you. Dependable, long-lived Ken-Rad Radio Tubes designed by expert engineers, built according to the most modern manufacturing methods, establish you in the hearts and minds of your trade.

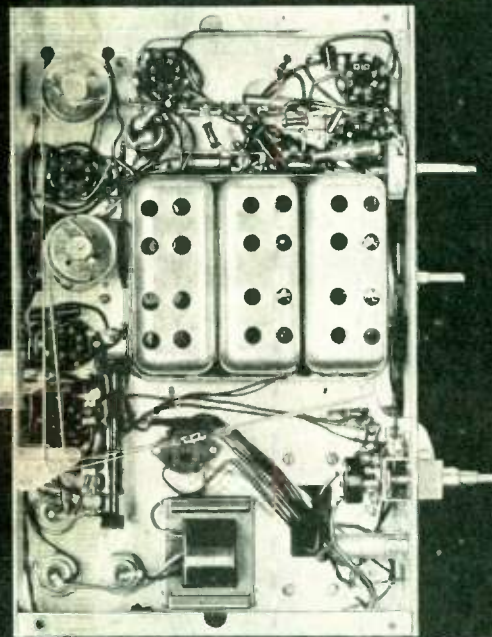
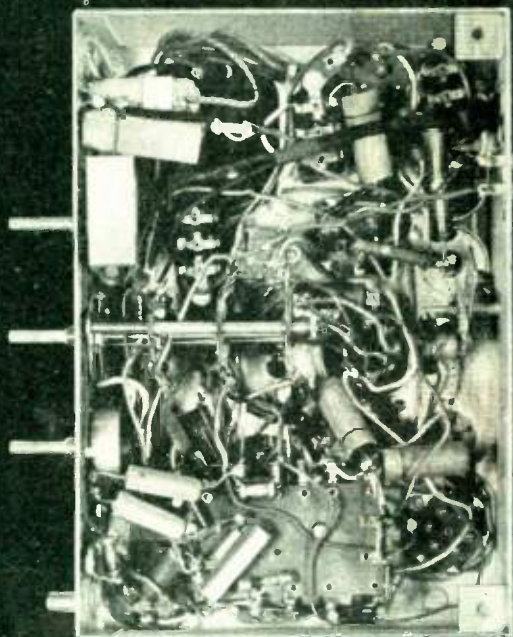
Ken-Rad Radio Tubes are a profitable line. Build prestige. Attract customers. Open the way for greater sales. Our complete dealer plan gives you details. Write for it today.

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.

Which Would YOU Rather Sell as more **DEPENDABLE** ?



What the Radio Buyer seldom sees—the underside of his radio. Left, under-view of ordinary radio practice. Right, similar view of new American-Bosch CentrOmatic Radio. Which would you prefer to sell for greater dependability?

AMERICAN-BOSCH . . . combining Metal Tubes with the new CentrOmatic Unit . . . sets the pace for provable sales features!

AS A RADIO EXPERT or as a novice, you can instantly see the difference CentrOmatic Engineering makes by comparing the chassis of an American-Bosch with ordinary radio practice!

Notice how the CentrOmatic Unit centralizes all the sensitive radio elements—separates and armors them from "feed-back" noises in the audio. Now turn the chassis upside down. You'll notice a wholesale elimination of wiring—90% less wiring! 104 fewer soldered connections. Coils, condensers and switches in an entirely new rigid, anchored mounting that insures factory precision standards throughout the life of the set.

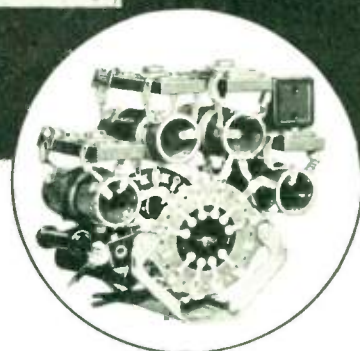
Impressive to you as an expert? Even more impressive to your customers! You can assure them

that the CentrOmatic Unit guarantees: 1. More long and short wave stations. 2. Higher tone fidelity on all wave bands. 3. Greater freedom from noise both on station and between stations. 4. Easier tuning even on short wave. 5. Surpassing dependability and durability.

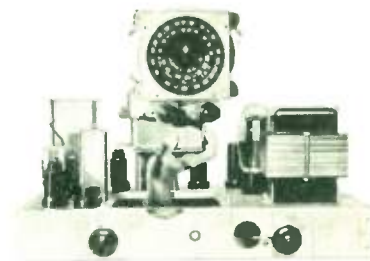
Here is the big radio news of 1936—the new CentrOmatic Unit and the new metal tubes—combined in one radio—American-Bosch. The combination is proving a truly dynamic force in creating and clinching sales for go-getting dealers everywhere.

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

American-Bosch Radio is licensed under patents and applications of R. C. A. and Hagelstine Corp.



For the first time in radio, switches, coils and condensers are rigidly anchored to a steel frame in groups, separated and armored to eliminate interference and electrical losses.



Behold the CentrOmatic Unit, which centralizes all sensitive radio elements.

AMERICAN-BOSCH *CentrOmatic* RADIO

Its style leadership sells the woman . . . its engineering leadership sells the man

ATWATER KENT



IF THIS WERE YOU here in the control-room you'd hear radio at its best—the way it can sound in your home when you listen to an Atwater Kent.

Behind the Scenes

in the broadcasting studio, Jessica Dragonette sings her lovely songs as guest star on one of the Thursday night Atwater Kent Radio Hours.

In the Control-Room

over sensitive radio speakers, every note of music, every whisper of sound is heard perfectly by the engineer, just as you should hear it in your home.

In Your Own Home

what you hear depends on your radio. With an Atwater Kent each tone is captured, just as if you were listening in the control-room at your favorite station.



HEAR THE ATWATER KENT RADIO HOUR THURSDAYS AT

The Metal-Tube Radio

with

CONTROL-ROOM RECEPTION

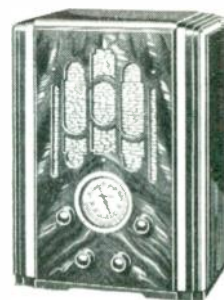
THERE'S no need of high pressure selling when you show your customers the new 1936 Atwater Kent. Demonstrate any model—let them listen to the clear, smooth flow of voices and music that makes Atwater Kent the best "buy" for 1936!

Show them the chassis, with the new metal tubes, around which entirely new circuits have been designed to get the most in tone and performance out of these new tubes. Every polished part

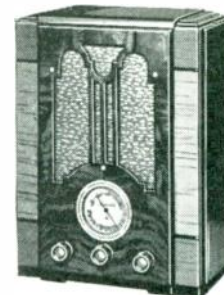
you see is a tribute to the accurate craftsmanship that makes Atwater Kent the set customers come back to buy a second time.

Your ears—and your eyes—will tell you there isn't any better set, dollar for dollar, in 1936 than the Atwater Kent—the radio with the tone realism of Control-Room reception.

ATWATER KENT MANUFACTURING CO.
A. Atwater Kent, Pres. Philadelphia, Pa.



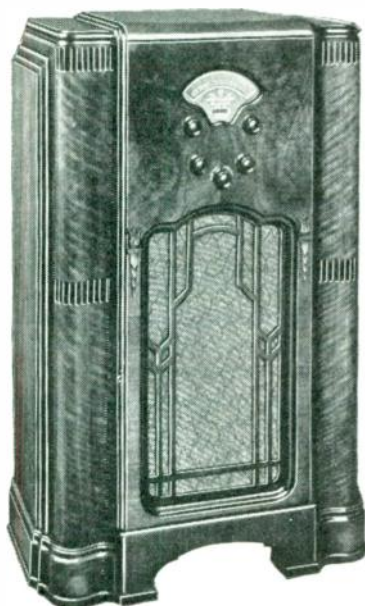
MODEL 856 A 6-metal-tube convenient compact receiver. Improved selectivity. Full rich tone quality. Foreign and domestic reception.



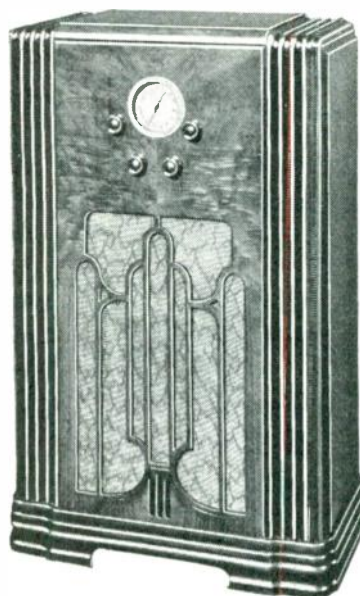
MODEL 225 A 5-tube A.C. compact with new metal tubes for foreign and domestic programs.



MODEL 337 For standard and short wave reception it would be difficult to find a better receiver than this 7-metal-tube compact.



MODEL 810 (at left) This beautiful console model is one of the finest radio receivers ever built by Atwater Kent. 10 metal tubes. Rich full tone quality, fine selectivity with new Selectivity-Fidelity switch. Superior sensitivity. Full vision dial and shadow tuning. Foreign and domestic reception, police, amateur and airplane broadcasts.



MODEL 976 (at right) A 6-metal-tube console for standard and short-wave broadcasts. 3 tuning ranges with airplane type dial and automatic light illuminating only the band in use. Built for precision and beauty with greatly improved selectivity and uniform full tone quality.

ATWATER KENT
1936 RADIO
PRICES RANGE FROM
\$27.50 TO \$150.00
f. o. b. factory

8:30 P.M., E.S.T., COLUMBIA COAST-TO-COAST NETWORK

A COMPLETE FINANCE SERVICE



**within
phone's
reach**

EVERY form of cooperation included in C. I. T.'s Radio Financing Service is extended by our Local Office in your territory.

There is none of the delay which often occurs when business has to be transacted by mail with a distant finance company. You have the advantage of frequent personal contact with the finance men who are directly responsible for checking your credits, purchasing contracts, and making your collections.

This close-range service prevents mistakes and misunderstandings. It does away with "red tape." It gets results . . . the supreme test by which any financing arrangement should be judged.

C. I. T. Plans cover all models of approved types of radios; also mechanical refrigerators and water coolers, electric ranges and electric water heaters. A large percentage of the country's most successful dealers use C. I. T. Service. A phone call to our nearest office will bring a C. I. T. field-man, glad to talk over with you how C. I. T. Service might aid you.

C. I. T. CORPORATION

NEW YORK — CHICAGO — SAN FRANCISCO

Completely Functioning Local Finance Offices in the Principal Cities

A Unit of

COMMERCIAL INVESTMENT TRUST CORPORATION
CAPITAL AND SURPLUS OVER \$100,000,000

CALL TODAY OUR NEAREST LOCAL OFFICE

Abilene ~ Akron ~ Albany ~ Altoona ~ Amarillo ~ Asheville ~ Atlanta
Augusta ~ Bakersfield ~ Baltimore ~ Bangor ~ Bay Shore ~ Beaumont
Beckley ~ Binghamton ~ Birmingham ~ Boise ~ Boston ~ Bridgeport
Bronx ~ Brooklyn ~ Buffalo ~ Butte ~ Camden ~ Cape Girardeau
Cedar Rapids ~ Charleston ~ Charlotte ~ Chattanooga ~ Chicago
Cincinnati ~ Clarksburg ~ Cleveland ~ Columbia ~ Columbus
Cumberland ~ Dallas ~ Dayton ~ Denver ~ Des Moines ~ Detroit ~ El Paso
Erie ~ Florence ~ Fort Wayne ~ Fort Worth ~ Fresno ~ Glens Falls
Greensboro ~ Greenville ~ Hagerstown ~ Harrisburg ~ Hartford
Hempstead ~ Hickory ~ Houston ~ Huntington, W. Va. ~ Indianapolis
Jacksonville ~ Jamaica ~ Jamestown ~ Jersey City ~ Johnson City
Kansas City ~ Knoxville ~ Lexington ~ Lincoln ~ Little Rock ~ Los Angeles
Louisville ~ Manchester ~ Memphis ~ Miami ~ Milwaukee ~ Minneapolis
Mobile ~ Montgomery ~ Montpelier ~ Mt. Vernon ~ Nashville ~ Newark
Newburgh ~ New Haven ~ New Orleans ~ New York ~ Norfolk
Oklahoma City ~ Omaha ~ Orlando ~ Paducah ~ Paterson
Peoria ~ Perth Amboy ~ Philadelphia ~ Pittsburgh ~ Portland, Me.
Portland, Ore. ~ Portsmouth ~ Poughkeepsie ~ Providence ~ Raleigh
Reading ~ Reno ~ Richmond ~ Roanoke ~ Rochester ~ Rome, Ga.
Sacramento ~ St. Louis ~ Salt Lake City ~ San Antonio ~ San Diego
San Francisco ~ San Jose ~ Scranton ~ Seattle ~ Shreveport
Spartanburg ~ Spokane ~ Springfield, Mass. ~ Springfield, Ohio
Stockton ~ Syracuse ~ Tampa ~ Toledo ~ Tucson ~ Tulsa ~ Utica
Washington ~ Watertown ~ Wheeling ~ White Plains ~ Wichita
Wilkes-Barre ~ Wilson ~ Yakima ~ Youngstown

LINE UP *with* Westinghouse

... and you'll never have a customer turn away

One customer wants a set with the new Precision Tuner. *You've got it in a Westinghouse.* Another wants All-Metal Tubes. *You've got them in a Westinghouse.* Another insists on beauty of cabinet design. *You've got it in a Westinghouse.* Another is shopping for big value at a low price. **AND YOU'VE GOT THAT IN A WESTINGHOUSE.**

Smart radio merchandisers are saying: "Stock fewer lines. Carry lower inventories. Stick to quality sets." Now, you can follow that sound advice, yet never have a customer turn away from your store. You have the right answer for every buyer in the Westinghouse Precision Radio.

FEATURING



The **PRECISION TUNER**

An amazing control unit that automatically rules out the variables that distort tone, introduce noise and affect exact dial settings. Makes possible reception with true precision on every broadcast band.



... with the new **ALL-METAL TUBES**

Westinghouse has the new metal tubes... just as it has every worth-while improvement in radio design and construction.

For complete descriptions and information see your nearest jobber or write Westinghouse Radio, Merchandising Headquarters, 150 Varick Street, N.Y.C.



