

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

"RADIO HEADQUARTERS" ANNOUNCES

Bi-acoustic  
radio

Eight great advances in a completely new circuit that establishes a brand new standard of performance—and of value!

**H**ERE'S news that you can cheer about! A completely new circuit that revolutionizes radio like the orthophonic revolutionized the phonograph!

Bi-acoustic radio has 8 great features that help you sell. "B" amplification. Doubles the output. An extended Musical Range adds two whole octaves. Automatic Tone Stabilizers take out tinniness. Tone Equalizers, tuned like an organ, take out the last trace of cabinet noise. Dual Automatic Volume Control ends between-station whistling. The speaker is new, the cabinet

is new, the tubes are all new—and every model has more tubes than has ever been found in radios at corresponding prices!

On top of all that—prices that sell! This introductory console, for instance, retails complete at only \$139.50.

You'll be passing up real money if you delay a day in getting in on the big business. See your RCA Victor distributor at once.

THE RCA VICTOR COMPANY, Inc.  
"RADIO HEADQUARTERS," Camden, N. J.  
*A Radio Corporation of America  
Subsidiary*

## MODEL R-78

12 tubes complete . . . only \$139.50

1. "B" AMPLIFICATION, gets the thrills without distortion . . . 2. AUTOMATIC TONE COMPENSATORS, take out "tinniness," hold tone true . . . 3. TONE EQUALIZERS, no cabinet rumble or shrill . . . 4. DUAL-AUTOMATIC VOLUME CONTROL, ends fading and blasting, holds volume level . . . 5. EXTENDED MUSICAL RANGE, gets 2 more octaves and reproduces all instruments from lowest to highest tones . . .

6. 12 TUBES, including the new Dual Grid Radiatrons—all newly designed for improved tone quality . . . 7. NEW IMPROVED DYNAMIC SPEAKER, to handle all frequencies and all volumes . . . 8. NEW CABINETS, tuned acoustically and executed in genuine quilted maple and burr walnut. Beautiful full length doors . . . Quickest tuning dial. Plus all the features of previous RCA Victor-Super-Heterodyne models.



RCA Victor



RADIOS . . . PHONOGRAPH COMBINATIONS . . . VICTOR RECORDS

JUNE, 1932

World Radio History

# a Virgin Market

—every home, every office needs this new electric appliance—a startling invention more sensational than the radio or the electric refrigerator. A tremendous 100% virgin market awaits dealers and distributors now selling the Clements Air-Conditioner.

—chimney soot, auto fumes, traffic dust, pollen and heat-dried air cause or aggravate many diseases. "Moisture deficient" air also checks and dulls the finish of furniture, loosens glued parts and shortens the life of rugs, drapes and upholstery. Like magic, this new appliance safeguards against such evils. Also protects against colds and other infectious diseases and is a decided relief for hay fever and rose fever sufferers.

—it is the first and only portable air-conditioner for home and office which filters, washes, circulates, humidifies, deodorizes and revitalizes the air. Delightfully cooling effect in summer. Automatic. Sells every month in the year.

—no installation costs; attaches to any convenient wall receptacle. A beautiful piece of furniture—all metal, fireproof, walnut finish, cabinet design suitable for desk or table. Conditions 9,000 cu. ft. of air per hour.

—economical. Adds less than 3c a day electricity cost to protect health, preserve furnishings, and enjoy atmospheric comfort every hour in the day. A home is comfortable at 64° with proper humidity. Pays for itself in a short time.

—we are now selecting dealers and distributors. Write or wire today for complete details, sales plan, prices and liberal discounts.

**CLEMENTS MFG. CO.**

106 Clements Bldg.

6650 S. Narragansett Ave., Chicago



*The*  
**Clements**  
Air-Conditioner

Also a Vacuum Cleaner for Every Sales Plan. For 21 years, Clements has Built Cleaners of the Highest Quality.



**CLEMENTS**

A quality motor-driven brush cleaner for "off-the-floor" sales. Retails for \$39.50.



**JEWEL**

A straight suction cleaner with "perfect seal" insuring powerful, even suction. Retails for \$29.50.



**CADILLAC**

A superior motor-driven brush cleaner. Large dealer margin. Trade-in allowance. Was \$69.50. Now retails for \$49.50.



**CLEMENTS JR.**

A hand cleaner with oversize motor. Powerful and more effective cleaning. Retails for \$14.50.

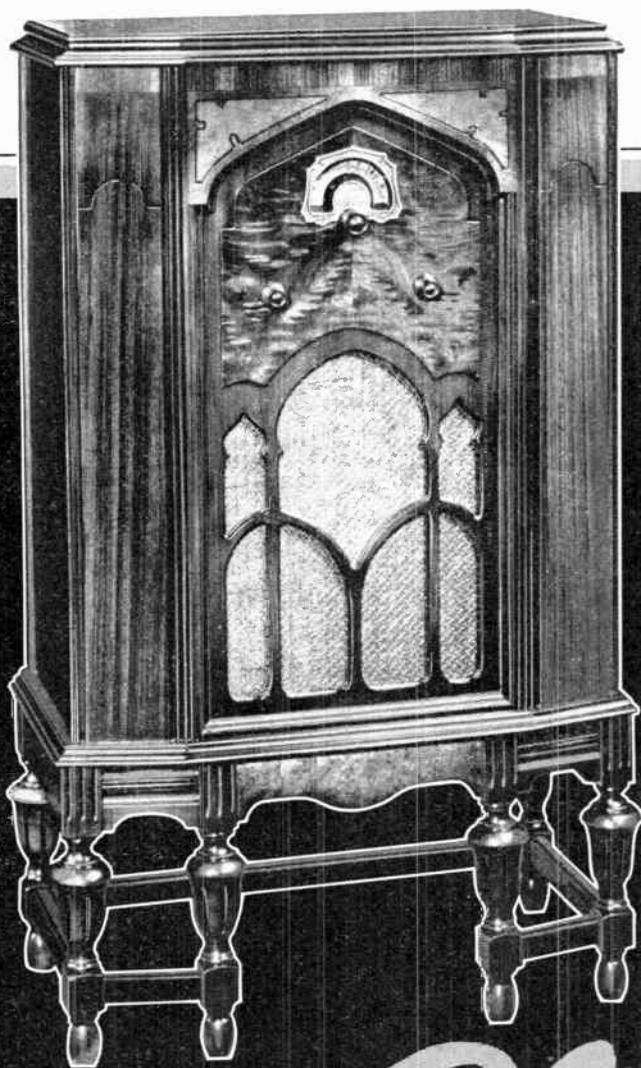


**STERLING**

A motor-driven brush cleaner, light in weight. (Special sales plan.) Retails for \$29.95.

# AND *Everybody told us this couldn't be done*

*but here it is!*



- 12 tubes—*new type.*
- Double push pull output stage using four type-46 class B tubes.
- Over-size twin speakers.
- Tuning silencer.
- Automatic selectivity control.
- Continuous variable tone control.
- Duo-diode detector.
- Superb 6-legged cabinet.

ONLY

**\$69<sup>95</sup>** COMPLETE

# Clarion

*With 98% pure tone* Other sensational values from a 6-tube superheterodyne midget at \$29.95 complete to a 10-tube console at \$49.95 complete, incorporating every new radio feature.

*Prices slightly higher in the Far West and South. All prices, tax extra.*

TRANSFORMER CORPORATION OF AMERICA, Ogden and Keeler Avenues, Chicago, Illinois

# *new* ATWATER KENT RADIO *Featuring* TONEBEAM

*Only once in 4 years  
comes an  
opportunity like this*

**P**RESIDENTIAL YEAR always jogs owners of old, out-of-date radio sets into replacing them with new ones.

Every person with ears is bound to hear the historic campaign of 1932. Help 'em to hear the battle as it *should* be heard—with the new Atwater Kent.

You've seen the new Atwater Kent line, with Tonebeam silent tuning featured on modestly priced but highly profitable models.

You've tried the new tubes, the extra condensers, the range switch and all the other improvements that make these new Atwater Kents so desirable. You've heard that unrivaled TONE. You've agreed on the wonderful eye-appeal of the new cabinets.

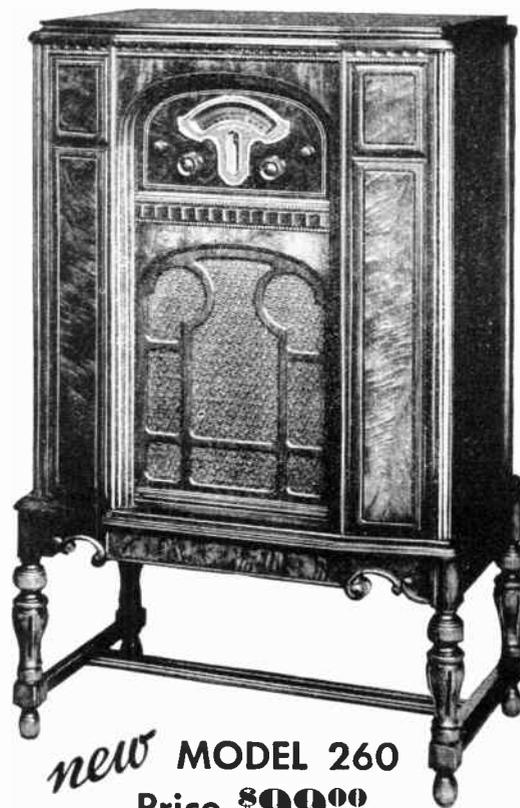
You KNOW that the Atwater Kent franchise is a square-shooting, clean-profit proposition all the way through.