Console WR-303. Standard, Police and European Short Wave Bands

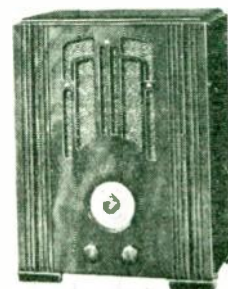


Table Model, WR-201. "The Mighty Midget"—Standard and Police Bands



Table Model, WR-203. Standard, Police and European Short Wave Bands



Table Model, WR-205. Weather, Standard, Police, European Short Wave Bands, Precision Tuner and Metal Tubes



Console WR-301. Standard, Foreign and Police Bands, With Precision Tuner and Metal Tubes



Console, WR-305. Weather, Standard, Police, European Short Wave Bands, Precision Tuner and Metal Tubes



Midget, WR-100. Five tubes, Standard and Police Bands



Midget, WR-101. Six tubes, Standard, Police and European Short Wave Bands

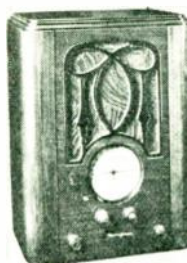


Table Model, WR-201. Standard, Foreign and Police Bands, With Precision Tuner and Metal Tubes



Console, WR-306. Four Bands, Weather, Standard, Police and European Short Wave, With Precision Tuner and Metal Tubes

Prices Start with Mighty Midget at \$19.95 up to Super Deluxe at \$139.50
(Slightly higher west of the Rockies)

Westinghouse Precision Radio



THE INTERNATIONAL RADIO CORP.

KADETTE

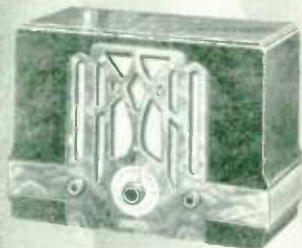
 FACTORIES AT
ANN ARBOR, MICHIGAN

Takes the Spotlight OF DEALER APPROVAL

To win the extraordinary acceptance that has been instantly accorded the Kadette line, it must have EVERYTHING—EVERYTHING in public appeal and profit possibilities that any dealer could ask for—EVERYTHING in up-to-the-minute radio perfection. The new Kadettes have it—more power, keener selectivity, vastly superior short-wave reception, simplified dual-ratio tuning, fully illuminated and descriptive dials of airplane type, three-gang tuning condenser mounted in live rubber, and many other important refinements. Years of knowledge and experience have been concentrated on the creation of the highest quality line in the industry at the most advantageous price. Fullest cooperation is extended dealers with tried and tested merchandising plans, sales and advertising helps, window displays, etc. Send for complete dealer plan at once! A few jobbing territories still open.

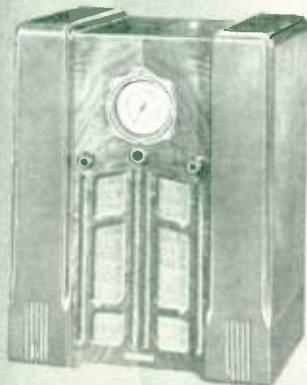
NEW METAL TUBES

The new metal tubes are interchangeable with glass tubes, providing an opportunity for choice, with a distinct price advantage where glass tubes are preferred.



KADETTE COMPACT MODEL 26. A 4-tube AC receiver using the NEW METAL tubes or glass counterparts. Cabinet of finest center matched and figured butt walnut. Hand-rubbed piano finish.

NEW METAL tubes . . . \$25.75
With glass tubes . . . \$22.50



KADETTE BATTERY MODEL 72. A 6-tube, sharply selective, superheterodyne receiver with rich beauty of tone and unusual volume. Large special design speaker, automatic volume control, and airplane dial calibrated for broadcast and police band ranges. Batteries self-contained within the cabinet. Complete with tubes (see batteries). . . \$32.50



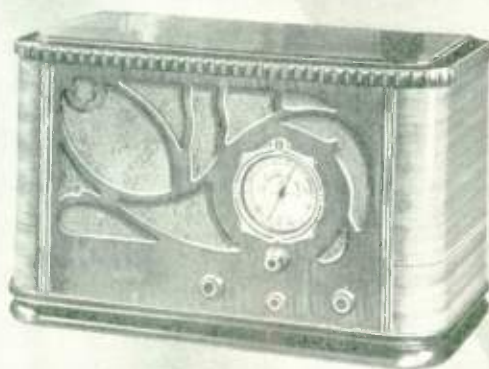
KADETTE TABLE MODEL 52. A powerful 5-tube superheterodyne with extra band, covering practically all foreign short waves. Uses metal tubes or glass interchangeably. An exquisite, hand-rubbed cabinet of oriental walnut and rare, contrasting woods.

NEW METAL tubes \$33.95
With glass tubes . . . \$29.95



KADETTE TABLE MODEL 53. A 5-tube, all-wave AC superheterodyne tuning foreign domestic short-wave, police-amateur and regular broadcast. Beautiful matched butt walnut with solid oriental walnut pilasters and selected figured butt walnut top.

NEW METAL tubes \$42.00
With glass tubes . . . \$37.50



KADETTE TABLE MODEL 120. Striking a new note in furniture design with graceful, harmonious lines. Choice figured maple and walnut are hand-rubbed to a rich piano finish. A powerful seven-tube, all-wave, three-band superheterodyne with no gaps between bands.

NEW METAL tubes . . . \$56.00
With glass tubes . . . \$49.50



Size: Only
3 1/2 x 7 1/2 x 3 3/4
Inches
Weight: Only
3 3/4 Pounds

KADETTE Jewel

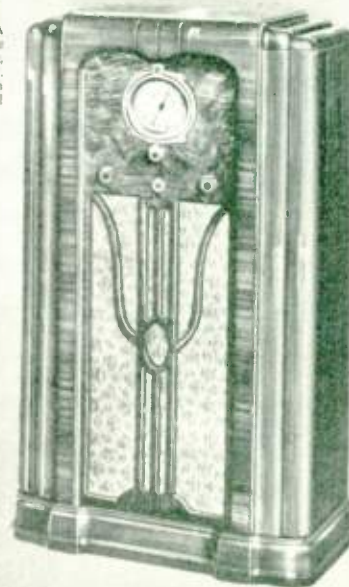
The most beautiful AC-DC compact in the world. Encased in gleaming scratchproof bakelite with exquisite grille settings representing precious stones. A wide selection of colors for all room settings.

Model 41—Walnut Bakelite . . . \$13.50
Model 43—Deluxe Ivory Plaskon . . . 16.50
Model 44—Deluxe Red Plaskon . . . 16.50
Model 47—Deluxe Black Pearl . . . 16.50
Model 48—Deluxe Marble . . . 16.50



KADETTE MODEL 61. All-wave 6-tube AC-DC superheterodyne with complete range from 13 to 555 meters without gaps. Gleaming hand-rubbed piano finish cabinet of selected oriental and matched butt walnut.


NEW METAL tubes . . . \$42.50
With glass tubes . . . \$39.95



KADETTE CONSOLE MODEL 1200. A modern console of exquisite design and charm. Selected butt walnut and rare woods are used in this unusual creation of cabinet art. This powerful 7-tube, three-band superheterodyne has no gaps between bands, having continuous covering from 13 to 555 meters.

NEW METAL tubes . . . \$76.00
With glass tubes . . . \$69.50

As we see the business



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

FROM NOW UNTIL CHRISTMAS radio is fairly well set with the manufacturing and wholesaling divisions, and these functions can continue with a good degree of standardization. In the trade eye now are the dealers, whose activity must make 1935 radio's greatest year since 1930. With general conditions good, dealers must hold up their end so that the close of December will find no surplus radio. Any radio dealer who isn't in the black for 1935, should feel personally insulted and be rated as "nobody's fool"—an orphan.

WITH RADIO PERKING AT FULL speed, refrigerators are starting the annual breathing spell, altho this year due to FHA and other financial co-operation, refrigerators this Fall will show startling advances over 1934. October in refrigerators corresponds to April in radio, indicating closer co-ordination between sales and orders than at the height of either season. It looks as if refrigerator sales will touch 1,750,000 as predicted in January JOURNAL, with the newer manufacturers getting more than their share of the business, compared to the "old timers" in the field. A mail-order house is credited with selling 150,000 this year — more than

double last year. Dealers who sold a thousand or more refrigerators this year are legion. W—— is credited with the largest percentage of increase, in number and in dollars. Washers, the so termed "all year" seller, with no peaks and no valleys, will touch the 1,300,000 for 1935, as predicted in January JOURNAL, having hit 1,055,000 for first 9 months.

PRIZE REMARK OF THE MONTH:
Chas. B. Warren (Warren-Nash Norge—N. Y. distributor) says: "Refrigerator business — and radio — is the 'eatingest' business I ever was in, or heard of."

ANY DEALER IS A SUCKER TO sell a refrigerator with nothing down and 3 years to pay, unless the credit is first-class—and if so, \$10 or \$20 can be secured to establish a little ownership. Don't forget that long term financing with

Radio Merchant
ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

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any Governmental agency has its hazards, for if declared unconstitutional, the whole "works" will come right back to your own banker—and this means YOU—for any dealer letting his banker be the goatee is another way of spelling "suicide" with tomato sauce on the side. "Without recourse" sounds sweet, but there is a "U" in each word.

FUNNIEST SIGHT AT THE BAER-Louis fight was Jules Smith (Davega radio buyer) in a ring side seat (80 rows back) with a portable radio set listening to the fight broadcast, and glasses watching what appeared to be midgets on a ten cent piece. Jules had the set made up for the occasion, and there is an idea in the move for some small portable type of set for sports use—football games, rowing races, and other "long range" sports.

IF YOU ARE PLANNING A NEW store, or store front, look into the newest and latest—glass bricks (Owens-Illinois Glass Co., Muncie, Ind.) for with lights back of these bricks, you'll have an illuminated front that will be a sensation. First radio-appliance store in a town with glass brick will gain great deal of free advertising.

DISCUSSION ABOUT THE PHRASE "all-wave" as applied to radio sets is remindful of the time that somebody wanted to change the term "oyster crackers" because there were no oysters in them. There ain't no sand in sandwiches and who has ever seen a witch curled up under a slice of ham. The JOURNAL cautioned against using the phrase "all-wave" several times, particularly, as applied to split-band receivers, but a 5-wave band set could logically be called an "all-wave" set. "All-wave" applied to antenna is correct.

BEST GAG OF THE MONTH—THE radio manufacturer who referred to his sets as built for "international world reception."

IN SPITE OF GOOD-SIZED SUBstantial volume of radio business, some manufacturers are ignoring the probability of selling goods at a profit and are quoting to new customers such low prices that any one can figure that the goods are being sold at a loss. Smaller manufacturers, particularly, quote prices in lots of 500 sets, that are based upon production of 20,000 sets, hoping they can sell enough sets to ease out of the predicament. This fallacy has caused many radio manufacturers to go broke, and while many dealers don't care about future sources of supply, and either don't care or ignore the dangers of excessive service. In self-defense, these manufacturers ought to know that it is better to go out of business doing nothing than to go out giving goods away. Of course, we forgot one thing: it might be that the supply houses are now gifted with hearts the size of an egg plant.

FOR YEARS THE AUTOMOBILE INDUSTRY presented the new models in January; this year it is done in November, the belief being that two extra months added to the selling season will sell more cars, and add to the sales in the peak months of April, May and June. Those radio manufacturers presenting the new 1936 lines in May and June this year were making and selling sets during the summer, while the others were "presenting" their lines with deliveries following in August and September. Radio as an industry can afford to make earlier announcements of the new lines next year—no later than June for any line—and preferably at a Radio Trade Show, inexpensively done, with one

week display at Chicago and one week at New York. Dealer shows and general deliveries to start in July, and with the public buying sets in July and August will make us gainers as an industry. There is something fascinating about the word "new" to the public—in advertising it rates almost as high as "free"—and a gratifying volume of retail sales will be secured during the summer. Few dealer or jobbers have any idea what the factories are up against right now to make deliveries—most of them—and practically all occasioned by all wanting cabinets, speakers supplies, etc. at the same time. We all realize the unusual conditions this year, especially with the metal tube problem, but the best experts claim there will be no such unusual change in a major "supply" for next year, and the trade can start earlier on the 1937 models. As we hope, June for the announcements of manufacturers; July for the presentations of jobbers to dealers, and the dealer selling season to actually start full force with August, or sometime in July.

THIS YEAR, THE ELECTRIC RANGE has made immense strides due to the old reliable method of making a better product and it looks as if dealers can add electric ranges with some excellent results. Handle only a good make as in all lines of appliances there are super-punks and just supers.

A PRODUCT THAT HAS BEEN puzzling our dealers is the oil burner, and many jobbers haven't mastered the art of selling burners at a profit due to the custom built angle of every installation. The packaged product oil burner is OK, but the "specials" ruin the potential profits. A Philadelphia distributor recently gave up oil burners and reduced his overhead 32%. When he went in for oil burners, all he was supposed to need was an extra man or two,

but the cropping up of all the "specials" developed an organization that didn't pay for itself—and he had a good oil burner.

DEALERS PROBABLY HAVE noticed the trend of manufacturers presenting such allied lines, especially with the refrigerator companies, that a complete equipment of the home is gradually becoming possible. One or two companies practically have it now even if the merchandising of the products is done separately. There is one thing dealers are looking for, and that is a mechanism to heat, cool, humidify and de-humidify a house of from 6 to 8 rooms at a list of \$1,000. It is expected, when this is presented, that our dealers are in for a real bull market.

HARDLY BELIEVED, AND YET true—only a few sales managers are on the job to-day that were on the same job five years ago, with any manufacturer of radio, radio tubes and refrigerators. Sales managers have been through a five-year "plan" that makes the "wreck of the Hesperus" seem a pink-tea party, and proves beyond all suspicion that the sales manager's job is the toughest assignment in the business. May we unofficially express the hope that the foregoing fact will prompt distributors and dealers to send in larger "commitments" right away, especially to the aged, decrepit and battle-scarred sales managers with the five-year record on the same job?

Glad. Henderson

deftness is a radio art. with deafness to profits the “radio squeal”?



Thus not only this department store, but all other de-

This is not the first time that department stores and radio dealers have been aiding in the bankruptcy of a radio manufacturer; compounding a felony, so to speak, by buying radio at less than the factory can produce it and thinking that they were very bright in putting things over on the manufacturer. This is said in a comparative tone, only, because if the manufacturer is sucker enough to make sets at a loss and sell them, with every set driving an additional nail in his coffin, then we presume it is all right for dealers to buy them; but they must be bought knowing that danger exists, that not only must the merchandise be flimsy but that the dissatisfaction created by selling it, plus the service, more than overcomes any possible value

With the tendency towards an increase in unit sales, it seems a crime to be "pot-shotting" at profits, by either buying or selling sets that the dealer himself wouldn't tolerate for a second in his own home.

(Continued on Page 27)

DAILY NEWS, THURSDAY, JUNE 13, 1935

Flash! Flash! Starting Today, at 9:30 A. M.