So play the Winning Ticket with Atwater Kent. Get those old, worn-out, obsolete radios out of their hiding places in a million living-rooms and put the up-to-date new Atwater Kent in their places . . . This deal for your customer is always the best deal for you.

*All prices quoted herein subject to any Federal or State Tax that may be levied on radio sets or tubes.*

**Prices from \$49<sup>50</sup> to \$99<sup>00</sup>**

*Prices slightly higher west of the Rockies and in Canada*



*new* **MODEL 260**  
**Price \$99<sup>00</sup>**

10 tubes, including latest super-powerful 2½-volt type; 2 pentodes in push-pull . . . 5-gang condenser, completely shielded, eliminating super-heterodyne noises . . . Deep, rigid chassis base of drawn steel . . . Tonebeam—silent tuning—sensation of Atwater Kent this year—now improved to indicate tone peak of many more stations . . . 11 tuned circuits . . . Improved automatic volume control . . . 4-point tone control and static reducer . . . Range switch . . . Extreme sensitivity—greater distance, better daytime reception . . . Clearer, richer, full-range tone . . . Electro-dynamic speaker of advanced design . . . Quick-Vision compensating dial . . . Atwater Kent dependability; watchmaker-precision workmanship . . . New cabinet design—receding side panels—American walnut, with burlled maple arch over speaker grille of rich gold . . . Also Model 469 Lowboy, \$89.00, same cabinet as above. 9 tubes; 2 pentodes in push-pull. Completely shielded 4-gang condenser. Automatic volume control. 4-point tone control. Centralized Tonebeam . . . Model 188 Lowboy. 8 tubes, \$69.50 . . . Compact Model 228. 8 tubes. Automatic volume control. Tone control. Range switch. 4-gang condenser. American walnut, Gothic design with Gothic escutcheon, \$59.50 . . . Also Compact Model 567. 7 tubes. Tone control, \$49.50 . . . Also models for Direct Current, Battery operation, Atwater Kent Motor Car Radio, and short-wave converter.

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

Vol. XXVIII. No. VI.

New York, June, 1932

Price Twenty-five Cents

## The New Models

THE consensus of opinion of members of the industry in attendance at the Trade Show in Chicago last month was that the coming season would result in a greater volume of sales of radio receivers, in both units and dollars, than has prevailed for the past couple of years.

The value represented by the new instrument is such that sales resistance on the part of the buying public should easily be broken down, especially as the constructional design of the new models is such that all past models can practically be classed as obsolete. The outstanding features of the 1932-33 receivers are the use of the new tubes which improve tone, sensitivity, sharpness of tuning and permit greater fidelity of reproduction; the installation of twin speakers in many models; wider range; the use of noise suppression devices for the elimination of the bugaboo—static—and visual tuning indicators of maximum efficiency.

MANY of the leading manufacturers are producing two separate and distinct lines, smaller models in the low-price class and de luxe instruments incorporating all the latest advances and refinements that permit these receivers to be regarded as high-grade musical instruments.

SOME twenty-odd manufacturers, feeling that interest in the political campaign will stimulate interest in radio in the rural sections as well as in unwired homes in urban centers have brought out receivers which are battery operated, using the air-cell battery and the new tubes.

The combining of standard broadcast receivers with short-wave sets was another development that was emphasized by a great number of set makers. Receivers incorporating this feature were priced at a figure that formerly bought a standard set.

IN brief, the 1932-33 lines as presented at the Trade Show, represent the latest and best that radio has thus far produced. LEE ROBINSON.

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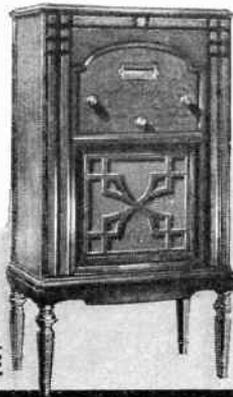
LEE ROBINSON,  
Editor and Manager

L. P. CANTY,  
Manager Western Division

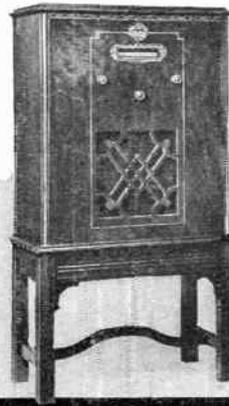
M. L. WULFORST, Circulation Manager

All A.C. console models  
equipped with  
Twin Speakers.

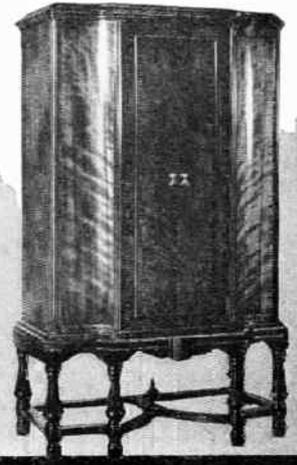
MODEL  
242-E



MODEL  
250-M



MODEL  
312-G



# VIBRO

*-sweeps American Bosch into*

**L**ESS than 24 hours after the Exhibit opened at Chicago, word was passed around that American Bosch was the "hot line of the show."

Downstairs at the Exhibit... along corridors... in the elevators... men discussed Vibro-Power... the new American Bosch discovery that establishes new standards of tone fidelity, quiet tuning and power output.

Up in Room 2105 at the Hotel Stevens came the real excitement... actual demonstrations of every Vibro-Power set. Static had all but disappeared. Gone were wish,

whistles, noise. Gone was between-station roar. Here was new, unprecedented radio realism, that provided a demonstrable opportunity to dealers going out after replacement business this coming season.

The performance and prices made possible through Vibro-Power, made this year's show at Chicago the most successful in the history of American Bosch Radio. Distributors whose names are identified with territorial leadership came, saw, listened... and signed up. Actual orders booked, more than trebled expectations.

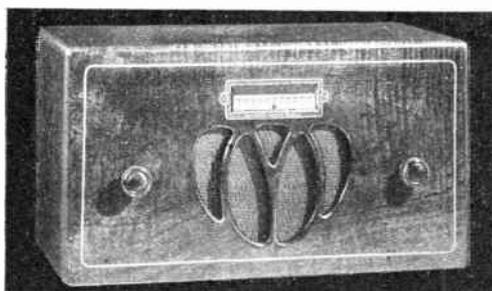
American Bosch offers Vibro-Power in a complete line... for every purse or purpose. Read the values described on the opposite page... compare them with any other line... and you'll decide that this is the "hot line" for you too. Write or wire for full information.

UNITED AMERICAN BOSCH CORP.  
SPRINGFIELD MASSACHUSETTS  
Branches: New York, Chicago, Detroit, San Francisco  
*Manufactured under Patents and Applications of R.C.A.*

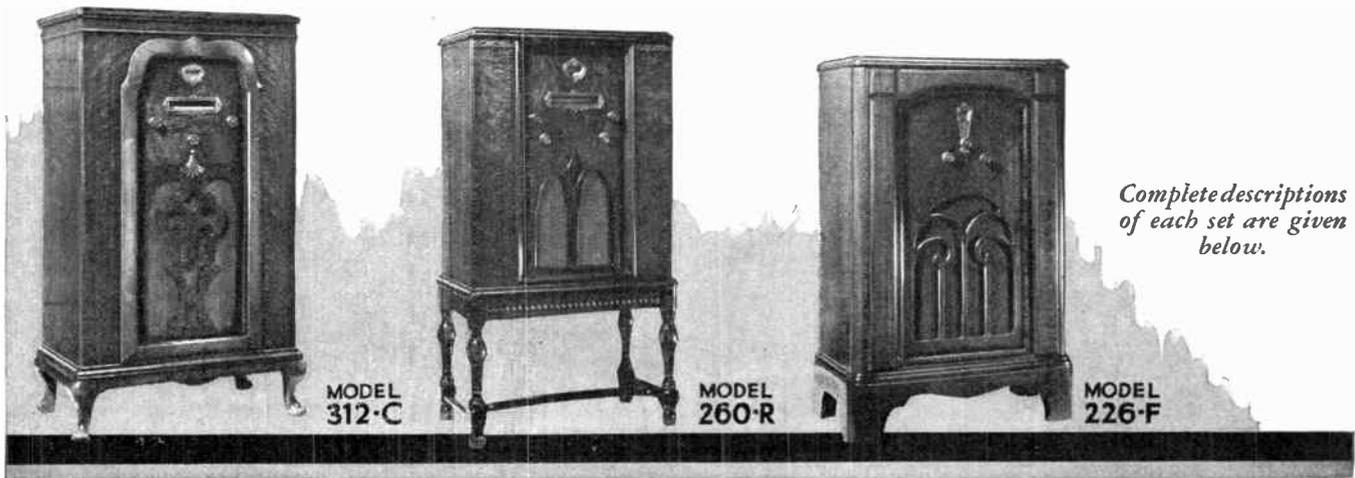
#### RADIO SALES RISING!

Don't let anybody tell you there's no money in the radio business this year. 3,420,000 sets were sold in 1931. At least as many, we are confident, will be sold this year, especially because the radio industry will profit—as will no other industry—from the fever-heat interest in the 1932 Presidential campaigns, the Olympics, boxing matches, election returns, etc. The advances introduced in American Bosch Vibro-Power Radio will give you a decided edge on competition in this promising radio year.

MODEL  
236-A



# AMERICAN BOSCH



Complete descriptions of each set are given below.

# VIBRO-POWER

*leadership at Chicago!*

**THE EMPIRE**—Model 242E. Vibro-Power 8-Tube Double-Action Superheterodyne. Full-Band Automatic Volume Control, Automatic Noise Reducer. Full Vision Tuning Scale, Bi-resonant tuning. New Type 56 and Type 58 tubes. Chassis mounted in live rubber. Vibro-Blended Dual Speakers—\$69.50 complete with tubes.

**THE MANSION**—Model 250M. Vibro-Power 10-Tube Double-Action Superheterodyne. Full-Band Automatic Volume Control, Automatic Noise Reducer, True Pitch Tone Control. Full floating rubber cushioned chassis. Visual electrical tuning. Vibro-Blended Dual Speakers in an exclusive tone-bleeding chamber—\$89.50 complete with tubes.

**THE GRAND OPERA**—Model 312G. Vibro-Power 12-Tube Triple-Action Superheterodyne. Full-Band Automatic Volume Control. Automatic Noise Reducer, Automatic Between-Station Silence, Electric Tuning, Triple-Push Super Power Output, new type low-current-drain tubes and Vibro-Blended Dual Speakers—\$169.50 complete with tubes.

**THE GRAND CONCERT**—Model 312C. Vibro-Power 12-Tube Triple-Action Superheterodyne. Full-Band Automatic Volume Control, Automatic Noise Reducer, Automatic Between-Station Silence. New type tubes. Triple-Push power output. Vibro-Blended Dual Speakers—\$139.50 complete with tubes.

**THE WORLD ROVER**—Model 260R. Vibro-Power 10-Tube Double-Action Multi-Wave Superheterodyne Receiver for regular broadcast programs and short wave broadcasts. One tuning control for all wave lengths. Full Range Automatic Volume Control, Automatic Noise Reducer. Electric tuning meter, and Vibro-Blended Dual Speakers—\$99.50 complete with tubes. In de luxe cabinet, \$124.50.

**THE FIRESIDE**—Model 226F. Vibro-Power 8-tube Superheterodyne receiver for unwired homes. Operates on new Air Cell battery. Provides same quality reception as wired power sets. Full-band Automatic Volume Control, Automatic Noise Reducer, Tone Control, Full Tone Dynamic Speaker, Triple Push Power output and Neon tube dial light. \$99.50 complete with tubes.

**PERSONAL RADIO**—Model 236A. New, improved 6-tube Superheterodyne. Ample volume. Solid mahogany Cabinet with fine inlay. Electrically lighted dial—\$43.95 complete with tubes. Model 205A—5-tube t.r.f., \$32.95.

**PERSONAL RADIO CHEST**—Model 200A and B. Richly carved or figured walnut. Solid construction. Cover acts as sound deflector. Effective baffle area. Full tone electro dynamic speaker—\$49.95 complete with tubes.

All Prices Tax Extra.



MODEL 200-A

# VIBRO-POWER RADIO

# Let's get BACK to SANITY

THE radio business ran wild during those boom years from 1927 to 1929. Factories worked like mad turning out sets. The public fell into a frenzy of buying. Sales reached incredible heights . . . but production, mounting dizzily, outstripped them. And the high-pressure methods of manufacturers forced dealers to pile up huge inventories.

Finally, the market was glutted. The public put its hands in its pockets and refused to take them out. There were the dealers—overloaded; the manufacturers—geared for tremendous production. The results were disastrous. For almost three years, the industry has struggled to recover.

Meanwhile, Columbia has been keenly watching developments. And now—this company is sure that the time has come for a return to sanity. Columbia realizes that the mad methods which brought the industry to the brink of ruin are through. And it offers in their place a sane program of production and distribution.

Columbia will *not* go into mass production. Yet it will achieve all the economies of large

scale output. For it will draw upon the world's largest radio factory—in quantities equal only to the demand created.

Columbia will *not* employ high-pressure merchandising methods. Distributors and dealers will not be overloaded, nor compelled to carry more sets than the market calls for.

That market is bound to be broad . . . because Columbia radios have everything the public wants. They are priced right for today. They include the most advanced musical and electrical developments. They are encased in handsome cabinets. And they are backed by a name that has been famous in music for 43 years.

Columbia's manufacturing and merchandising program is sound to the core. Its instruments are among the finest in the field. The radio business now has an opportunity for a rational comeback. Distributors and dealers seeking a tonic for business, and a company sympathetic to their interests, are invited to get in touch with the Columbia Phonograph Company, Inc., 55 Fifth Ave., New York City.

GUIDE-POSTS ON THE ROAD BACK . . .

FIVE MODELS FROM

# Columbia's NEW LINE

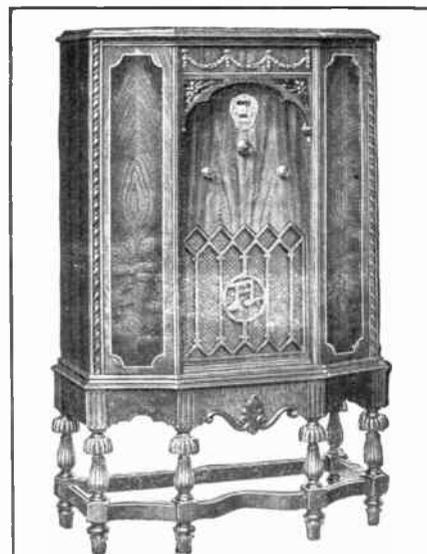
Columbia calls for a return to sanity in the radio business. Accordingly, it has outlined a rational plan for production and sales. But you want to know *what* Columbia is producing, *what* it is selling. . . . For you realize that the success of any program is based on good products.

Here you see five representative models from Columbia's new line. Here you have your good products . . . competitively priced—competitively engineered. Fine instruments, every one of them.

These radios, supported by Columbia's new policies, will lead the way back to sane and sound radio business. Look them over. Read the specifications. And, if you are a progressive distributor or dealer, we suggest that you write to Columbia for complete, detailed information.



THE COLUMBIA PHONOGRAPH COMPANY, INC.  
55 Fifth Avenue New York City



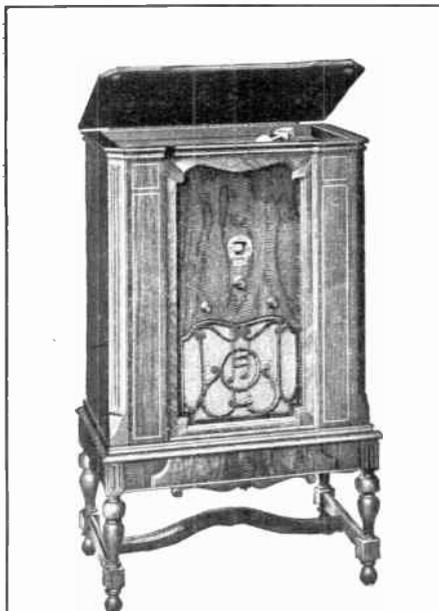
MODEL C-93—*Cabinet:* Elizabethan lowboy cabinet of matched, decorated walnut. . . . *Radio:* 11-tube superheterodyne, using the new 2 1/2-volt tube and 100% pentode amplification. "Noiseless tuning," Automatic Volume Control, Duo-Diode detector, push-pull pentode output, full-range Tone Control, full-dynamic speaker. List, \$89.50.



MODEL C-83—*Cabinet:* Heppelwhite lowboy console in panelled American walnut. . . . *Radio:* 8-tube superheterodyne using new type-58 and 57 pentodes, Duo-Diode detector tube, Automatic Volume Control, full-range Tone Control, image rejector, mercury-vapor rectifier, and large dynamic speaker. List, \$66.



MODEL C-81—*Cabinet:* Modernistic compact, finished in two-toned walnut. . . . *Radio:* 8-tube superheterodyne using the new 2 1/2-volt tubes, Automatic Volume Control, 100% pentode amplification, Duo-Diode detector Tone Control, image rejector circuit, and full-dynamic speaker. List, \$54.50.



MODEL C-85—*Cabinet:* Jacobean console of matched walnut. . . . *Radio Phonograph:* 8-tube superheterodyne equipped with the new 2 1/2-volt tubes, Duo-Diode detector, Automatic Volume Control, Tone Control, image rejector circuits, pentode output, and large dynamic speaker. The phonograph reproduces recorded-sound at the turn of a knob. Turn-table runs at 78 and 33 1/3 r.p.m. List, \$118.