HEARNS NEWEST MODEL RADIO

AC-DC! With Both Long and Short Wave!

At a Record Breaking Low Price!

6.95
Complete
*All the Features
of a 12.50 Set*

No Outside Aerial to Fuss With! Just Plug In . . . and Hear the Big Fight Tonight!

Stop, look, listen . . . and BUY! Here's a radio built to give incredibly fine performance . . . priced incredibly low even for HEARNS! It plays on AC or DC, current *without* an aerial . . . it picks up your favorite regular broadcasts . . . it picks up police calls, airplane signals, amateur broadcasts. Take it wherever you go . . . to your bungalow, up to camp. Keep an extra one in the kitchen, the nursery, the sun porch.

A "Ferguson" Radio with these features

- Latest 1935 Model
- Long and short wave
- Two Illuminated Dials
- Separate switch for short
- Licensed under RCA patents
- **World Radio History**
- Built in aerial ... no out- 200-550 meters
- 70-200 and



farmers

two billion increased income means tremendous business for radio dealers in 1935

By Silas Winchell



GLANCE at the accompanying chart, published thru the courtesy of the Rural Electrification Administration, proving two important things for dealers and wholesalers. One is, the low percentage of wired farms, and the huge number of automobiles. The former for battery sets and the latter for motor car sets, altho the latter is hardly scratched.

It doesn't seem possible that only 15% of farm homes have running water, and there are millions of these homes, and the purpose of R. E. A. is to aid in financing farmers so that not only will running water be available, but electric lights, telephones, refrigerators, washing machines, AC radio and other appliances.

Maytag long ago recognized the market for gasoline driven washers (farm homes) and last year sold about 100,000 washers of this type—about 95% of the entire business.

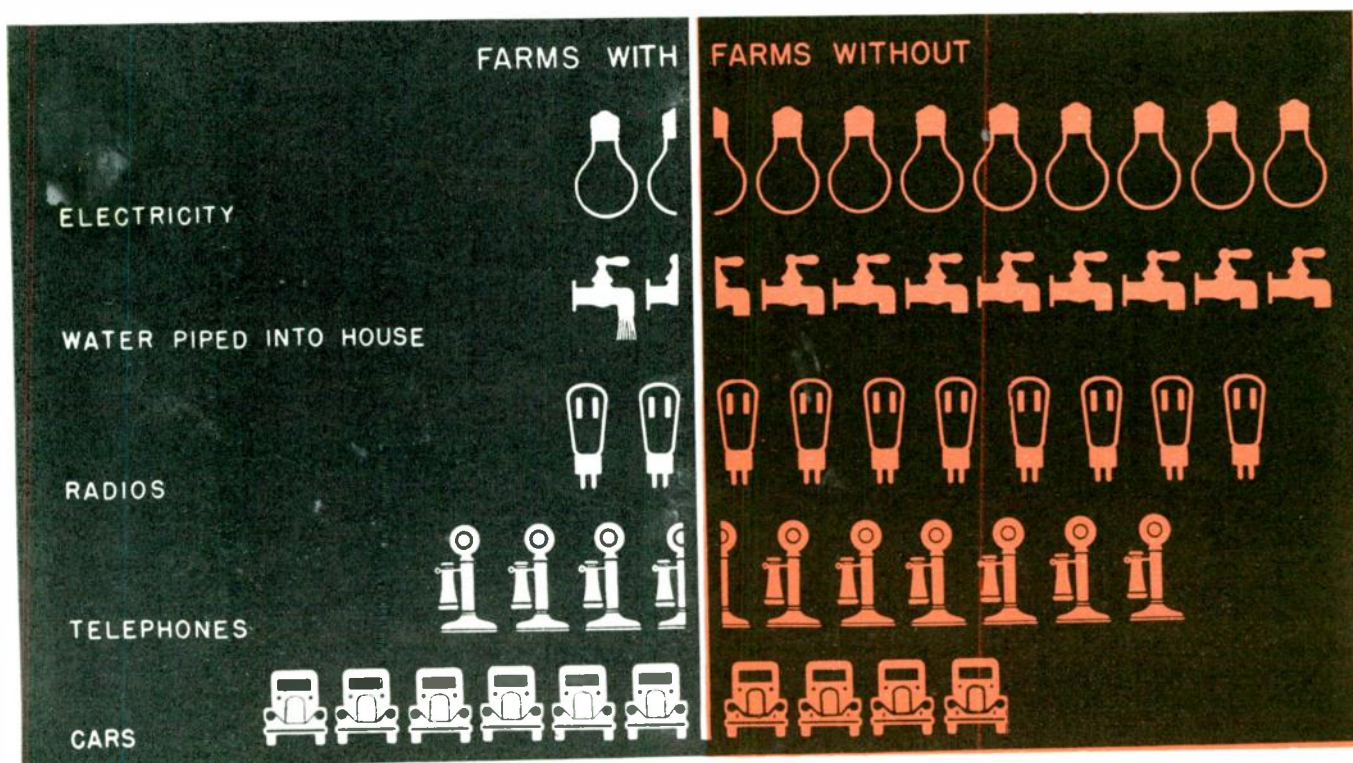
It is evident, too, that the farm market for electric refrigerators must lag greatly with only 15% of the farms

wired, altho there are different types of refrigeration systems now being used—equipment practically custom built.

Radio manufacturers recognized this year that the farm market is "worth while" with 21 different companies presenting excellent battery models. Huge drawback of charging batteries has been over with such excellent devices as the Wincharger (Sioux City, Iowa), the Wind Generator (Des Moines), and the battery set business is just starting a career that permits husking of many ears of profits.

Dealers in New York City, for example, can get battery set business by tying up to some of the wagon trade operators—men who cover the nearby farm, and this is true in other big cities.

You don't care to know that in Sweden, 40% of the farms are electrified, or that farms in Japan are 90% electrified, but it should "strike you pink" that farmers want short-wave programs and news, plus \$1,000,000 a week's worth of broadcast entertainment—and that is what you are selling for the small sum of \$50 to \$100.



JOURNAL RADIO SET

..tube-opedia..

If not most important in the radio set, certainly one of the most frequently used measuring sticks is the number of tubes. For instant reference of JOURNAL readers, here is a compilation of 504 current radio sets arranged by this scale. Obviously, biggest number of sets come in the five, six and seven tube classes, but reports show healthy demand for models with a dozen or more tubes. Important is the manner in which tuning range increases with the number of tubes. Generally speaking, five tubes mark the two-band set and six tubes cover the 500-18000 kc., with seven tubes bringing in the long waves and extra short waves.

3 Tubes

International 41: \$13.50. Table. AC-DC. 550-1800 kc.
International Jewel: \$16.50. Table. AC-DC. 550-1600 kc.

4 Tubes

Atwater Kent 184: Table. 540-1712 kc.
Automatic BL4: Table. AC-DC. 535-1750 kc.
Arvin 41: \$19.95. Table. 540-1750 kc.
Belmont 401M: \$22.50. Table. 540-1720 kc.
Belmont 404: \$39.50. Table. Bat. 540-1720 kc.
Crosley 425H: \$25. Port. AC-DC. 535-1750 kc.
Crosley 415AA: \$19.99. Table. Bat. 535-1750 kc.
Detrola 4WG2: Table. AC-DC. 545-4000 kc.
Detrola 4WM3: Table. AC-DC. 545-4280 kc.
Detrola 4XG1: Table. 545-4000 kc.
Detrola 4XM2: Table. 545-4000 kc.
Emerson 109: \$14.95. Table. AC-DC. 540-4300 kc.
Fairbanks-Morse 4015: \$24.95. Table. 540-1720 kc.
Fairbanks-Morse 4115B: \$29.95. Table. Bat. 540-1720 kc.
Freed-Eisemann A342: Table. AC-DC. 550-1550 kc.
Freed-Eisemann E341: Table. AC-DC. 550-1550 kc.
Grunow 470: \$22.50. Table. 545-1720 kc.
" 471: Table. AC-DC. 545-1580.
Howard 47U: \$17.95. Table. AC-DC. 540-1700 kc.
International 26: \$22.50. Table. 550-1600 kc.
Philco 59: Table. 540-1700 kc.
Philco 81: Table. 540-1720 kc.
Pierce-Airo 403A: \$17.95. Table. 545-1700 kc.
Pilot 41: \$29.90. Table. 545-1770 kc.
Pilot 43: \$33.50. Table. 545-1680, 5700-18800 kc.
RCA-Victor T48: \$20. 540-1720 kc. Table.
RCA-Victor T49: \$24.95. Table. 540-1720 kc.
RCA-Victor T410: \$19.95. Table. AC-DC. 540-1720 kc.
Sentinel 326B9: \$29.95. Table. Bat. 540-1720 kc.
Sentinel 34B73: \$49.95. Table. 6v. 540-1720, 2300-6300 kc.
Sentinel 31B71: \$69.95. Console. 6v. 540-1720, 2300-6300 kc.
Sentinel 30A83: \$18.50. Table. 540-4500 kc.
United Motors 6010: \$44.50. Table. 540-1725, 2300-6300 kc.
Zenith 4T26: \$20. Table. 540-3700 kc.
Zenith 4T51: \$39.95. Console. 540-3700 kc.
Zenith 4V31: \$39.95. Table. 6v. 550-1800 kc.
Zenith 4V59: \$39.95. Console. 6vo. 550-1800 kc.

5 Tubes

Ansley D6: \$49.50. Table. 550-1650 kc.
Ansley D7: \$59.50. Port. 550-1650. AC-DC.
American Bosch 04: \$17.95. Table. 540-3000 kc. AC-DC.

American Bosch 505: \$29.95. Table. 540-3300 kc.
American Bosch 510: \$34.95. Table. 540-3300 kc.
American Bosch 430T: \$39.95. Table. 540-1750, 2000-2600, 5800-18000 kc.
American Bosch 510E: \$49.95. Console. 540-3300 kc.
American Bosch 430J: \$34.95. Console. 540-1750, 2000-2600, 5800-18000 kc.
American Bosch 385: \$39.95. Table. Bat. 540-1600 kc.
American Bosch 376N: \$69.90. Table. Bat. 540-1600 kc.
Atwater Kent 545: Table. 540-1712, 2300-7500 kc.
Atwater Kent 435: Table. 540-1712, 2300-7500 kc.
Atwater Kent 415Q: Table. Bat. 540-1712 kc.
Atwater Kent 285Q: Console. Bat. 540-1712 kc.
Atwater 305Z: Table. 32v. 540-1800, 5300-16000 kc.
Atwater Kent 565Z: Console. 32v. 540-4800, 5300-16000 kc.
Automatic AC5: Table. 535-2700 kc.
Automatic AC52: Table. 535-1750, 5300-18500 kc.
Arvin 51: \$32.95. Table. 540-1750, 5300-18000 kc.
Belmont 540: \$25. Table. 530-1720 kc.
Belmont 585: \$37.50. Table. 530-1720, 2250-19000 kc.
Case 500: 39.95. Table. 540-1600, 5000-18000 kc.
Case 501: \$49.95. Console. 540-1600, 5000-18000 kc.
Crosley 515: \$19.99. Table. 535-4000 kc.
Crosley 525: \$29.95. Table. 535-4000 kc.
Crosley 505: \$44.50. Console. 535-4000 kc.
Crosley 545: \$25. Table. 535-1720 kc.
Crosley 555: \$29.95. Table. \$49.95. Console. Bat. 535-1750 kc.
Detrola 5WG1: Table. 550-1650, 5400-16000 kc.
Detrola 5XM9: Table. 550-5400 kc.
Detrola 5XM1: Table. 550-5400 kc.
Detrola 5XM4: Console. 550-5400 kc.
Detrola 2B1: Table. Bat.
Detrola 6B1: Table. 6v.
Emerson 36: \$19.95. Table. 540-3200 kc.
Emerson 108: \$24.95. Table. 530-4000 kc.
Emerson 110: \$29.95. Table. 530-4000 kc.
Emerson 103: \$34.95. Table. Bat. 540-1700, 1620-3950 kc.
Fada 150C: \$59.95. Console. 530-1540, 5750-15800 kc.
Fada 150T: \$39.95. Table. 530-1540, 5750-15800 kc.
Fada 155: \$19.99. Table. 540-1750 kc. AC-DC.
Fada 156: Table. AC-DC. 540-1750 kc.
Fada 157: \$32.95. Table. AC-DC. 540-1740, 2100-6500 kc.
Fairbanks-Morse 5619: \$34.95. Table. 540-1750, 2350-7500 kc.
Fairbanks-Morse 5416: \$44.95. Table. 540-1720, 2400-2500, 5600-18000 kc.
Fairbanks-Morse 5645: \$49.95. Console. 540-1750, 2350-7500 kc.
Fairbanks-Morse 5445: \$59.95. Console. 540-1720, 2100-2500, 5600-18200 kc.
Freed-Eisemann G351: Table. AC-DC. 550-3500 kc.
Freed-Eisemann H357: Table. AC-DC. 550-3500 kc.
Freed-Eisemann 57: \$25. Table. 83-550 m. AC-DC.
General Electric A53: \$34.50. Table. 540-1600, 2100-6800 kc.

Grunow 581: \$49.95. Table. 545-18000 kc.
Grunow 580: \$39.95. Table. 545-18000 kc.
Grunow 520: \$29.95. Table. AC-DC. 545-1720 kc.
Halson MG5: \$14.95. Table. AC-DC. 545-1580 kc.
Halson 50M: \$19.95. Table. AC-DC. 545-1000 kc.
Halson AW8: \$29.50. Table. 545-18750 kc. AC-DC.
Halson MA53: \$29.50. Table. 545-18750 kc.
Halson CM5: \$34.95. Console. 545-18750 kc.
Howard 57UA: \$29.95. Table. AC-DC. 540-1000 kc.
International 52: \$29.95. Table. 550-1600, 6000-18650 kc.
International 53: \$37.50. Table. 545-23000 kc.
International 72: \$32.50. Table. Bat. 540-6800 kc.
Philco 38: 540-4000 kc. Bat.
Philco 51: AC-DC. 510-1600 kc.
Philco 60: 540-4000 kc.
Philco 610: 530-18000 kc.
Philco 611: 530-18000 kc.
Pierce-Airo 510: \$19.95. Table. 535-1700 kc.
Pierce-Airo 506: \$22. Table. AC-DC. 545-1700 kc.
Pierce-Airo 505: \$31.50. Table. 535-17600 kc.
Pilot 103: \$42.50. Table. 515-1680, 5700-18400 kc.
Pilot 108: \$45. Table. 515-1680, 5700-18800 kc.
RCA-Victor T52: \$29.95. Table. 540-3500 kc.
RCA-Victor 117: \$32.95. Table. 540-1720, 2250-6850 kc.
Sentinel 33B70: \$39.95. Table. Bat. 540-1720, 2300-6300 kc.
Sentinel 20A73: \$29.95. Table. 540-1720, 2800-6300 kc.
Sentinel 20A71: \$49.95. Console. 540-1720, 2300-6300 kc.
Sparton 506: \$29.95. Table. AC-DC. 550-6000 kc.
Sparton 516: \$39.95. Table. 550-4000, 5300-15500 kc.
Stewart-Warner 1401: Table. 540-4600 kc.
Stewart-Warner 1301: Table. 530-1600, 5700-18200 kc.
Stewart-Warner 1302: Table. 530-1600, 5700-18200 kc.
Stewart-Warner 1306: Console. 530-1600, 5700-18200 kc.
United Motors 1101: \$34.50. Table. AC-DC. 540-1725 kc.
United Motors 1105: \$25. Table. 540-4500 kc.
United Motors 1106: \$34.50. Table. 510-1725, 2800-6300 kc.
Wells-Gardner 35G510: Table. 526-1750 kc.
Wells-Gardner 35G560: Console. 526-1750 kc.
Westinghouse WR100: \$25. AC-DC. Table. 540-4000 kc.
Zenith 3529: \$39.95. 535-4450, 5800-18500 kc. Table.
Zenith 5856: \$59.95. Console. 535-4450, 5800-18500 kc.