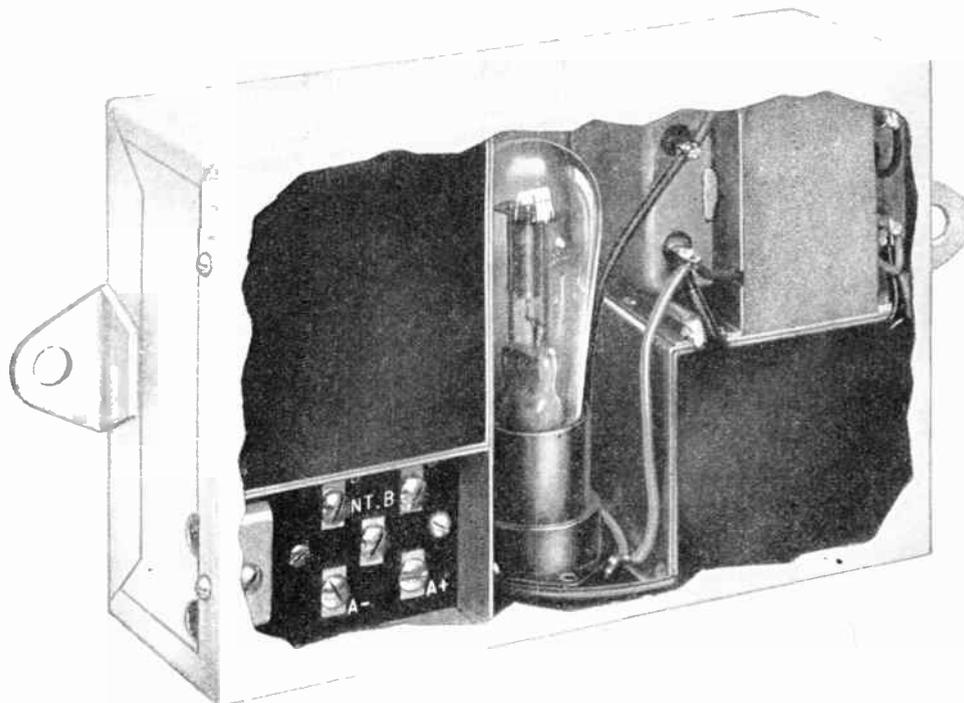
MODEL C-84—*Cabinet:* Sheraton highboy cabinet of matched walnut, with Lacewood overlays. . . . *Radio:* Twin speakers assure unusually perfect reproduction from this 8-tube superheterodyne receiver. The chassis is provided with Pentodes of the new 2 1/2-volt type. Automatic Volume Control, smoothly variable Tone Control, distortion-free Duo-Diode detector, new type-82 rectifier and Shadow-Line tuning dial. List, \$88.

# The UTAH Auto "B" Power Unit

Eliminates "B" Batteries in your Motor Radio

The Compactness of this Unit makes it Outstanding

List  
Price  
**\$18.00**



#### DIMENSIONS

Height 5"

Length 7 $\frac{1}{4}$ "

Width 2 $\frac{1}{2}$ "

Weight 6 $\frac{1}{2}$  lbs.

Packed  
1 to a carton

The Utah Auto "B" Power Unit operates from the 6 volt battery and delivers pure, noiseless DC current at high voltage.

**High Efficiency**—Consumes only 1 $\frac{1}{2}$  amperes from the storage battery when delivering 25 milliamperes at 135 volts. Other voltages can be supplied with relative efficiency.

**No Rotating Parts**—A highly developed vibrating interrupter is used in conjunction with a high efficiency mercury rectifying tube. Our 1500 hour laboratory test is your guarantee against frequent contact trouble.

**Compact**—The dimensions of the unit are such that the locating of suitable accommodating space in the car is simple. Adjustment is not necessary so that accessibility of location is not important.

**Applications**—6 volt for automobile and motor boat service.  
12 volt for airplane service.  
32 volt for farm lighting service.

In ordering be sure to specify voltage required and "B" current drain of the set with which it is to be used.

Automatic "A" power control relay to control the "B" power unit from your present radio switch can be supplied at a list price of \$2.00.

---

**UTAH RADIO PRODUCTS COMPANY**  
812-820 ORLEANS STREET  
CHICAGO, ILL.

# KOLSTER REJECTOSTATIC SYSTEM

## Sensation of the show!

"High spot" . . . "Hot spot" . . . "Sensation" . . . these were comments heard in the crowds around Kolster at the R. M. A. show. Noted engineers thronged in to hear the *first and only* reception 98% free of man-made static.

DISTRIBUTORS and jobbers came in . . . heard . . . saw what happened . . . and began to ask about open territory. DEALERS found what they had been looking for . . . "something new" . . . "biggest thing for sales since the electric set."

### "High spot of the show"

"Rejectostatic System is greatest development I have seen in years. Kolster has caught the industry napping . . . a fast one. We will have to hustle to catch up."

*(This opinion was expressed by one of the leading engineers in the profession. Overheard in the lobby.)*

### "Dealers will want this"

"Every worthwhile dealer, every man I'd like to see signed up in my territory, will see the possibilities of this winner right away. How soon can we have sets?" That statement by one of the important distributors is typical. Once again distributors and jobbers are asking about deliveries.

### "Something really new"

"This is something really new. I know I can move sets right now. This Rejectostatic System has been badly needed for years." With those words one of the big metropolitan dealers expressed his determination to throw out what he called 'dead lines' and concentrate on Kolster.

### "This will make them trade"

"No doubt about it, this Rejectostatic System gives me something that will make a lot of my customers trade. I'm sold," declared a Middle Western dealer who had come to the show hunting something to give his stagnant business a lift.



Model K-120 - Completely shielded 8-tube console superheterodyne. Automatic volume control. Latest type radiotrons: R. F. and A. F. Pentodes. Phonograph pickup connection. Outlet for Kolster 3-tube short wave converter. Full 8 1/2-inch dynamic speaker. Cabinet, 41 inches high, carries cross fire butt walnut panel, zebra wood top and bottom rails and pilasters. Price (with Radiotrons), \$74.75.

## NO OTHER RADIO EVEN REMOTELY APPROACHES IT!

Five receiving sets were ranged around the demonstration room. Four of these were the new Kolster, with Rejectostatic System equipment. The fifth was a *good*, recognized model. *And in addition . . .*

In the room were a sign flasher, violet ray machine, vacuum sweeper, hair dryer and a portable tester, capable of producing a large volume of regenerative squeal.

The 'good' set would be tuned in . . . then one after another, the foregoing static-makers would be operated. You can imagine the roars, buzzes, crashes and howls!

Then, a marvelous contrast, the four protected, Rejectostatic System equipped 1932 Kolsters would be tuned in. First the \$144.75, double speaker Console set; then the \$99.75 and the \$74.75 Console sets; then even the \$59.75 Table model! And each played without so much as a single crackle or whine! Amid all those static makers in action!

If you want to know about open territory, details of franchise, and any other facts regarding the new Kolster line, write or wire. Applications are considered in the order of their receipt.

# KOLSTER INTERNATIONAL

## Noiseless RADIO



Ask for a copy of this book. Completely describes the Kolster Rejectostatic System. Gives details of installation. Valuable!

### KOLSTER RADIO INC.

Kolster Radio Inc., is affiliated with Mackay Radio and Telegraph Company and other units in the International System.

New York Office: International Telephone and Telegraph Building, 67 Broad St., New York City.

Factory: 360 Thomas Street, Newark, New Jersey

# The **WUNDERLICH** **TUBE . . . . .**



*the* **FIRST NEW STEP**  
*in* **DETECTION since**  
*the* **A.C. Tube**

● The Wunderlich Tube is specifically designed to overcome the weakness inherent in tubes that have been used as detectors, though developed for other purposes.

● With one auto-balanced set of elements the Wunderlich Tube gives full wave grid detection with a minimization of overloading. Thus it provides an essential self-governor or floating control of tone and quality. All signals, weak or strong, are detected and automatically adjusted to the most favorable operating conditions. Tone is not sacrificed with volume nor mellowness lost through suppression.

● The Wunderlich Tube—the *blue tube* with the *red base*—is the modern auto-balanced detector. Its salient features are:

1. Eliminates detector distortion.
2. Four times the power output of 3-element detectors.
3. Automatic Volume Control self-contained.
4. Improves Tone Quality.
5. Minimizes fading.
6. Prevents choking and detector blasting.

# **WUNDERLICH TUBE**

*The* **BLUE TUBE** *with the* **RED BASE**

*manufactured by* **ARCTURUS RADIO TUBE CO., NEWARK, N.J.**

*First Announced at Chicago Show  
—a World-Wide Sensation Already!*

# THE 1933 EMERSON

*All-  
Wave  
RADIO*



**EMERSON Model AW-55**

is unquestionably 1933's greatest radio development from the standpoint of sales possibilities as well as engineering and design.



With unparalleled wave-length range (covering every broadcasting station in the world) . . . with short-wave developments making for vast improvement in short-wave tone quality and uniformity of

## 15 Meters to 2400 Meters on Single Dial

This is the amazing accomplishment shown for the first time at Chicago—never before has such range been incorporated in ONE set. Think of the performance possibilities—

**SHORT WAVE** (15 to 70, and 70 to 200 meter wave-bands)  
Police calls . . . Ship-to-shore phones . . . Amateur programs . . . Television announcements . . . Code . . . Airplane to airport conversations . . . many European and South American stations.