6 Tubes

Ansley D9: \$79.50. Port. AC-DC. 550-1600, 6000-16000 kc.

Ansley D10: \$84.50. Table. AC-DC. 550-1600, 6000-16000 kc.	Freed R369S: Table. AC-DC. 550-1500, 5500-15700 kc.	Pilot CX68: \$94.50. Console. DC. 545-18800 kc.
Ansley U10: \$44.50. Table. AC-DC. 550-1600, 6000-16000 kc.	Freed Q358S: Table. AC-DC. 550-1500, 5500-15700 kc.	Pilot PX63: \$150. Comb. 545-18800 kc.
American Bosch 05: \$29.95. Table. AC-DC. 510-1000, 5800-16500 kc.	Freed T268P: Table. 550-3500 kc.	Pilot PX68: \$165. Comb. DC. 545-18800 kc.
American Bosch 380: \$59.95. Table. Bat. 530-1700, 2300-2600, 5800-19000 kc.	Freed T367S: Table. 550-1500, 5500-15700 kc.	RCA-Victor BT63: \$39.25. Bat. 510-6900 kc. Table.
Arvin 61: \$19.95. Table. 550-18000 kc.	Freed U363: Table. 550-3500, 5500-20000 kc.	RCA-Victor BC64: \$58.50. Console. Bat. 540-6900 kc.
Arvin 62: \$59.50. Console. 440-18000 kc.	Freed V360: Table. 550-3500, 5500-20000 kc.	RCA-Victor BT65: \$64.95. Table. Bat. 540-1720, 5400-18000 kc.
Atwater Kent 856: Table. 540-18000 kc.	Freed 68: \$29.95. Table. 85-850 m.	RCA-Victor BC66: \$83.95. Console. Bat. 540-1720, 5400-18000 kc.
Atwater Kent 976: Console. 540-18000 kc.	Garod 26C: \$74.50. Console. 550-4000, 5700-16000 kc.	RCA-Victor BC66: \$83.95. Console. Bat. 540-1720, 5400-18000 kc.
Automatic A63: 535-18500 kc.	Garod 26T: \$53.50. 550-4000, 5700-16000 kc. Table.	RCA-Victor 125: \$89.95. Table. 540-1720, 5400-18000 kc.
Automatic A6G: 535-18500 kc.	General Electric A64: Table. 540-18000, 5400-18000 kc.	RCA-Victor 225: \$51.95. Console. 540-1720, 5400-18000 kc.
Crosley 615C: \$47.50. Table. 535-15500 kc.	General Electric A67: Console. 540-1800, 5400-18000 kc.	Sentinel 35B70: \$49.95. Table. 540-18100 kc. Bat.
Crosley 615M: \$59.50. Console. 535-15500 kc.	General Electric 68: \$47.50. Table. 540-1600, 5400-1600 kc.	Sentinel 35B72: \$69.95. Console. 540-18100 kc. Bat.
Crosley 635M: \$54.50. Console. 535-15500 kc.	General Electric 65: \$64.50. Console. 540-1600, 5400-1600 kc.	Sentinel 31B74: \$59.95. Table. Bat. 540-1720, 5800-18300 kc.
Crosley 635C: \$15. Table. 535-15500 kc.	Grunow 681: \$69.50. Console. 545-18000 kc.	Sentinel 31B72: \$79.95. Console. Bat. 540-1740, 5800-18300 kc.
Crosley 635M: \$59.95. Console. 535-15500 kc.	Grunow 641: \$59.95. Console. 545-18000 kc.	Sentinel 36L73: \$39.95. Table. 32v. 540-1720, 2300-6300 kc.
Crosley 625E: \$69.50. Bat. Table. 535-15500 kc.	Grunow 640: \$49.95. Table. 545-18000 kc.	Sentinel 36L71: \$59.95. Console. 32v. 540-1720, 2300-6300 kc.
Crosley 625NB: \$41.50. Bat. Console. 535-15500 kc.	Grunow 621: \$79.50. Console. 545-18000 kc.	Sentinel 19A68: \$31.95. Table. 540-1500, 5800-18100 kc.
Crosley 645CB: \$47.50. 32v. Table. 535-4000 kc.	Grunow 620: \$59.50. Table. Bat. 545-18000 kc.	Sentinel 19A71: \$59.95. Console. 540-1500, 5800-18100 kc.
Crosley 645MV: \$64.50. 32v. Console. 535-4000 kc.	Grunow 720: \$49.95. Table. Bat. 49.50.	Sentinel 25A74: \$49.95. Table. 540-18100 kc.
Detrola 6XM1: Table. 545-18000 kc.	Halsen MA63: \$84.95. Table. 545-18750 kc.	Sentinel 40A: \$39.95. Table. 540-16600 kc. Console \$59.95.
Detrola 6XM5: Console. 545-18000 kc.	Halsen CA5: \$84.95. Console. AC-DC. 545-18750 kc.	Sparton 616: \$19.95. Table. 530-20000 kc.
Detrola 6WM1: Table. AC-DC. 545-18000 kc.	Howard 67T: \$44.95. 540-16000 kc. Table.	Sparton 666: \$69.95. Console. 530-2000 kc.
Detrola 6WM3: Console. AC-DC. 545-18000 kc.	Howard 67C: \$59.95. Console. 540-16000 kc.	Stewart-Warner 1315: Console. 545-1750, 2200-6800 kc.
Detrola 6XM9: Table. 545-18000 kc.	International 61: \$39.95. AC-DC. 545-23000 kc.	Stromberg-Carlson 58T: \$59.50. Table. 540-3500, 5600-18000 kc.
Detrola 6Z1: Table. 540-1500 kc.	Lang 60UP: Table. AC-DC. 540-4500 kc.	Stromberg-Carlson 58L: \$78.50. Console. 540-3500, 5600-18000 kc.
Detrola 6Z3: Console. 540-1500 kc.	Lang 60PC: Table. AC-DC. 540-4500 kc.	Stromberg-Carlson 58W: \$92.50. Console. 540-3500, 5600-18000 kc.
Detrola 7Z1: Table. 540-1500 kc.	Philco 89: 540-3500 kc.	United Motors 1107: \$49.50. Table. 540-15500 kc.
Detrola 7Z2: Console. 540-1500 kc.	Philco 620: 540-18000 kc.	United Motors 1108: \$69.50. Console. 540-18000 kc.
Emerson 106: \$34.95. Table. AC-DC. 530-4300 kc.	Philco 623: 530-18000 kc.	Westinghouse WR101: \$39.95. Table. AC-DC. 540-4700, 5500-16000 kc.
Emerson 107: \$44.95. Table. AC-DC. 540-4750, 5500-16000 kc.	Philco 630: 540-18000 kc.	Westinghouse WR203: \$44.95. Table. 540-4700, 5500-16000 kc.
Emerson 111: \$39.95. Table. AC-DC. 540-4750, 5500-16000 kc.	Pierce-Airo 610SA: \$14.95. Table. 540-16600 kc.	Westinghouse WR303: \$59.95. Console. 540-4700, 5500-16000 kc.
Emerson 34C: \$41.95. Table. 540-4740, 5500-16000 kc.	Pierce-Airo 610SALW: \$15.95. Table. 150-16600 kc.	Zenith 6S27: \$59.95. Table. 535-4450, 5800-18500 kc.
Emerson 101: \$39.95. Console. 540-4740, 5500-16000 kc.	Pierce-Airo 611SA: \$14.95. Table. AC-DC. 540-16600 kc.	
Emerson 10101: \$69.95. Console. AC-DC. 540-4740, 5500-16000 kc.	Pierce-Airo 611SALW: \$15.95. Table. AC-DC. 150-16600 kc.	
Fada 160T: \$32.95. Table. 535-1750, 5720-18500 kc.	Pierce-Airo 610SC: \$59.95. Console. 540-16600 kc.	
Fada 160C: \$69.95. Console. 535-1750, 5720-18500 kc.	Pierce-Airo 610SCLW: \$60.95. Console. 150-16600 kc.	
Fada 1402: \$39.95. Table. AC-DC. 530-1540, 5750-15800 kc.	Pierce-Airo 609: \$27.95. Table. AC-DC. 545-4000 kc.	
Fairbanks-Morse 6317: \$54.95. Table. 540-18200 kc.	Pilot 123: \$49.50. Table. AC-DC. 545-18800 kc.	
Fairbanks-Morse 6416: \$49.95. Table. Bat. 540-1720, 2400-2500, 5600-16500 kc.	Pilot X68: \$72.50. Table. DC. 545-18800 kc.	
Fairbanks-Morse 6346: \$77.50. Console. 540-18200 kc.	Pilot 183: \$49.90. Table. 545-1680, 5700-18800 kc.	
Fairbanks-Morse 6445: \$69.95. Console. 540-1720, 2400-2500, 5600-16500 kc.	Pilot 218: \$69.90. Table. 545-18800 kc.	
	Pilot CX63: \$89.50. Console. 545-18800 kc.	

(Continued on Next Page)



Worth Climbing For!

The New Radolek 1935 Fall Edition of the Profit Guide is the most complete Radio Parts Catalog ever published—new, bigger and better. Everything in radio—at the right prices. Over 160 pages of valuable, money saving "radio-buying" information. Over 10,000 separate Repair Parts—hundreds of new items—a complete, new selection of Radio Receivers and Amplifiers. Contains the most complete, exact duplicate, replacement parts listings, of volume controls, condensers, transformers, vibrators ever compiled. Nowhere, ever, has there been a Radio Parts Catalog comparable to this superb book. Every page brings you extra profits. This is your book—it's FREE. Send For It!

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643 West Randolph St., Chicago

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Name

Address

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Dealer? ☐ Exp? ☐



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Tear out this ad and pin to your letter-head for FREE copy of the NEW UTAH General Catalog of vitalized radio parts

UTAH RADIO PRODUCTS CO., Orleans St., Chicago

Samples _____

Champacs _____

Model Stocks _____

a step by step campaign making it easy for jobbers' salesmen selling

CHAMPION RADIO TUBES
LYNN MASS.

Zenith 6852: \$69.95. Console. 535-1450, 5800-18500 kc.
Zenith 6V27: \$69.95. Table. Bat. 550-1780, 2100-23000 kc.
Zenith 6V62: \$89.95. Console. Bat. 550-1780, 21000-23000 kc.

7 Tubes

American Bosch 575: \$69.95. Table. 510-18500 kc.
American Bosch 5750: \$89.95. Console. 540-18500 kc.
Arvin 61M: \$57.95. Table. 550-18000 kc.
Arvin 62M: \$67.50. Console. 550-18000 kc.
Atwater Kent 317: Console. 510-18000 kc.
Atwater Kent 337: Table. 540-18000 kc.
Atwater Kent 237Q: Table. Bat. 540-18000 kc.
Atwater Kent 237Q: Table. Bat. 540-18000 kc.
Atwater Kent 467Q: Console. Bat. 540-18000 kc.
Automatic A74: 535-18500 kc.
Belmont 777T: \$49.95. Table. 525-19100 kc.
Belmont 777L: \$74.50. Console. 525-19100 kc.
Case 700: \$55. Table. 510-1600, 5000-18000 kc.
Case 701: \$67.50. Console. 510-1600, 5000-18000 kc.
Crosley 715D: \$55. Table. 535-15000 kc.
Crosley 715N: \$69.95. Console. 535-15500 kc.
Crosley 725F: \$65. Table. 150-350, 535-22000 kc.
Crosley 725P: \$85. Console. 150-350, 535-22000 kc.
Detrola 32V1: Table. 32v. 535-17650 kc.
Emerson 102: \$89.95. Console. 510-19000 kc.
Emerson 1010F7: \$69.95. Console. Bat. 510-1750, 5500-16000 kc.
Emerson 34P7: \$49.95. Table. Bat. 540-1750, 5500-16000 kc.
Fada 170C: \$82.95. Console. 535-1740, 5720-18500 kc.
Fada 170K: \$99.95. Console. 535-1740, 5720-18500 kc.
Fada 170T: \$62.95. Table. 535-1740, 5720-18500 kc.
Garod M33: \$48.50. Table. AC-DC. 550-4000, 5700-19000 kc.
Garod M33LW: \$53.50. Table. AC-DC. 140-310, 550-1600, 5700-16000 kc.
Garod M32: \$55. Table. AC-DC. 550-4000, 5700-16000 kc.
Garod M32C: \$69.50. Console. AC-DC. 550-4000, 5700-16000 kc.
General Electric A70: \$74.50. Table. 510-19500 kc.
General Electric A75: \$100. Console. 510-19500 kc.
Grunow 721: \$59.50. Console. Bat. 515-18000 kc.
Howard 77T: \$84.50. 510-1800 kc. Table.
Howard 77C: \$79.50. Console. 540-18000 kc.
International 120: \$49.50. 515-23000 kc. Table.
International 1200: \$69.50. 515-23000 kc. Console.
Philco 610: 145-18000 kc.
Philco 641: 530-18000 kc. DC.
Philco 642: 540-18000 kc. 32v.
Philco 615: 150-18000 kc. Bat.
Pilot X73: \$64.50. Table. 545-18000 kc. Bat.
RCA-Victor BT78: \$62.95. Table. 540-1720, 5400-14000 kc. Bat.
RCA-Victor BC79: \$78.95. Console. Bat. 540-1720, 5400-18000 kc.
Sparton 716X: \$79.50. Table. 530-20000 kc.
Sparton 766: \$89.50. Console. 530-20000 kc.
Stewart-Warner 1361: Table. 515-1750, 1800-18000 kc.
Stewart-Warner 1362: Table. 515-1750, 1800-18000 kc.
Stewart-Warner 1365: Console. 515-1750, 1800-18000 kc.
Stewart-Warner 1366: Console. 515-1750, 1800-18000 kc.
Stewart-Warner 1391: Table. Bat. 530-1750.
Stewart-Warner 1395: Console. Bat. 530-1750.
Stromberg-Carlson 61T: \$66. Table. 540-3500, 5600-18000 kc.
Stromberg-Carlson 61L: \$85. Console. 540-3500, 5600-18000 kc.
Stromberg-Carlson 61W: \$99. Console. 540-3500, 5600-18000 kc.
Stromberg-Carlson 62: \$132. Console. 540-18000 kc.
Stromberg-Carlson 63: \$145. Console. 540-18000 kc.
Westinghouse WR204: \$85.95. Table. 510-18500 kc.
Westinghouse WR304: \$85.95. Console. 540-18500 kc.
Zenith 7828: \$75. Table. 550-1780, 2100-23000 kc.
Zenith 7853: \$89.95. Console. 530-1780, 21000-23000 kc.

8 Tubes

American Bosch 585Y: \$79.95. Table. 120-350, 540-18500 kc.
American Bosch 585Z: \$99.50. Console. 120-350, 540-18500 kc.

Arvin 81: \$89.50. Console. 550-18000 kc.
Atwater Kent 328: Console. 540-18000 kc.
Crosley 855D: \$65. 535-15500 kc. Table.
Crosley 855N: \$79.95. Console. 535-15500 kc.
Crosley 865F: \$77.50. Table. 150-350, 535-22000 kc.
Crosley 865P: \$97.50. Console. 150-350, 535-22000 kc.
Crosley 91EK: \$85. Table. 150-350, 535-22000 kc.
Crosley 915RA: \$100. Console. 150-350, 535-22000 kc.
Crosley 815EC: \$59.95. Table. Bat. 535-1750, 5700-15500 kc.
Crosley 815NC: \$74.50. Console. Bat. 535-1750, 5700-15500 kc.
Emerson 104: \$69.95. Table. 510-19000 kc.
Emerson 102LW: \$94.95. Console. 135-375, 540-1800, 5500-19000 kc.
Emerson 104LW: \$74.95. Table. 135-375, 540-1800, 5500-19000 kc.
Fairbanks-Morse 8218: \$79.50. Table. 140-360, 540-18200 kc.
Fairbanks-Morse 8247: \$99.50. Console. 140-360, 540-18200 kc.
Fairbanks-Morse 8248: \$112.50. Console. 140-360, 540-18200 kc.
Freed-Eisemann W380: Table. 550-3500, 5500-20000 kc.
Freed-Eisemann W382: Table. 550-3500, 5500-20000 kc.
Garod 8: \$74.50. Table. 145-315, 510-18000 kc. Bat.
Garod 8B: \$94.50. Console. 145-315, 540-18000 kc. Bat.
General Electric A82: \$94.50. Table. 140-410, 540-19500 kc.
General Electric A87: \$125. Console. 140-410, 540-19500 kc.
Grunow 871: \$99.50. Console. 140-410, 515-18000 kc.
Halsol 18M: \$59.50. Table. 515-18750 kc.
Halsol M48: \$59.50. Table. 545-18750 kc. AC-DC.
Halsol CM8: \$69.50. Console. AC-DC. 515-18750 kc.
Halsol CA8: \$69.50. Console. AC-DC. 515-18750 kc.
Lang 80NA: \$31.50. Table. AC-DC. 510-16000 kc.
Philco 650: Bat. 150-18000 kc.
Pierce-Airo 805A: \$75. Table. 140-18000 kc.
Pierce-Airo 805C: \$95. Console. 140-18000 kc.
RCA-Victor T811: \$79.95. Table. 510-18000 kc.
RCA-Victor C15: \$100. Console. 510-18000 kc.
United Motors 1109: \$99.50. Console. 510-18000 kc.
United Motors 3206: \$69.50. Table. 150-390, 540-15300 kc.
United Motors 3207: \$89.50. Console. 32v. 150-390, 540-15300 kc.
Westinghouse WR205: \$79.95. Table. 120-370, 510-18500 kc.
Westinghouse WR305: \$99.50. Console. 120-370, 510-18500 kc.

9 Tubes

Arvin 81M: \$99.50. Console. 550-18000 kc.
Atwater Kent 619: Console. 510-18000 kc.
Atwater Kent 509: Console. 540-1600, 5500-15500 kc.
Fada 190C: \$124.50. Console. 540-24000 kc.
Fada 190CK: \$144.50. Console. 540-24000 kc.
Fada 190T: \$84.50. Table. 540-24000 kc.
Fada 192C: \$99.95. Console. AC-DC. 535-1740, 5720-18500 kc.
Fada 192K: \$124.75. Console. AC-DC. 535-1740, 5720-18500 kc.
Fada 192T: \$72.50. Table. AC-DC. 535-1740, 5720-18500 kc.
Garod 49: \$84.50. Table. 145-315, 540-18000 kc.
Howard 99C: \$124.50. Console. 550-18000 kc.
RCA-Victor C94: \$118.50. Console. 540-18000 kc.
RCA-Victor D919: Comb. 140-410, 510-18000, 6000-18000 kc.
Sentinel 11A86: \$69.95. 510-1725, 1780-18900 kc.
Sentinel 11A72: \$84.50. 510-1725, 1780-18900 kc.
Sparton 966: \$110. Console. 530-20000 kc.
Stewart-Warner 1375: 140-400, 515-1750, 1800-18000 kc. Console.
Stewart-Warner 1376: 140-400, 515-1750, 1800-18000 kc. Console.
Stromberg-Carlson 65: \$135. Console. 510-1500 kc.
Zenith 9830: \$85. Table. 550-1780, 2100-23000 kc.
Zenith 9831: \$99.95. Console. 550-1780, 2100-23000 kc.
Zenith 9835: \$119.95. Console. 550-1780, 2100-23000 kc.

10 Tubes

American Bosch 595P: \$139.50. Console. 120-350, 510-18500 kc.
American Bosch 480D: \$155. Console. 510-22500 kc.
American Bosch 595: \$160.50. Console. 120-350, 510-18500 kc.
Atwater Kent 810: Console. 540-18000 kc.

Belmont 1077: \$94.50. 525-19100 kc. Console.
Case 1001: \$99.50. Console. 540-21000 kc.
Case 1003: \$124.50. Console. 540-21000 kc.
Case 1000: \$79.95. Table. 540-21000 kc.
Crosley 1053EK: \$115. Console. 150-350, 535-22000 kc.
Detrola 1021: Table. 150-400, 535-17650 kc.
Detrola 1023: Console. 150-400, 535-17650 kc.
Fairbanks-Morse 10049: \$150. Console. 140-360, 540-18200 kc.
Fairbanks-Morse 10050: \$175. Console. 140-360, 540-18200 kc.
Freed-Eisemann C310AC: Chassis. 550-3500, 550-20000 kc.
Garod 104: \$75. Table. AC-DC. 145-315, 510-18000 kc.
Philco 660: 150-18000 kc.
RCA-Victor T10L: \$99.50. Table. 540-18000 kc.
Sparton 1086: \$200. Console. 540-20000 kc.
Stromberg-Carlson 812: \$187.50. Console. 520-23000 kc.
United Motors 110: \$137.50. 150-410, 540-18000 kc.
Westinghouse WR306: \$139.50. Console. 120-370, 510-18500 kc.

11 Tubes

Emerson 105: \$129.95. Console. 510-19000 kc.
Emerson 105LW: \$131.95. Console. 135-375, 540-18000, 5500-19000 kc.
Garod 311: \$79.50. Chassis. AC-DC. 510-3600, 5600-19500 kc.
Garod 311B: \$109.50. Console. AC-DC. 510-3600, 5600-19500 kc.
Garod 311LW: \$84.50. Chassis. AC-DC. 140-340, 540-1550, 5600-19500 kc.
Garod 311LW: \$114.50. Console. AC-DC. 140-340, 540-1550, 5600-19500 kc.
Grunow 1171: \$137.50. Console. 150-410, 515-18000 kc.
Philco 116: 150-22000 kc.
Pilot X114: \$99.50. Table. 530-23500 kc.
Pilot PX114: \$395. Auto. comb. 530-23500 kc.
RCA-Victor C111: \$150. Console. 510-18000 kc.
RCA-Victor D112: Auto. comb. 140-410, 510-1800, 6000-18000 kc.
Sparton 1166: \$170. Console. 150-20000 kc.
Stewart-Warner 1385: Console. 140-400, 515-18000 kc.
Stewart-Warner 1386: Console. 140-400, 515-18000 kc.
Stewart-Warner 1388: Console. 140-400, 515-18000 kc.

Twelve Tubes

Atwater Kent 112: Console. 540-18000 kc.
Grunow 1241: \$167.50. Console. 150-410, 545-18000 kc.
Zenith 12A57: \$139.95. Console. 550-1780, 2100-23000 kc.

Thirteen Tubes

RCA-Victor C182: \$189.50. Console. 140-410, 510-60000 kc.
Stromberg-Carlson 70: \$195. Console. 520-23000 kc.
Stromberg-Carlson 72: \$795. Comb. 420-23000 kc.

Fourteen Tubes

Garod 514: \$115. Table. 145-315, 540-16000, 5200-3600 kc.
Garod 514B: \$119.50. Console. 145-315, 540-16000, 5200-36000 kc.
Sparton 1466: \$210. Console. 150-20000 kc.

Fifteen Tubes

Philco 680X: \$250. Console. 150-22000 kc.
RCA-Victor C153: \$250. Console. 140-410, 540-60000 kc.

Sixteen Tubes

Stromberg-Carlson 74: \$985. Auto. comb. 520-23000 kc.
Zenith 16A61: \$375. Console. 141-375, 550-1780, 2100-23000 kc.

Nineteen Tubes

Howard Grand: \$295. Console. 150-350, 550-18000 kc.

Twenty Tubes

Garod 520: \$195. Chassis. 145-315, 540-16000, 5200-36000 kc.
Garod 520B: \$225. Console. 145-315, 540-1600, 5200-36000 kc.

Twenty-Two Tubes

RCA-Victor D221: Auto. comb. 140-410, 540-60000 kc.

David Sarnoff

President
Radio Corporation of America

PROMINENT MEMBERS *of the Seven* ASSOCIATED INDUSTRIES

*A Portrait Series Published
in the*

RADIO & ELECTRIC JOURNAL
APPLIANCE



OCTOBER, 1935



FOREIGN EUROPEAN

radio can not equal American research

American radio and American radio research are still well in advance of Europe's, despite recent progress there, David Sarnoff, president of the Radio Corporation of America, told ship news reporters who interviewed him on his arrival in New York City after two months abroad. Mr. Sarnoff visited England, France, Belgium, Holland, Austria, Hungary, and Czechoslovakia.

"I studied the technical developments in the important radio laboratories in Europe," Mr. Sarnoff said, "and saw their latest television experiments. While interesting research work is being done along these lines in several European countries, the progress being made in our own country, is in advance of anything I saw abroad. America continues to lead the world in radio."

"There are three fundamental differences between radio in Europe and in the United States."

"First: European listeners are required to have a government license and must pay an annual fee for the privilege of listening."

"Second: The prices paid by the public for radio receiving sets and radio tubes, are very much higher abroad than they are at home."

"Third: Broadcast transmission in

Europe, is generally a government monopoly and the radio programs are under strict governmental control and censorship. In England, the B. B. C., while government owned, is nevertheless permitted to exercise a measure of freedom; but in other European countries, especially where dictatorship is the order of the day, radio is primarily used for propaganda purposes and to perpetuate the power of those in control. In such countries, no word of opposition to those in control may be uttered, nor may any difference with their opinions be expressed. It is significant that in countries where the freedom of radio is prohibited, the freedom of the press has likewise been abolished.

"But despite these restrictions and repressions, radio programs continue to cross the borders and are increasingly welcome visitors in European homes. Radio waves need no passports and cannot be stopped by tariffs and quotas. The increase in short wave transmission has brought to the people on the European continent, the realization that through their radio receiving sets they can come to know more about themselves, their neighbors, and those far away. They realize today that like the automobile, the radio set is no longer an experiment. It has become a necessity of modern life—the window at which the family sits and views the world."

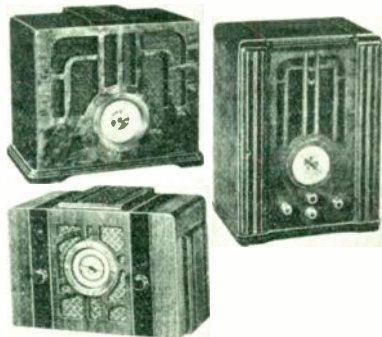
"In England, business is good and employment is increasing. In the other countries I visited business conditions vary, but on the whole, the direction is upward. On the other hand, the political uncertainties now overhanging Europe are retarding progress and stand in the way of a more basic economic recovery."

FREED

factory moves to bigger quarters

New address for the Freed Mfg. Co., Inc., makers of Freed-Eisemann radio sets, this month indicates the big business which this company is enjoying. Dealers visiting the new headquarters at 44 West 18th St., New York, will find that the company has three times as much space at its disposal as before and they will find that tripled space fully occupied by the busy Freed employees trying to catch up with demand. Telephone number remains the same: CHelsea 3-1717.

Three new Freed-Eisemann models make their appearance this month, all in table



Three new Freed-Eisemann sets

cabinets, with five, six and seven tube chassis. Early reports indicate that new Model 72 will be one of the biggest sellers of the line. It is a seven-tube AC super-het with metal tubes with three bands, tuning 19 to 55 m., 75 to 200 m. and 190

to 550 m. It has slow speed tuning selector, four color dial, full tone control and automatic volume and overload control. In figured walnut veneer cabinet it lists at \$49.95.

Model 68 is a six tube AC table model tuning two bands from 85 to 550 meters. In butt walnut veneer cabinet and bakelite knobs, it lists for \$29.95. Model 57 is a five tube AC-DC tuning two bands from 85 to 550 meters with self-contained aerial, listing for \$25.

WASHERS

950,070

washers shipped first 8 months

Household washing machine shipments for the first eight months of this year totalled 950,070, or 7 percent ahead of the same period in 1934 and the August total, 144,283, was the greatest month in the industry's history, J. R. Boenhn, secretary of the American Washing Machine Manufacturers' association, announced recently.