**LONG WAVE** (200 to 550 meter wave-band)  
Regular broadcast channels for the United States and Canada.

**ULTRA LONG WAVE** (550 to 2400 meter wave-band)  
European stations . . . Experimenters . . . Navy Code . . . Time Signals . . . Aviation Reports.

### “Projectograph Tuning”

This entirely new invention of Emerson engineers makes possible exact logging and close tuning with a **Single Dial** for all four wave-bands. Works like a “magic-lantern”—only the wave-length in use is visible.

### “Cold Gain” Circuit

Utilizes the new Type-56 tube, affording the highest stability ever offered in a sensitive Short-Wave set—eliminating the oscillation noises common below 200 meters.

performance . . . with the unique and practical “Projectograph” Tuning — this new Emerson is an engineering marvel. It has drawn inquiries and advance orders from coast to coast and from many foreign countries.

Housed in rich looking two-tone burl walnut cabinet of impressive Gothic lines—it is a triumph of modern design.

At twice the price this would be an excellent value—but you couldn't sell it in these times. The amazing low price made possible by Emerson policies and manufacturing resources will **SELL IMMEDIATELY**, in quantity. Let us give you pre-tested sales plans that will work in your territory.

**Amazing Low Retail Price**

# \$47<sup>50</sup>

**COMPLETE**  
with 6 Cunningham Tubes  
(Uses Type-56 Oscillator, 57 I. F. Amplifier, 324 1st and 2nd Detectors, 347 Power Pentode output, 380 Rectifier.)  
RCA LICENSED.

**Send for full technical data and Dealer Proposition**

**EMERSON RADIO AND PHONOGRAPH CORPORATION**

641-649 Sixth Avenue

Telephone: Watkins 9-2264

New York, N. Y.

*why doesn't the  
radio retailer use*  
*more* **BLACK INK ?**



THE PENS of radio dealers have dipped too often into red ink. Too often the black figures on the ledgers haven't been large enough. Too many dealers have looked at their floors and found them clogged with unsold merchandise.

May not part of the reason for this be the stocking of a radio line that puts the burden of selling entirely on your shoulders? A line with no outstanding selling points? No distinctions from all the rest?

General Electric Radio offers you the rarest thing in the business — a definite, clear-cut superiority — a superiority that is recognized by the public — and that spells substantial profits to aggressive merchandisers. That superiority is *better tone* — the most important thing in a radio receiver.

General Electric does more than merely claim better tone — it is proving it time and time again. Every month of the year, its national advertising tells the story of another G-E tone-test victory. Every month in the year, it urges the vast army (over 8,000,000 homes) who read the Saturday Evening Post, Collier's, Liberty and Time to "believe their own ears" when they pick a radio. It has established in the public mind the fact that General Electric is the radio with the truer tone.

G-E offers you a complete line, with 7- and 8-tube superheterodyne Table Models and Consoles below \$100, as well as superb receivers ranging upward in price to \$345. Feature for feature, it meets competition's prices and still maintains an unyielding standard of high quality. Its vast production and

engineering facilities assure you of constantly improved radio performance.

G-E is famous for the excellence of its products. G-E appliances are giving satisfaction in millions of homes. The G-E monogram is recognized everywhere as an award of merit.

General Electric believes in the permanency of the industry and its dealer policies reflect this belief. It recognizes that its success depends upon making money for its dealers.

Get back of a line that will get back of you — that will be increasingly valuable every year. Fill out and mail the coupon — it will bring you further information promptly.

● *Of special interest to women — join the G-E Circle — on the air every week-day (except Saturday) at noon Eastern Daylight Saving Time.*

**GENERAL  ELECTRIC  
RADIO**

Section R-676, GENERAL ELECTRIC CO.,  
Merchandise Dept., Bridgeport, Conn.  
Without obligation, kindly send me further information  
about the General Electric Radio dealer franchise.

Name.....  
Address.....  
City..... State.....

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

## *Is the Dealer at Fault?*

**W**HY are so few radio receivers being sold? Is the depression, with millions of former wage earners now unemployed, the sole reason why the total volume of radio set sales remains at the present unsatisfactory level?

The answer is an emphatic NO! It is a contributing factor—yes, but there are other reasons.

One does not have to search very diligently to find that a contributing cause is the lack of intelligent and aggressive merchandising on the part of the retail branch of the trade. It has been agreed that the large majority of radio set sales for 1932 should come from the replacement market rather than from the market of non-set owners.

Yet, how many dealers are attempting to resell their customers who purchased sets several years ago! Too few, if a cursory survey taken among a number of the writer's friends counts for aught. Recently a group of radio set owners who purchased their sets at varying intervals several years back from different dealers were queried as to whether they had received letters from the retailer telling of the improvements and advances which had been made and which therefore rendered their sets obsolete! The percentage of those receiving such letters was pitifully small.

**T**HE merchant who possesses a list of set owners dating back several years and who neglects to establish contact with them with the view of replacing the old set with one of present-day capabilities is overlooking his most fertile source of business and tossing profits to his competitors.

Millions of radio sets in the homes of families who can well afford to buy new receivers are obsolete. They will be replaced when the radio merchant goes after the repeat business in an intelligent manner and demonstrates to these set owners that they are cheating themselves out of "real" entertainment by "listening-in" on a set that is not capable of reproducing with any semblance of fidelity the programs which are being broadcast from the studios.

The manufacturers are doing their share by producing radio receiving sets that possess eye as well as ear appeal and which give the purchaser dollar value beyond compare. It is on the firing line where the customer is met, that a revamping of sales policies

must be effected if the industry is to resume the position that it merits.

The programs that will be on the air from now on until after election are of extraordinary interest. Let them provide the wedge to reestablish contact with your former customers. The convention of the Democratic party in a couple of weeks is expected to attract 60,000,000 people to the loud speakers. Many of them will listen to garbled reproductions—do your share in reducing the number who are failing to enjoy radio at its best and at the same time give yourself the pleasure of hearing the cash register ring merrily and often.

## *Summer Outlook Brighter*

**T**HE summer months, formerly constituting the dull season of the radio year, should in 1932 upset tradition and result in a volume of sales that will not only exceed the total for the same period of 1931, but should also better by far the figures for the second quarter of this year.

There are a number of reasons for this belief. In the first place, during the past year the great majority of radio merchants have diversified their lines and a number of items which they are now carrying have their best sales acceptance during the summer.

Secondly, with the campaign for the presidency starting in a few weeks, interest in radio will be quickened and the demand for new merchandise, provided the trade takes advantage of the opportunities for exploitation which the campaign affords, should be far greater than prevailed since 1928.

The third reason is that the knowledge that the nation's legislators at Washington have made a definite beginning in balancing the budget has resulted in a return of confidence on the part of business and the purchasing public, which has manifested itself in retail trade gains all over the country, according to reports by Dun's and Bradstreet's.

With all indications pointing to a successful balancing of the budget in the very near future and an early adjournment of Congress this feeling of confidence is certain to grow and reflect itself in trade gains. The radio and allied industries will benefit from the general betterment of conditions in a greater degree than will most other industries, but the members of the trade must be alive to every opportunity to help bring back recovery.

# Radio Customers Prove Allied Merchandise

**F**OUR years ago L. M. Gamble opened a small radio store in Arlington, N. J. He had little money to buy stock, consequently for the first half year he had to proceed carefully in the radio retailing game. At first he did radio repairing, which he understood thoroughly, and managed to procure a stock of radios after a time. Fortunately most of his early sales were for cash and these clean-cut and lucrative transactions put him on his feet. He prospered. Today he runs one of the most profitable small-town radio stores in northern New Jersey.

About two years ago Gamble moved from his original store to a smart showroom on the main street in Arlington, adding Maytag washing machines, electric clocks, vacuum cleaners and smaller electrical appliances. This move was a wise one from all angles. Sales during 1931 were bigger than former years, approximating 400 radios, 100 washing machines, 150 electric clocks, 125 vacuum cleaners and a substantial volume in the smaller electrical appliances, such as toasters and percolators.

The periodic home inspection is this dealer's best bet and to avoid any sales inference he ties it up with his service guarantee. He tells a radio customer at the time of the purchase that it is his policy to inspect all radios for an unlimited period free of charge. Such inspections prevent big repair bills, he advises the purchaser, but he does not state that his real purpose in making these calls is to find live prospects for washing machines, electric clocks and the other allied lines he sells.

**M**R. GAMBLE is out every night making these home inspections, but he uses no sales pressure on these visits, merely plays the part of the "dummy," letting the customer talk while he sizes up the opportunity of selling an allied appliance. He says that if you let a prospect talk at such a time, she will show her hand and give you a lead to her requirements. For example, the other night he was interviewing a radio customer and this person went in the other room to look

at the clock. He returned with the peeved comment that the clock was stopped again. Gamble started talking electric clocks that require no winding and sold three, one for the dining-room, one for the kitchen and one for the bedroom. At another time while out on a home inspection the radio customer stated that a friend was having difficulty getting reception because his location was a dead

spot. He learned that many other retailers had tried to remedy matters, but failed, so he procured the name of this person, hunted him up and told him that he would guarantee reception or not demand a cent for his time. The radio owner agreed. Gamble got the set working properly after six visits. However, he was not after the repair job. He utilized these visits to inspect the premises for sales of allied lines, and before he concluded his sixth visit he sold this prospect a washing machine. A week after this machine was delivered the customer made two more sales for him to relatives and friends.