August deliveries to dealers topped July by 31 percent and August 1934, by 29 percent, thus continuing, on a slightly higher level, a parallel of the sharp expansion totals reported in the Summer of 1933. A seasonal recession is predicted for September.

Electric ironer shipments in the first eight months of 1935 were 93,535, advance of 13 percent over the same period in 1934. August ironer shipments totalled 14,018, compared to 10,737 in July and 11,879 in August, 1934.

TUBES

5Z4

metal rectifier tube in smaller size

A new type 5Z4 metal tube, directly interchangeable with the original "bird cage" 5Z4 metal rectifier, has been developed by Hygrade Sylvania tube engineers. The outstanding feature of the new Sylvania 5Z4 is the reduction in size, which was accomplished without loss in any of the electrical characteristics. Several constructional features have improved the physical structure of the tube.

The internal elements of the new Sylvania 5Z4 are similar to those used in the construction of the 83V glass rectifier. The complete assembly is enclosed in a metal shell of the same size as used for the 6F6 power amplifier tube. This reduces the height to 3 1-4th inches and the diameter to 1 5-16ths inches.

The newly constructed 5Z4 insures more perfect shielding, compactness, ruggedness, uniform characteristics and efficiency during life. The filament current drain is now 1.5 amperes as compared to the 2.0 amperes drain of the original 5Z4. The decreased filament wattage results in lower operating temperatures, comparable with the operating temperatures of other types of metal tubes.

The maximum D-C output current rating was maintained at 125 milliamperes for operation at 400 A-C volts (RMS) per plate. This feature makes it possible to directly replace the original 5Z4 tubes now in use with the new Sylvania 5Z4. The new tube will also replace type 5Y3, the glass rectifier tube incorporating the octal type base.

KEN-RAD

producing 15,000 metal tubes daily

The Ken-Rad Corporation and The Kentucky Electric Lamp have 2866 employees on their payrolls, the largest in the history of the organizations. The plants are being operated with three shifts daily. This remarkable increase has taken place within the last six months and in addition to the general betterment in conditions, is due to Ken-Rad's entering the field for the manufacture of all-metal radio tubes as well as glass tubes.

This revolutionary movement in the tube business necessitated the installation of more than \$200,000 worth of equipment. Within eight weeks this machinery was installed and today more than 15,000 metal tubes are being turned out daily. The glass tube production is very satisfactory.

The peak months in the sale of radio tubes in the past have been September and October. August sales were the heaviest in the history of the factory.

McCORMICK

distributes Automatic

Distributor for the State of Oregon is the appointment of S. J. McCormick Co., Portland, Ore., by Automatic Washer Co.

STEWART-WARNER

dividend resumption tribute to executives and their aggressive management

The resumption of dividend payments by the Stewart-Warner Corporation is being hailed by financial interests as the beginning of a new era in the business world for this company, according to Hayes, Wilcox & Co. Declaration of a regular semi-annual dividend payment of 25 cents a share, together with an extra payment of 25 cents a share, marks the first distribution to stockholders by this old established automotive organization since November 1930.

Few corporations during the depression appeared to have suffered the reverses which the Stewart-Warner Corporation had undergone, and the fact that the directors felt that current earnings well justified the resumption of dividend payments is a signal tribute to the results obtained by the new management installed two years ago after this company had experienced four successive years of losses aggregating over \$7,000,000.

The turn of affairs for the Stewart-Warner Corporation came in late 1933, when a complete new management headed by James S. Knowlson, chairman of the board, and Joseph E. Otis, Jr., president, was placed in charge of the company. Investigation disclosed that a rather thorough house cleaning and readjustment of affairs was necessary. The first step by the new management was to place the company's accounting on a basis where a true and understandable record could be obtained of profits or losses being sustained; second, the elimination of unprofitable lines and concentration and consolidation of certain activities; and thirdly, the paying of special attention to the problem of reducing overhead expenses and increasing general efficiency. In the last analysis, while there has been an increased volume of business, this reduction of overhead and increased efficiency has undoubtedly been the major factor in returning the company to a basis where it is unofficially estimated that earnings in excess of \$1 a share will be reported in the nine months to September 30, 1935, compared to 45 cents a share earned in the corresponding period of 1934.

Results of the complete house cleaning and new policies instituted by the new management headed by Messrs. Knowlson and Otis, first became apparent in 1934 when Stewart-Warner emerged into the

black with earnings of 46 cents a share, and with what is fully as important, a completely readjusted balance sheet which reflected the true position of the company under today's conditions, and with a materially strengthened working capital position. Continuing this improvement into 1935, the first six months of the current year showed earnings of 82 cents a share against 43 cents a share reported in the first half of 1934.

While earnings for the third quarter of 1935 fell considerably below those of the first two quarters of the year, due to seasonal influences, they were still far ahead of the corresponding period a year ago, and early indications are that measurable improvement will be recorded in the final months of this year. Production of instrument panels, oil gauges and Alemite equipment for the automobile producers promises to be active, and particular encouragement is being derived from the vastly improved outlook from the refrigeration and radio devices.

Apart from the reduction of overhead expenses, improved operating methods, and increased efficiency of production personnel which have been introduced, the better showing of the radio and refrigeration divisions of the Stewart-Warner Corporation is undoubtedly one of the most interesting parts of this picture.


The radio and refrigeration divisions in the past had never shown a profit, but were continued by the present management because they manifested possibilities of attaining an upward curve, and were absorbing an important part of the company's general overhead expenses which justified their retention.

Stating the case more concretely, in 1934 the radio and refrigeration divisions cost the Stewart-Warner Corporation several hundred thousand dollars in cold cash; in 1935, rather than a cash loss, these two divisions will show a substantial cash gain to the company, although the charge of large amounts of overhead to these accounts will prevent the showing of a book profit for radio and refrigeration operations. But, it is pointed out, if the radio and refrigeration operations were not charged this overhead, it would have to be taken care of by other products manufactured by the company, so that in the last analysis Stewart-Warner radio and refrigeration divisions may be considered as on a basis which is becoming increasingly favorable to the company, and that in 1935 for the first time the company has been definitely better off for the inclusion of these two products in their line.

Along with the improved earnings the balance sheet position has been built up to a point where at the close of September, 1935, cash was in the neighborhood of \$3,000,000, against approximately \$1,250,000 at the end of 1933, with a working capital ratio of around 6 to 1. Stewart-Warner Corporation has no bonded debt, or preferred stock outstanding, its entire capitalization being constituted by common stock.



UNIVERSAL
5-METER HAND SET
A new, 15 ounce, compact hand set—Designed for 5-meter transmitters and 5-meter transceivers—Highly polished, moulded bakelite units—2000 ohm unipolar receiver—High output, single-button Universal microphone of 200 ohms—6 ft. 4 conductor cord with color-coded phone tips—List Price, Single-Button microphone, \$6.00.
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MODEL 68

6 tube AC/DC Short Wave and Broadcast Superheterodyne. Powerful, highly selective set; large airplane dial printed in 4 colors; frequency ranges 3500-1500; 530-1500 KC.

Now you can sell "Freed-Eisemann" sets to your trade at popular prices, within the reach of all.

This new line has everything needed in popular priced radio to help you do a substantial business at a good profit. 5 to 10 tube Superheterodyne models: Foreign Short wave, Police and Broadcast Bands.

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All these features combine to enable the progressive and alert radio buyer to do a substantial volume at a sure profit. Cash in on the good-will and reputation of the "Freed-Eisemann" name.

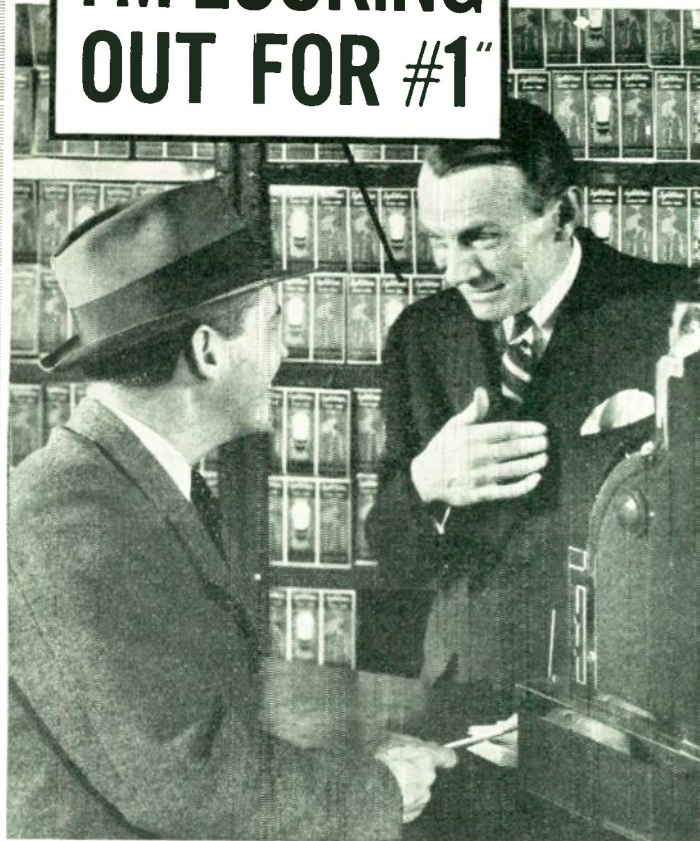
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This man spoke out frankly . . . read how he built up a more profitable business on tubes!

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"Radio dealers and distributors like to sell a tube they can recommend . . . and at the same time, they like to do business with a company that talks their language. Sylvania's business policies make sense to me, and that's why, as far as I'm concerned . . . I sell Sylvania's."

There's not much we can add to this. If you'd like to know more about Sylvania's Profit Policy Plan, and the better profit that goes to Sylvania dealers and distributors, write today to the Hygrade Sylvania Corporation, Emporium, Pa.

SYLVANIA

THE SET-TESTED RADIO TUBE

© 1935, Hygrade Sylvania Corp

New! MUTER Interference Filters



This "Traffic Cop" of Radio absolutely eliminates the man-made interference that comes in over the power line by merely attaching the Filter directly to the set itself.

Sell these filters with confidence and **GUARANTEE** their operation, because *they will do the job*. There's a real need for them.

Ask your jobber or take advantage of our trial offer. Write Dept. B-9.

MAIL THE COUPON

THE MUTER COMPANY
1255 South Michigan Avenue
Chicago, Illinois



Please ship me one Muter Interference Filter at your trial offer of \$1.80 (\$3.00 list, less 40%).

☐ I am enclosing \$1.80

☐ Ship it C. O. D. for \$1.80

Name

Address

City

State

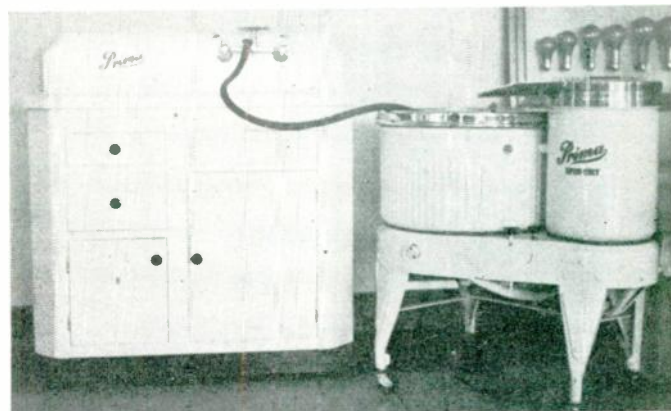


Dr. Leopold Stokowski, conductor of the Philadelphia Orchestra, will tour the leading cities under the sponsorship of RCA-Victor. Here are, left to right: George Fugles, vice president NBC; Dr. Leopold Stokowski and E. T. Cunningham, president RCA Mfg. Co.

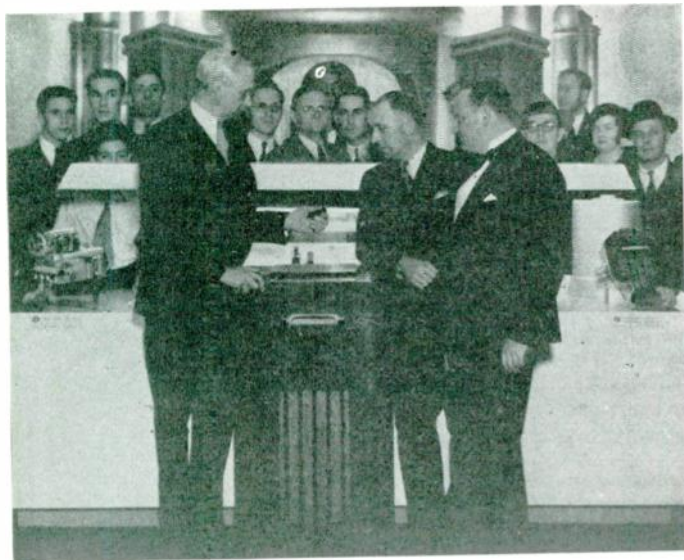
Group of prominent radio and refrigerator executives "dedicating" the new headquarters of Raymond Rosen & Co., Philadelphia distributors of RCA Victor radio and records, Kelvinator refrigerators and Prima washers. From left to right: E. A. Wildermuth (Alwater Kent radio and Kelvinator New York distributor); Campbell Wood, Kelvinator utility sales manager; Paul Krisch, Newark distributor, RCA Victor and Kelvinator; Raymond Rosen, seated, with the Barrymore profile; Gus Kraus; Joseph Wurtzel, RR treasurer; Jules Smith TNT scientist of Davega-City Radio, New York; Al Slap, RR vice-president; Jack Crossin Eastern Kelvinator manager handling about \$5,000,000 volume annually; Irving Sarnoff, New York RCA Victor distributor; George W. Mason, president, Kelvinator Corp., Detroit; Henry Benjamin, vice-president, Davega-City Radio, N. Y., and Public Service Steinmetz, Newark, N. J.



In Davega stores, New York, a contest brought many new Crosby Shelvador prospects. Here's the wind up, with, left to right: Manny Roth, Davega sales promotion manager, Henry Benjamin, F. Robinson of Crosley Distributing Co., and Richard Davega.



This photograph lacks only the magnificent figure of Joseph Hoory, Prima washer sales manager of Raymond Rosen & Co., Philadelphia distributors, to show the actual demonstrative qualities of this portable sink—a new idea in washer selling. Made by the Prima company and sold at "cost" to dealers so washers may be demonstrated in stores, warerooms, etc., and even on the sidewalks. Eliminates all plumbing, and the Prima sink has selling "it."