Mr. Gamble claims that if a dealer or his salesman

keeps his eyes open when on such a visit he will notice many things that possess sales possibilities. For instance, about a month ago he saw a long-haired dog in a home and also noticed some of the dog hair on the parlor rug. The floor covering was otherwise clean, but apparently the householder could not pick up the dog hair with the broom or vacuum cleaner she was using. Subsequent questioning disclosed the fact that the lady was having trouble keeping the house clean on account of the dog shedding its long hair. Gamble went out to his car, brought back a vacuum cleaner and demonstrated that it was efficient at picking up dog hair from any kind of a floor covering. He sold the machine.

This enterprising dealer figures that every radio sale provides an opportunity to sell an allied line, but he says that it is not advisable to try to load up a customer with allied appliances at the time he or she is buying a radio, and it is not always feasible at that time to find out what her household needs in this regard. For this reason the periodic home inspection disguised as part of his service is

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**Regular inspections of radio sets in the homes of customers who bought on the instalment plan have proven to be the best bets for L. M. Gamble. He ties the home inspections to his radio service guarantee and thus finds no difficulty in gaining entree into the home to learn what lines are needed**

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# Best Prospects for

the best method of getting into the homes of his radio customers for the purpose of selling allied lines. Sales resistance is low at such times, he is let into the homes readily and the householders are off their guard. Gamble has come to see that the radio is in good working order, so naturally these customers feel grateful to him for this service and his sales suggestions are visioned in a favorable light.

He further contends that the radio dealer is not playing his cards right when he fails to follow up his old customers regularly in order to sell them replacement radios, tubes and other accessories or allied lines. However, such follow-ups are only of maximum advantage when the dealer knows what appliances these householders possess and their condition. Home inspection tours are the only means of procuring this information accurately. Gamble advises that this information will also make a mailing list more efficient. Instead of broadcasting a letter or literature to an entire list, the dealer will segregate prospects into groups according to their requirements and circularize accordingly.

**T**HE periodical home inspection works best with the installment sale," explained Mr. Gamble, "because purchasers feel sort of obligated to allow these inspections while the set is not entirely paid for. Moreover, inspections aid collections. Because of these personal contacts the radio customers make every effort to meet installments promptly. When I first started in business most of the sales were cash. It was not unusual for me to sell radios at \$500 or more and get cash for them. Today practically all sales are on the installment plan. Collections are just as good as they ever were and I find that people buying now are more dependable than those who bought on time in the heyday of prosperity. The time payment plan is not a gamble for any dealer who checks his credits carefully and he can win some big stakes with this deal if he capitalizes the installment sale to sell allied lines on home inspection tours."

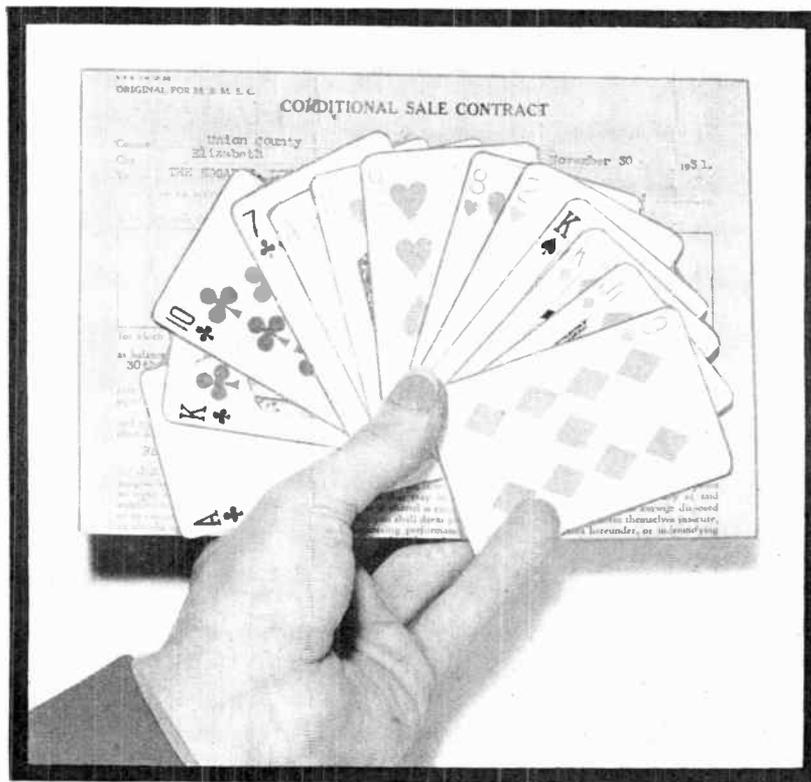
Gamble is not a big radio retailer, but he is a successful

small-town merchant who is making substantial profits against keen competition from department stores and mail-order houses and chains in his territory. He claims that the small-town dealer can keep trade at home if he is continually contacting his old customers, that old radio customers buy replacement radios and accessories or allied lines out of town not because they forget the local dealers who made the original radio sales, but because these retailers forget their old customers. He handles Fada radio receivers, Maytag washers, Premier vacuum cleaners and Telechron clocks in addition to smaller electrical items.

Dealers who have built up a clientele of customers over a period of years in the talking machine and radio business and who are now selling electrical refrigerators, washing machines and similar items of allied merchandise have found, as has Mr. Gamble, that the contacts made in the past are now proving invaluable in promoting the sale of the new merchandise.

The merchant who has had satisfactory dealings with a clientele of customers is in a far better position to secure a hearing and to be accorded an opportunity of displaying and demonstrating the merchandise he has to sell than is a competing firm which must start from scratch. Provided, of course, that contact with the store's customers has been maintained and that price-

less asset, good will, been nurtured. The policy of L. M. Gamble in making his home inspection tours merits the consideration of every radio merchant if he has not adopted some similar plan which performs the same functions as that of Mr. Gamble. The periodic inspections of the radio receiver to make certain that it is performing properly represent a service that is appreciated by the owners and when they result in sales of new merchandise they can be properly termed doubly worth while.



*The periodic home inspection coupled with the time payment plan proved to be the winning hand for L. M. Gamble in merchandising home electrical equipment to former customers.*

# A Market for Traded-in Battery Receivers

**Unwired seashore and  
country bungalows are  
splendid prospects  
for battery receivers**

**T**HE proprietor of the Amber Radio Shop, in Springfield, Mass., at the close of his just ended "Trade-In Sale," last year, stopped to draw a breath and take stock of his situation.

"The question now," he observed, "is how to get rid of all the battery sets we've taken in trade."

"Well," said his clerk, "if you've got a good one there that you'll let go cheap, I'll take it off your hands. I want it for my summer bungalow down at the lake. We've got no electricity there, so all we can use is a battery set."

"That's the ticket!" exclaimed the proprietor. "Most of these seashore cottages and mountain camps have no electricity. Battery sets would be just the thing for them."

The owner of one Amber Shop immediately set out canvassing his friends and neighbors, the fish and game wardens, real estate agents and sporting goods dealers, until he had collected the names of some 400 prospects in his vicinity who owned hunting or fishing camps, seaside bungalows, or other varieties of summer residences in districts where there was no electricity available. To these people he addressed a circular letter telling them that simply because their cabins were not equipped with electricity they need not be deprived of the pleasure of a radio, as he had on hand a complete line of battery sets, new and used, etc., etc.

A little personal solicitation, following on the heels of the letter, turned the trick. Inside of a month he had dis-



*Radio adds to vacation pleasures*

posed of his forty-two trade-ins and was frantically telegraphing his distributor in an effort to obtain a stock of new battery sets.

**A**LTOGETHER he sold over sixty sets, new and used; to say nothing of tubes, batteries, chargers, eliminators and other accessories. Also, his repair department was kept busy repairing battery sets for people who had relegated them to the attic and promptly forgotten about them when they bought their electric sets. Now, upon being reminded of their existence and the fact that they could be put to good use, they dragged them forth again and had them overhauled for use in their summer homes.

Now the Amber Radio Shop stages an annual trade-in sale and literally scours its territory for battery sets to take in in trade, for they know that they can easily sell them to summer home owners.

# Collected \$700 in Overdue Accounts in One Day

By Wilfrid Redmond

**D**ISCOUNTS and other compromises will never be included in the collection policies of the Dave Ginsburg Music Co., 1627 Champa street, Denver, as long as candy does the trick.

Of 350 slow accounts encouraged to come in, pay up, and receive a one-pound box of chocolates, 100 answered the call in one day recently. The candy, incidentally, cost 25 cents a box, less than had been spent for postage in previous attempts to collect the average of these accounts. In addition, it brought people to the store and gave Mr. Ginsburg and his staff an opportunity to renew contacts with former customers.

The offer was good for one day only. Each customer making a payment of five dollars on his account was eligible for a one-pound box of candy. For every additional five-dollar payment made he also received a one-pound box of

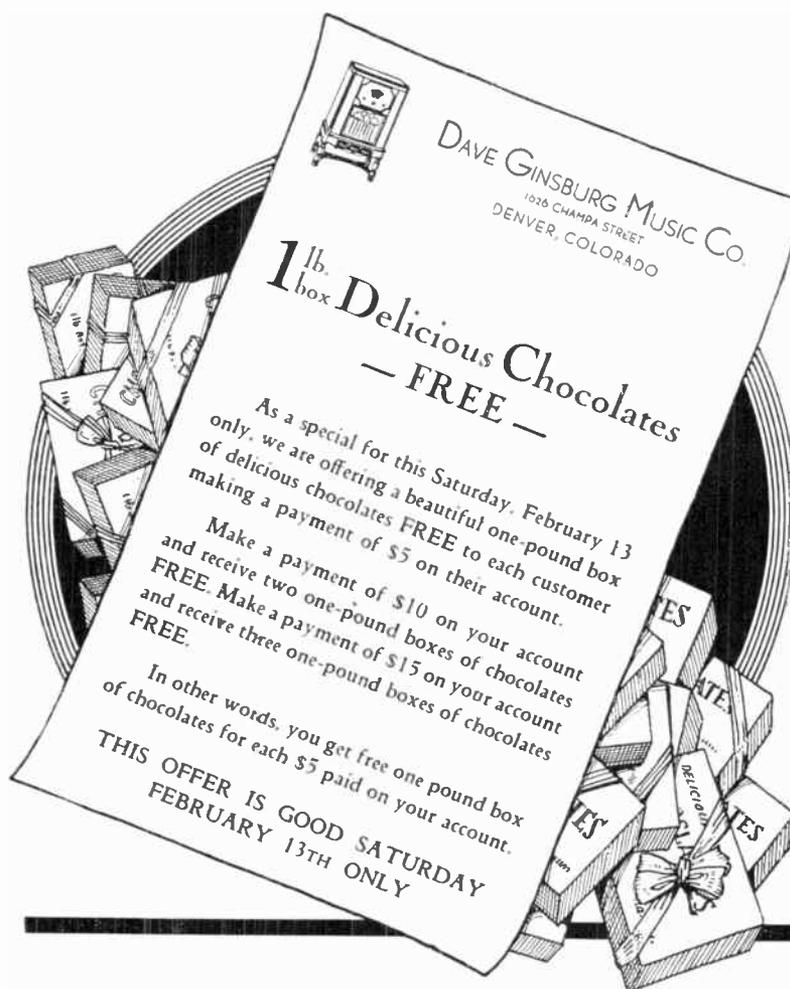
the same confection. One customer took advantage of the offer to the extent of thirteen boxes of chocolates and an overdue account of \$68 was marked "paid." A payment of \$50 was made in another case.

The day all told netted some \$700 in overdue payments.

It proved so successful it will be repeated from time to time. Saturday was the day chosen. It was also the day before St. Valentine's Day.

"Candy gift days are the perfect tie-up for this offer," says Mr. Ginsburg. "We plan to hold the next the Saturday before Mothers' day, the second Sunday in May."

Mr. Ginsburg is an RCA—Victor, Philco and Majestic radio merchant. He is constantly trying new plans and originating new stunts to sell more receivers. One of his most recent selling ideas, the formation of a Service Club, was described in April in this magazine.



Many and varied methods have been used by radio merchants to speed collection payments but few of them have had the immediate and successful results of the plan used by Ginsburg

# The Market for Records

WITH the approach of the Summer months the market for records inclines more to a demand for popular recordings, both dance and vocal, especially with those dealers who are located in resort towns, seashore colonies and similar places where city residents gather to enjoy the vacation months, as well as for merchants who are situated near railroad terminals which are used by Summer commuters. Recorded music continues to furnish a large share of the entertainment at Summer colonies, and radio-music stores which are fortunately situated should lose no time in cultivating the acquaintance of the temporary residents and ascertaining as to whether they own phonographs, whether portable or cabinet types, and also learning whether they might not prove good prospects for a new instrument. It should prove a comparatively easy matter to secure the names and addresses of the newcomers from the real estate agencies and a series of direct mailings should be planned and sent out.

The series of informal dances, picnics, canoe trips which constitute vacation trips make possession of a musical instrument practically imperative and the adaptability of a portable phonograph to both indoor and outdoor uses makes this instrument particularly favored. Naturally the repeat sales of records constitute a source of profits that should bulk as large or larger than the initial sale of the instrument. The schools will soon be closing and the annual hegira to the beaches and mountains will start in earnest. Plan now to secure your share of the business.

The rise and fall of the temperature means nothing to the dance lovers, and wherever two or more young people are gathered vacationing, Terpsichore will be wooed. To make the wooing more effective in all senses of the word, RCA Victor in the June releases presents the renditions of a host of the most popular dance orchestras of the country, performing under the batons of such favorites as Johnny Hamp, Buddy Rogers, Leo Reisman, Jack Denny and Fred Waring. These masters of the dance have performed so well that the record laboratories in coupling the numbers seemed to have attempted to link cause and

effect as in such couplings as one played by Buddy Rogers and His Orchestra, namely, "Hello Gorgeous" and "You Fascinate Me," or another by Waring's Pennsylvanians, "Tell Me Why You Smile, Mona Lisa" and "I'm Still Without a Sweetheart With Summer Coming On." At any rate the Victor list for June 17 is a particularly well-balanced one with a wealth of the most popular tunes.

Brunswick is not lagging behind in supplying its share of names and tunes to the dance record lists of the month. Add to the list of orchestra leaders mentioned above the names of Guy Lombardo, Red Nichols, Ozzie Nelson, Abe Lyman, Enric Madriguera and Duke Ellington and it is quite evident that the dance will go on. The Brunswick record makers run the gamut of dance music making from hot to sweet. Guy Lombardo and His Royal Canadians couple "Sharing" with "With Summer Coming On," Red Nichols and His Five Pennies perform wonders with "Goin' to Town" and "Goofus" and Ozzie Nelson and His Orchestra state "I Beg Your Pardon, Mademoiselle" and ask "Am I Wasting My Time."

So many of the outstanding orchestra leaders have been mentioned in the paragraphs above that it would seem that the list had been about used up, BUT NO! Columbia is still to be heard from and it chips in with Ted Lewis, Roger Wolfe Kahn and Ben Selvin to complete the picture and make the record lists for June 100 per cent. Ted, the high-hatted tragedian of Jazz, contributed "In a Shanty in Old Shanty Town" and "Sweet Sue—Just You," Roger Wolfe Kahn and His Orchestra play "Lazy Day" and "My Silent Love" and Ben Selvin and His Orchestra are heard in a coupling of "Chinese Lullaby" and "On the Road to Mandalay" and a second recording presenting "Lullaby of the Leaves" and "Whistle and Blow Your Blues Away."

THE outstanding album record release of the month is that of RCA Victor in presenting Schoenberg's "Gurre-Lieder" on fourteen 12-inch records by Leopold Stokowski and the Philadelphia Orchestra, several glee clubs, a mixed chorus and six soloists. This superb recording seems destined to find increasing favor and should win a place in the library of every collector of

## Recorded music is still favored at Summer resorts. Don't overlook this fertile and profitable market

records. Other Victor releases include an album set of Gilbert and Sullivan's "Yeomen of the Guard" and an orchestra rendition of "Der Rosenkavalier" suite by the Vienna Philharmonic Orchestra conducted by Karl Alwin in four parts on two records; "Old Folks at Home" and "Long, Long Ago" by Galli-Curci, and "Serenade" and "Longing" played by Mischa Elman.

Columbia's Celebrity records include an aria from the "Marriage of Figaro" of Mozart and Johann Strauss' "Saffi's Gypsy Song" from "The Gypsy Baron," sung by Elizabeth Rethberg with accompaniment by members of the Berlin State Opera Orchestra conducted by Dr. F. Weissman.

# Display Merchandising That Pays Profits

## ● Attractive Display Made Sales for the McClure Music Shop

WHEN a group of radio and refrigeration dealers in Rhode Island recently converted the local armory into a radio and refrigeration exposition Mr. McClure, proprietor of McClure's Music Shop, East Greenwich, R. I., decided that his display should be every



*This Display Sold Refrigerators*

bit as attractive as is his store inasmuch as it would be visited by thousands of prospective customers and he felt that the Majestic refrigerators and radio receivers merited being shown in a setting worthy of their quality.

The accompanying illustration is ample evidence that McClure carried out his ideas with the result that his display was outstanding and attracted considerable attention and comment.

The McClure establishment was amply rewarded for its efforts inasmuch as half a dozen Majestic refrigerators were sold definitely attributable to the display and in addition sufficient likely prospects were secured to keep the sales staff busy for some time to come.