Dr. W. C. White, chief engineer of the vacuum tube department of the General Electric Company, who directed the development of the metal tubes, is shown discussing some of the tubes' important developments with D. W. May, district radio sales manager of the General Electric Company, and P. F. Hadlock, radio commercial engineer of the General Electric Company, Bridgeport, in the General Electric Radio Exhibit at the National Electrical and Radio Exposition held at the Grand Central Palace, New York.



One of the most impressive displays at the recent New York radio show was this Stewart-Warner booth which put over the metal tubes in a big way and showed the huge Ferrordyne circuit designed for these tubes most efficient operation.

RECORDS SYMPHONIES

favorite records with Hollywood buyers

Motion picture folk fill their music libraries with symphonies, according to the United Press Hollywood correspondent.

Velma Moore, who has been selling records to the movie people for 10 years, knows their likes and dislikes. She has them all catalogued and freshens up their libraries each week when new records arrive.

Stepin Fetchit is the closest approach to the actor who filled his bookshelves by the foot.

"I want \$100 worth of records," he told Miss Moore one day. "What kind? Oh, any kind?"

So she loaded him up with Cab Calloway, Louis Armstrong, Duke Ellington and Ethel Waters. Step's complaint was that the records were not "hot" enough for him.

The biggest and most complete collection in Hollywood is owned by Sylvia Sidney. Hers runs to Bach and Beethoven, the latter in five volumes. Ann Harding's chief love is Leopold Stokowski. Whenever one of his records arrives, it is sent immediately to Ann without further orders.

Carole Lombard collects symphonies and popular music. She has a complete collection of records made by Russ Colombo,

who was killed accidentally a year ago. Both Ronald Colman and Ernest Cossart collect Gilbert and Sullivan. Cossart, host at parties, has his guests sing the different parts. Warner Baxter dotes on Viennese music and string orchestras.

Carl Brisson collects his own records. Not vanity, but so he'll have a permanent record of his work. J. M. Kerrigan wants the humorous type, but not Harry Lauder.

STOKOWSKI

personal appearance in 25 cities

Leading cities of the country next Spring will be given the opportunity of seeing produced some of the greatest symphony orchestra music known nationally by records and radio. Dr. Leopold Stokowski and the Philadelphia Orchestra will make a five-week transcontinental tour under the sponsorship of RCA-Victor, announces E. T. Cunningham, president of RCA Mfg. Co. (Picture on page 21).

Thirty-six concerts will be given in more than a score of cities, of which Dr. Stokowski will conduct 25, and announcement will be made later of the conductors for the remainder. The entire personnel of 100 musicians, with ten members of the managerial staff and stage hands will make the trip in a special air-conditioned train, which will be used as permanent living quarters.

"The signs are unmistakable," said Mr. Cunningham, "that this country is awakening to a greater appreciation of good music than ever before in our cultural history. Radio and modern recorded music are, of course, doing much to stimulate and satisfy this widespread and growing interest, but it has been the privilege of a comparatively few to hear an organization of the calibre of the Philadelphia Orchestra in their own local concert halls. In sponsoring this tour, RCA Victor feels it is making a valuable contribution to the spread and appreciation of good music, a mission it has assumed since the birth of the first phonograph and the advent of radio."

Much of the music that will be played by the Philadelphia Orchestra on this RCA Victor sponsored tour will be of works available on Red Seal Victor records, and according to Tom Joyce, RCA Victor advertising manager, elaborate plans for tying in with the concerts in each city are being formulated and will be announced before the tour begins.

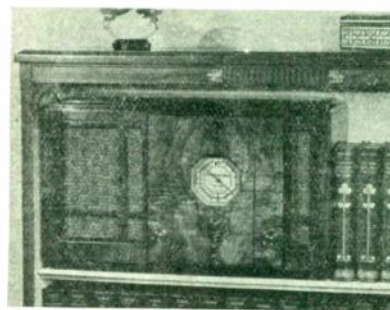
Although the itinerary is still indefinite, it was announced tentatively that the orchestra will visit Hartford, possibly Montreal and Toronto, Chicago, St. Louis, Atlanta, Birmingham, New Orleans, Dallas, possibly Houston or El Paso, Los An-

geles, San Francisco, Seattle, Portland, Ore., Denver, Salt Lake City, Kansas City, Des Moines, Minneapolis, Milwaukee and Ann Arbor, Michigan.

MODELS

STROMBERG-CARLSON bookshelf model

Topping all previous Stromberg-Carlson records is forecast for the new 61-H, judging by early orders for this bookshelf model. It uses the new metal tubes, and as far as the chassis is concerned is like the other standard models in the 61 metal tube series. It incorporates the clover-leaf arrangement of coils and range switch, which is said to give greatly increased sensitivity and selectivity. It has a full



vision, airplane type dial, dual ratio tuning knobs, class A amplification, and other features for which these models are famed.

Wave-length coverage is 540 to 1500 kc., 1450 to 3500 kc. and 5600 to 18000 kc. in three tuning ranges controlled by a range switch lever which clearly indicates the range in use.

REFRIGERATORS

GARCEAU

Kelvinator commercial promotion manager

Appointment of John S. Garceau as advertising and sales promotion manager for the entire commercial products line of Kelvinator Corporation, has been announced by Sam C. Mitchell, director of advertising and sales promotion for Kelvinator. In this position, Mr. Garceau will have charge of advertising and sales promotion for the following Kelvinator commercial products: standard commercial electric refrigeration equipment, liquid cooling, air conditioning, and automatic heating equipment.

OSCILLOGRAPH

by
NATIONAL
UNION



3" or 5"
CATHODE
RAY
TUBE

EXCLUSIVE
NEW DESIGN
SWEEP
CIRCUIT

FREE
WITH
NATIONAL
UNION
TUBE
PURCHASES

The improved National Union Oscillograph incorporates an exclusive new design sweep circuit giving perfect linearity and synchronization for the visual inspection of individual wave forms from 10 to 250,000 cycles and permits inspection of waves to above 1,000,000 cycles. The only commercial oscillograph having an adjustable linear sweep circuit extending above the audio range. All controls on front panel except two position controls on side near front. Thirteen outstanding features. Get complete details and learn how you can own one free the easy National Union way.

OTHER INSTRUMENTS

Remember you can get many types of instruments free with National Union tube purchases. Send coupon for latest information.

NATIONAL UNION RADIO CORPORATION OF N. Y.
570 Lexington Ave., New York, N. Y.

Send me complete information about free service shop equipment. ☐ The N. U. oscillograph. ☐

Name _____

Street _____

City _____ State _____

My Jobber is _____

RJ 1085

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.

HOWARD

Can Deliver!

METAL TUBE SETS

HOWARD foresaw the present shortage of materials and bought for the future with the largest commitments in HOWARD's long history.

As a result HOWARD *can deliver* the complete line including *metal tube sets!*

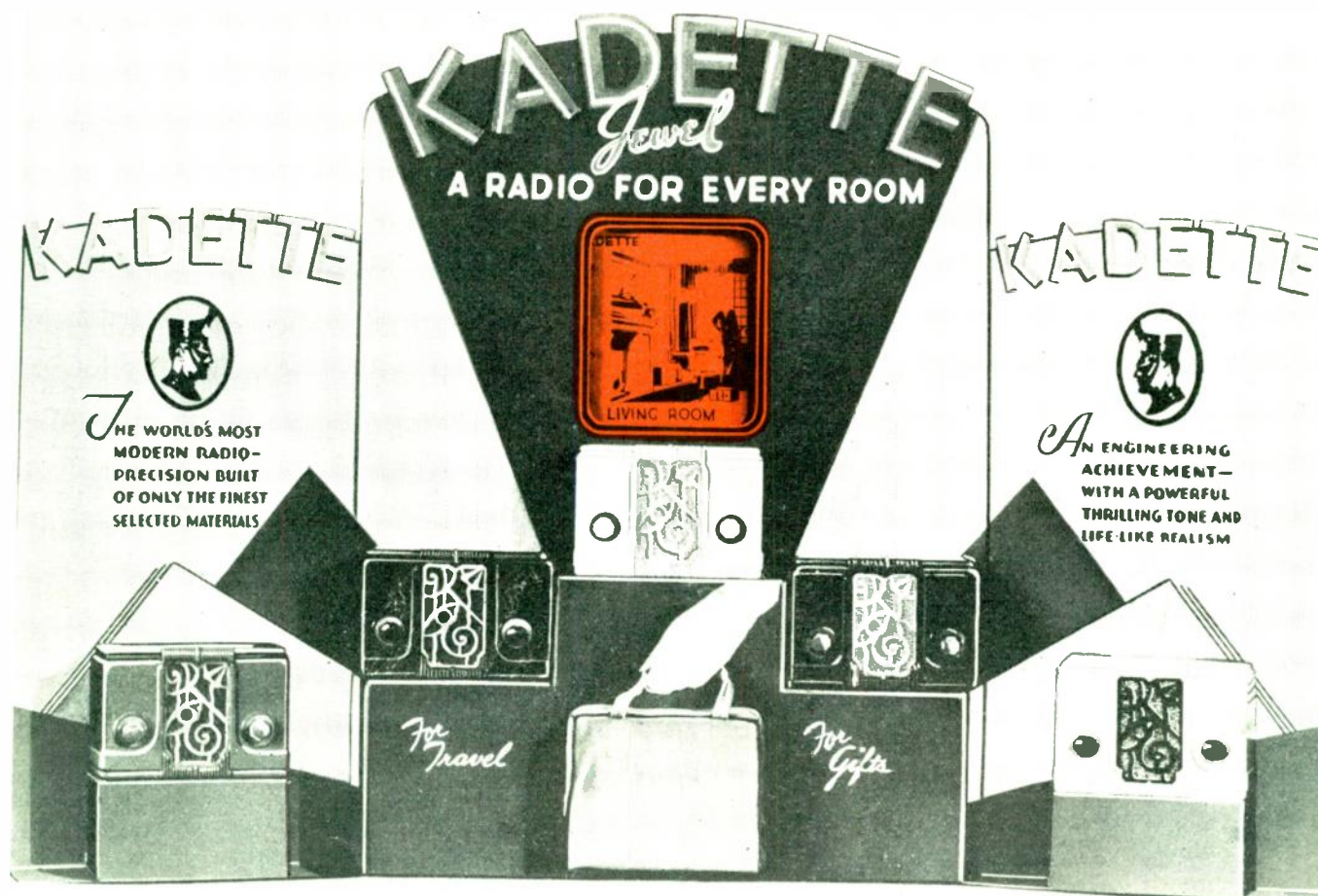
Nine receivers. 4- 5- 6- 7- and 9-tube models from \$17.95 to \$124.50. *Plus* the world's finest radio receiver—the 19-tube grand at \$295.00.

DISTRIBUTORS AND DEALERS WRITE OR WIRE FOR DETAILS! YOUR TERRITORY MAY STILL BE OPEN

HOWARD

HOWARD RADIO COMPANY

1733 BELMONT AVENUE, CHICAGO
AMERICA'S OLDEST RADIO MANUFACTURER



Cinema

"effect" window displays stop traffic and aid Kadette sales

By Herbert Harris

A NEW idea in animated window displays is presented to the radio trade by The International Radio Corporation, Ann Arbor, Mich., and is causing quite a sensation wherever shown. This new and unusual Kadette window display is brilliantly lighted from within, and a succession of eye-compelling pictures appearing on the central panel give the appearance of a movie screen.

With the aid of continuous movement, a "travel-read" sales message is produced in gleaming electrically lighted letters. In addition to the first reel there is a second auxiliary reel devoted to electric lighted photographic reproductions of the various models of the full Kadette line.

This unique display is 36 ins. high and 54 ins. wide, made of heavy lithographed board, forming a sturdy display stand on which actual radio sets are attractively mounted. The entire idea seems to be new and most interesting,

particularly for radio, as the first appearance sharply resembles the much talked of television in actual operation.

In spite of the costly elaborateness of his display, distributors are furnishing these free to their dealers upon the purchase of the Kadette Radio cabinets, which it is designed to support. The entire ensemble is undoubtedly an important step forward in modern radio merchandising.



Charles Verschoor

Charles A. Verschoor, president, is a great believer in the sales power of windows, as many stores charge from 20% to 30% of the rent as sales expense. "Many dealers neglect their windows," added Mr. Verschoor, "not because they do not realize their sales value but not having time or the facilities to create window displays of striking character. To aid dealers is the real reason why we designed a new type of display in such a size that nearly all dealers can use it."



Let a Tung-Sol salesman show you how other dealers are successfully • Avoiding cut-price competition. • Furthering their reputations as dependable merchants. • Making full profit on every tube sale. • He will also give you important facts about the only consistent, successful radio tube consignment plan in operation nationally.

Locations are available for independent radio dealers and service organizations, who can qualify, and still have "elbow room".

Write to our nearest office for details relative to your appointment as our authorized agent.

TUNG-SOL Flow radio Tubes

TUNG-SOL LAMP WORKS, INC.
Radio Tube Division
SALES OFFICES:

Atlanta, Boston, Charlotte, Cleveland, Chicago
Dallas, Detroit, Kansas City, Los Angeles, New York
General Office: Newark, N. J.

What's New?

CROSLLEY

Wind-operated battery charger and electric refrigerator built for super-freezing come this month from Crosley. The wind charger carries the name "Ace Govermatic," as made by the Ace Products Corp., of Cincinnati. Tied up to the Crosley 6-volt radios, which require no B batteries, "the only operating cost is the occasional adding of distilled water to the battery and oiling the generator." They are furnished with an ammeter, which shows the charge being delivered to the battery, and a cut-out which prevents over-charging. Coupon included with each Crosley 6-volt radio offers the wind charger at \$10 F. O. B. Cincinnati to Crosley purchasers. Price is \$29.95.

Crosley battery models range from \$19.99 to \$84.50 in a dozen models. The 6-volt models require no B batteries. The

control is set at the warmest point, everything in the refrigerator will be preserved but not frozen.

Speaking of the uses of the new Crosley Super-Freezer, Powel Crosley, Jr., president, Crosley Radio Corporation, said: "The business man will greatly appreciate having this unique refrigerator in his office. It will provide an abundant supply of ice cubes so that cold, refreshing



drinks can be enjoyed throughout the working day. Moreover, it has ample capacity to accommodate bottled goods and any foods that might be desired for in-between-meal snacks. Then, too, many people will welcome this Super-Freezer for use in summer camps, hunting lodges, etc., where electricity is available. Not only is it ideal for providing plenty of ice cubes for cooling drinks, but it is excellent for storing and preserving fish, fowl and game."

GENERAL ELECTRIC

Addition of two six-tube models to the G-E metal-tube line is announced this month. Each set has two bands for standard broadcast and short-wave reception and is equipped with the new stabilized dynamic speaker and the new sliding-rule tuning scale, with automatic vernier tuning and automatic volume control. Electrical features of both sets are identical, with the exception of slightly different tube complements and the size of the speakers. The console, Model A-67, has a 10 1/4-inch speaker; the other, Model A-64, has an 8-inch speaker. They are also supplied with an antenna and ground connection board to permit the use of the

G-E V-doublet antenna. Cabinets are a modified modern design of hand-rubbed walnut.

In the tuning range, the standard broadcast band covers from 540 to 1800 kilocycles and includes all standard and high-fidelity broadcasts and police calls. The second band covers from 5400 to 18,000 kilocycles and includes the majority of domestic and foreign short-wave broadcasts—the 49, 31, 25, 19 and 16 meter bands.

Other features: Sliding-rule tuning scale calibrated in kilocycles on standard broadcasts and in megacycles on short waves, with short-wave services indicated in meters. Automatic vernier tuning, with 4 to 1 and 50 to 1 ratios, controlled from the same knob. Stabilized dynamic speaker, projection welded, with a balanced bucking coil to minimize hum. Continuously variable tone control. Power output is 2 watts undistorted, 3.7 watts maximum. The sets operate on 50-60 cycles, 105-130 volts, and draw 100 watts.

Tube complement of the A-67: 6A8 Converter; 6K7 I. F.; 6H6 A. V. C. and Detector; 6J7 Audio Amplifier; 6F6 Output, and 5Z4 Rectifier. Tube complement of the A-64: 6A8 First Detector (Mixer) and Oscillator; 6K7 I. F.; 6H6 Second Detector and A. V. C.; 6C5 First Audio; 6F6 Output; and 5Z4 Rectifier.

ABC

Increasing farm purchasing power adds importance to new gasoline-powered washer announced by Altorfer Bros. this month. Model 44G is equipped with Johnson Iron Horse engine and is thoroughly modern in all its details. Featured is the touch release wringer, which acts instantly on pressure from hand, finger or elbow. Tub is 17-gallon capacity, with vertical



corrugations. Agitator is improved French type, perforated with double set of fins which grip the clothes and give "cushioned washing" action. The engine is four-cycle, air-cooled, generating five-eighths horsepower.



2-volt radios use the air-cell "A" battery, so that operation is exceedingly economical.

Crosley Super-Freezer refrigerator is designed for homes requiring plenty of ice cubes. It is provided with six ice trays, each providing 21 cubes, making a total of 126 cubes always available. When set at the coldest point it will freeze fish, fowl and meat and preserve them for long periods of time. When the temperature

NEW *Grunow Radio* With **TONE-TESTED RESONATOR**

You Should Hear and See Grunow Radio Model 1241

for a new idea of radio at its best. The amazing and exclusive TONE-TESTED RESONATOR enables you to hear radio broadcasting with supreme clarity.

This model appeals to your best customers—men and women who know music—to whom it appeals instantly. Grunow Radio so completely overshadows the performance of most radio sets, and it should be your “leader” this year. Profit and Prestige assured.

Also Distributors

VOSS Washers
L & H Gas Ranges, Oil
Heaters and Stoves
Ironrite Electric Ironers
Arvin Car Radios
Conover Dishwashers
Elgin Steel Kitchen Cabinets
Standard Electric Stoves

The Geo. H. Eberhard Company

Incorporated 1891

Wholesale Distributors

GRUNOW Radio and Refrigerators

SAN FRANCISCO

CALIFORNIA

NEW *Grunow Radio* With **TONE-TESTED RESONATOR**

All the good features of many lines produced in a single set—astounding value at comparative lowest prices.

True all-wave, metal tubes and 34 other features found in Grunow Radio.

“A Grunow Dealer Makes Money”

Specialites Distributing Co.

Wholesale Distributors

GRUNOW Radio and Refrigerators

Detroit, Michigan

A MOST UNIQUE AND EXTRA-ordinary Grunow distributors' SECTION is this page and the page immediately following the Grunow radio “spread” visualizing the co-operation of Grunow jobbers “from Coast to Coast and from the Gulf of Mexico and the Great Lakes.” BOSTON is represented by Howe & Company, Grunow distributors, with “the largest show room this side of the Mississippi”; SAN FRANCISCO is represented by The Geo. H. Eberhard Company, Grunow distributors at the Golden Gate; Gulf of Mexico is represented by the Florida Household Appliance Company, Tampa, Florida, and the Great Lakes are represented by the Specialities Distributing Company, Detroit, Mich., heads of the companies being: Lee R. Howe (Boston), Geo. H. Eberhard (San Francisco), R. L. Christian (Tampa) and Leonard C. Turnbull (Detroit).

THE SEASON'S GRUNOW



GRUNOW MODEL 620—No B or C battery needed for this powerful all-wave 6-volt set! Saves money and trouble—brings finest reception to rural homes.



GRUNOW MODEL 721—Brings finest all-wave reception (545-18,000 kc.) to unskilled homes. Seven powerful tubes—2-volt dry or storage A battery.



GRUNOW MODEL 871—Eight metal tubes in a true all-wave radio covering weather reports, and including Tone-Tested Resonator, etc.



GRUNOW MODEL 1241—A superb 12-tube Super Hi-Fidelity radio—true all-wave, including weather band—that challenges comparison with the costliest sets.

ONLY THE GRUNOW HAS ALL 6

- ★ TONE-TESTED RESONATOR—The secret of new Super Hi-Fidelity tone
- ★ METAL TUBES—The greatest tube advancement in years
- ★ SIGNAL BEACON—The answer to short-wave tuning problems
- ★ ALADDIN COLOR FLASH DIAL—At last gives accurate short-wave logging
- ★ TRUE ALL-WAVE—NOT SKIP-BAND—In every model but two smallest compacts
- ★ STREAMLINE CABINETS—The newest style note, a Grunow creation

PLUS almost 30 other big sales-making developments

SMASH HIT! FOR 1936

"GREATEST EVER!" Dealers Say
*As Sales Soar on Amazing Line With Six
Greatest Sales-Making Features of the Year*

Look inside . . . look outside . . . tune . . . listen . . . compare!
Any way you judge them, you'll know you've found the hit
line of the year when you get your hands on this great new
Grunow. You haven't seen so much value, beauty, quality
. . . so much that's new and easy to sell . . . in years!

It's another Grunow Profit Parade! . . . a line, a quality,
an opportunity only Grunow could give you . . . and how
dealers are going for it! Already we're having to push pro-
duction up—way up—to come into October anywhere near
the demand. If you haven't seen the Grunow—haven't seen
what it offers you—act now, and be set to out-demonstrate
and outsell anything competition can put against you this year.

GENERAL HOUSEHOLD UTILITIES COMPANY, CHICAGO



GRUNOW MODEL 470—A surprisingly power-
ful and selective 4-tube chassis with full 8-inch
dynamic speaker in cabinet with front of
matched half-round walnut.



GRUNOW MODEL 1171—A cabinet of costly
woods housing a powerful 11-tube Super Hi-
Fidelity true all-wave receiver with 15 watts out-
put and all Grunow advancements.



GRUNOW MODEL 581—A genuine all-wave re-
ceiver, not skip-band, in a really fine, full-size
console worthy of a radio selling for at least
\$25 more.



GRUNOW MODEL 761—A powerful 7-tube all-
wave radio, including weather band, in a cabinet
of outstanding beauty.

NEW

Grunow Radio

With **TONE-TESTED RESONATOR**

Just Ten of the 36 Amazing Features of Grunow 1936 Radio

Tone-Tested Resonator
Triple Speakers
Super Hi-Fidelity
Variable Selectivity
Signal Beacon



New Metal Tubes
Class "AB" Power Audio System
Completely Shielded Circuits
New Alladin Color Flash Dial
Automatic Antenna Range Switch

Styling of Cabinets to harmonize with the best homes. Grunow demonstration on "replacement set sales" wins the order in five minutes. Write us for complete details.

HOWE & COMPANY

Wholesale Distributors

GRUNOW Radio and Refrigerators

841 Bolyston Street

BOSTON, MASS.

NEW

Grunow Radio

With **TONE-TESTED RESONATOR**

Today, there is a "last word" in modern radio—GRUNOW.

Every set built for music with true Super Hi-Fidelity tone reception.

Huge power output aids all reception in a spectacular manner.

Also a complete line of Grunow Battery models.

Write us for data on the industry's most amazing line of radio.

FLORIDA

Household Appliance Company

Wholesale Distributors

GRUNOW Radio and Refrigerators

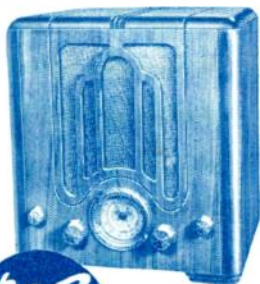
TAMPA, FLORIDA

THUS FOUR PROGRESSIVE JOBBERS give a printed geographical hand-shake to William C. Grunow at Chicago who, in turn, shakes back with increasing deliveries on a line of radio that "sold" beyond the wildest predictions of the Grunow organization, swamping the factory with business, and a wonderful testimonial to Grunow radio.

DEALERS IN THESE FOUR MARKETING areas, sound staple territories in which a magnificent radio business is being done, can take a personal interest in this display of distributing energy from four great States — Massachusetts, California, Florida and Michigan. Characteristic of these four distributors—Howe, Eberhard, Christian and Turnbull—is that not only do they rate among the best in their respective territories, but they enjoy the same rating in the entire nation.

THE **NEW** in RADIO • AND **ALL** THAT IS **NEW**!

The New 1936 **CROSLEY** Line



\$19.99

THE
CROSLEY FIVER
Table and Console



\$37.50

CHASSIS—Five-tube super-heterodyne. Two bands—Standard and police, amateur, aviation broadcasts. Illuminated full-vision airplane type dial—5 to 1 ratio drive. Tone control. New 6B5 Triph-Twin output tube. Full floating moving coil electro-dynamic speaker.

CABINETS—Half an eye can see their beauty and charm—equal in every way to their superb tone. Between these and the Constitution models are a full range of receivers for every purse and type of use.

From the Fiver, giving standard, police, aviation, amateur reception for \$19.99 to the **CONSTITUTION** five-band metal tube all-wave that gets virtually all that's on the air . . . the new Crosley 1936 Line leads the field. In every price range the Crosley gives more for the money in beauty, performance, selectivity . . . in everything that makes for radio satisfaction.

FEATURES! Innovations! Master-strokes of engineering. In this new 1936 radio line Crosley has tapped all the resources of experience dating back to the pioneering stage; all the creativeness and inventiveness of today. Never has a line so stepped out to capture the imagination of a country. Never a line with so many "want-able" features. Never a line with equal value for the radio dollar.

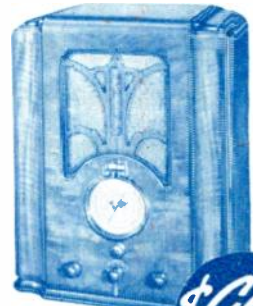
The beauty of the line is alone an eye-stopper anywhere. But the more you explain the in-built quality, the new features, the reason for the extraordinary tone, selectivity, truthfulness of reproduction . . . the more your customers will select—from this line—the set that best fits their means and their wants.

Everywhere the groundwork of **SALES** is being laid with this line. Get in on this from the start by getting in touch with your Crosley distributor.

THE CROSLEY RADIO CORPORATION

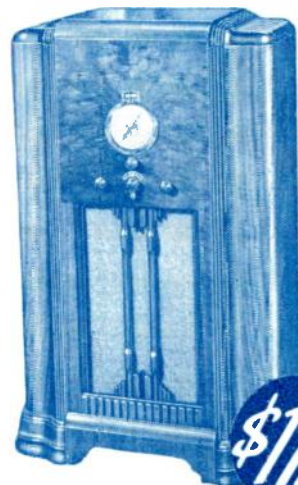
CINCINNATI POWEL CROSLEY, Jr., President
Home of "the Nation's Station"—WLW—500,000 watts
—most powerful in the world—70 on your dial.

Prices in Florida, Rocky Mountain States
and West slightly higher.



\$49.95

THE
CROSLEY CONSTITUTION
Table and Console



\$115.

AMONG THE FEATURES...

Three-gang tuning condenser with many notable improvements.
New velvet action two-speed dial—planetary ball-bearing drive.
New high-wattage, metal-to-metal tone control—far superior to conventional tone control.

New triple-tuned I. F. transformer—far better selectivity, higher fidelity.
New 11-Q-4-layer bank wound Litzendraht broadcast coils—providing better signal-to-noise ratio.

All-metal tube and all-glass tube models—a set for every need.
NEW SHADOW TUNING. NEW 5-COLOR AIRPLANE DIAL
NEW COLOR-BAND DESIGNATION.

CHASSIS

This all-wave 10-tube superheterodyne using all-metal tubes, commands the air. Five bands, receiving American, foreign, weather, amateur, police, aviation broadcasts. Shadow tuning. Automatic volume control. Full-vision airplane type dial. Tone control. Dual ratio tuning control. Full floating moving coil electro-dynamic speaker.

You're there WITH **CROSLEY**



Catching THE EYES OF THE PASSING PARADE



Merchandise adequately displayed is already half sold. Every aggressive merchant knows that his displays—window and interior—are his most important asset. Months before the new General Electric Radio — with the tube that's "sealed in steel" — was announced, our merchandising experts began developing and pre-testing display material that would drive home the G-E Radio message. No expense or effort was spared to originate display items that would lead the parade in making dealers' windows and interiors bright, attractive, inviting and sales producing. As a result eye-catching displays were designed for (1) department stores and large merchandisers (2) the average-size retailers and (3) small dealers.

Here you will find the DELUXE FLOOR SETTING and WINDOW DISPLAY . . . a beautiful white and

orange display, 6½ feet high, 12 feet wide. Picture the SPOT DISPLAY opposite elevators and entrances. Then, there's the LIGHTED DISPLAY STAND — a complete radio department in a few square feet of floor space. A series of LITHOGRAPHED WINDOW DISPLAYS will enable you to tie-in with General Electric's huge national advertising campaign. There's a BANDMASTER DOLL for use in your window, on your counter, in floor displays. Let the CELLOPHANE SPOTLIGHT STRIP show you the way to better sales. But this is only the beginning. Many of these eye-catching displays have been combined with a full range of other sales promotion aids in *three* Promotion Services offered to General Electric Radio dealers.

All we ask is that you learn how G-E Radio sales promotion aids turn passing prospects into buyers and merchandise into profits. Your General Electric Radio Distributor will gladly give you complete details.



GENERAL ELECTRIC

RADIO

MERCHANDISE DEPARTMENT, GENERAL ELECTRIC COMPANY, BRIDGEPORT, CONNECTICUT