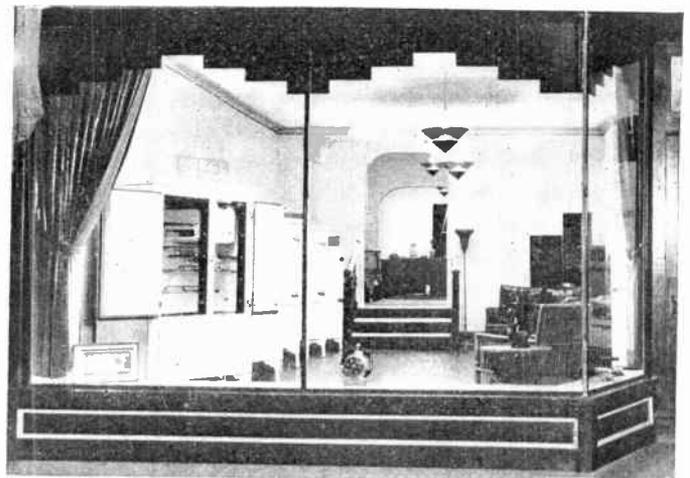
The fact has been set forth time and time again that window display space on a much traversed thoroughfare is a most valuable asset and represents a portion of the

overhead which should produce its share of the sales quota. Yet dealers neglect this source of building business and allow the face of the store to wear a disordered appearance that actually detracts from the establishment.

## ● Frank Coupe Designed Store to Harmonize With Merchandise

FRANK COUPE, proprietor of Frank Coupe, Inc., Hempstead, Long Island, N. Y., in planning his home electrical specialty store early this year determined to decorate the showroom in modernistic style in keeping with the design of the products that were stocked and sold. The result is a decidedly attractive establishment with white walls and ceiling, black marble floor, black trim, modernistic platinum-finish lighting fixtures, with red and black oilcloth curtains and furniture cushions providing a splash of color, the entire ensemble presenting a striking and arresting effect.

Although the Coupe store opened just a few months ago it has already compiled a most satisfactory sales record and Mr. Coupe is enthusiastic and optimistic over the outlook for the balance of the year. He has ten men covering Nassau county, under the direction of a sales manager who has had wide experience in selling household electrical specialties, and they are constantly building the sales volume to bigger and bigger figures. The Coupe



*A Setting Worthy of the Product*

organization handles Norge refrigerators, Maytag washers, Grant Cordless electric irons and MacDonald smoking stands.

# Highlights of the RMA Trade Show and Convention

**T**HE Eighth Annual RMA Convention and Sixth Annual Trade Show held in Chicago last month terminated with satisfactory results to all those participating. Actual sales of several million dollars' worth of radio products were reported, according to Bond Geddes, executive vice-president of the RMA, who further stated that the attendance was 14,611, approximately 30 per cent less than last year.

Officials of the Radio Manufacturers Association were delighted by the fact that the exhibiting manufacturers and the visitors came to Chicago on "business bent" and this was the keynote of the gathering from start to finish.

Monday, the opening day, was devoted mostly to inspection of models at the Trade Show, and at the demonstration rooms of the manufacturers. All branches of the trade seemed of the unanimous opinion that the merchandise displayed represented wonderful value, that the range of prices, while broad enough to include sets to fit any and every pocketbook, gave better promise of permitting the distributing and retail members of the trade to operate with greater profit opportunities, and that in general the outlook for the coming season was bright.

## Open Meeting Held Tuesday

A joint open meeting to which all representatives of all branches of the radio industry were invited was held on Tuesday morning. J. Clarke Coit, RMA president, made a brief talk in which he asserted that he was impressed with the quality of attendance at the show and

convention. He then introduced Mayor A. J. Cermak, who welcomed the delegates and invited them back to visit the World's Fair in 1933. In the absence of Harry A. Shaw, president of the National Association of Broadcasters, Paul W. Morency, of Hartford, Conn., presented Mr. Shaw's address on "Some



Fred D. Williams

Broadcast Problems," in which he asserted that the vital need of the industry is for close cooperation and teamwork on the part of the radio manufacturers and broadcasters.

Merle Thorpe, editor of "The Nation's Business," in his talk assailed huge governmental expenditures, asserting that

governmental overhead is the greatest bar to economic recovery. He further stated that business must demand as a national policy that the tremendous overhead of the government must be cut without fear or failure. Mr. Thorpe pointed out that there were two hopeful signs on the horizon. One, he said, was the readjustment and elimination of waste that is taking place in the 2,500,000 small businesses of the country, and the other is the American urge for a better standard of living.

Harold M. La Fount, Federal Radio Commissioner, said, in part: "You manufacturers of radio equipment deserve much credit for your initiative and optimism. Some people are talking depression and unsatisfactory business conditions while you are anticipating normal business. I congratulate you. I believe you are right; the evidences of a return to normal conditions are as obvious as the budding trees are a sure sign of the approach of Spring. . . ."

"You manufacturers have done much for radio broadcasting in the United States, but if I may be permitted to say so, you and your distributors and dealers are woefully lacking in one thing, and that is, service to the receiving set owner. This is, in my judgment, a real weakness in your present marketing plan. Your responsibility must not cease when the receiving set is paid for. If full tone value is to be maintained, and if the receiver is to accurately reproduce that which is broadcast, then sets must be serviced at least twice a year."

In a discussion of television Mr. La Fount added: "We are not yet convinced that television has emerged from the laboratory and is ready to matriculate into the more severe course of adult entertainment and education."

## Business Meeting Held

On Wednesday the official business of the association was transacted at a meeting of delegates and alternates at which the annual reports of the committee chairmen were made and addresses were given by John W. Van Allen, RMA legal counsel, and Frank D. Scott, RMA legislative counsel. J. Clarke Coit presided at the meeting and in a brief talk related how a friend in 1921 had retired from the automobile business because he thought the saturation point had been reached. "Ten years from now," said Mr. Coit, "the man who goes out of radio this year because he thinks that the radio industry is 'through' and has reached its saturation point will look just as silly as my automobile friend



Eastern delegation being greeted upon arrival in Chicago

looks today to those who have made millions and millions of dollars in automobiles since he figured that that industry was 'through.'"

Mr. Van Allen in his talk gave a resume of matters pertinent to the radio industry having to do with national principles established by statute or court decisions which tend to influence, restrain, facilitate or otherwise affect the flow of merchandise in the channels of trade. Mr. Van Allen touched on patent



J. M. Spangler

and copyright laws, the Federal Radio Commission, anti-trust laws, trade relations and trade associations. Mr. Scott in his talk urged the active interest of every member in the work which the association is doing and detailed the services which the Radio Manufacturers Association is performing for its members.

#### Officers and Directors Elected

At the conclusion of the meeting the officers for the coming year were elected as follows: Fred D. Williams, vice-president of P. R. Mallory & Co., president; Harry A. Beach, Stromberg-Carlson Tel. Mfg. Co., first vice-president; Meade Brunet, RCA Radiotron Co., Inc., second vice-president; Leslie F. Muter, Muter Co., third vice-president, and E. N. Rauland, Rauland Corp., treasurer.

Four new members of the board of directors to serve for three years were elected as follows: W. S. Symington, president of the Colonial Radio Co., Buffalo, N. Y.; S. W. Muldowny, chairman of the board of the Nation Union Radio Corp., New York City; C. B. Smith, president of the Stewart-Warner Corp., Chicago, Ill. and Franklin Hutchinson, president of Kolster Radio, Inc., Newark, N. J.

Four resignations from the board and an equal number of replacements were announced. Resignations were accepted from A. L. Walsh, R. W. Jackson, E. E. Kauer and E. V. Hughes. They were replaced by J. M. Spangler, National Carbon Co., New York City; J. Clarke Coit, U. S. Radio & Television Corp., Marion, Ind.; R. A. O'Connor, Magna-

Radio Merchant, June, 1932



J. Clarke Coit

vox, Ltd., Fort Wayne, Ind., and Roy Burlew, Ken-Rad Corp., Owensboro, Ky.

#### Fred Williams a Trade Veteran

Fred Williams, the new president of the RMA, entered the radio industry in 1922 as sales manager of the Music Master Co., prominent loud-speaker manufacturer, and has continued in radio ever since. In 1926 he joined the Grigsby-Grunow Co., and two years later joined the Raytheon Mfg. Co. as sales manager of the tube division. When the National Carbon Co. took over the Raytheon Co. Mr. Williams became sales manager of the radio tube section of the larger organization. On January 1 of this year he became vice-president and general sales manager of P. R. Mallory & Co., which has long been prominent in the manufacture of radio parts.

Following his election Mr. Williams made a brief address inviting constructive criticism from the members during his term of office and requesting the co-operation of all. He gave the logical division of the association as being of three groups and gave a breakdown of the dues paid by the various groups. Mr.

Williams further stated that he would appoint a number of committees, among which would be a sales manager committee, dominated by the set and tube group members, which would be charged with the responsibility of finding out how to sell radios.

\* \* \*

Reduction of RMA membership dues and expenses was voted Friday at the



Roy Burlew

first meeting of the new administration and the new board of directors, with President Fred D. Williams presiding. The reduced dues are planned to be effective August 1, with the beginning of the new fiscal year of the association. This was the first act of the new board of directors and the new administration of Mr. Williams.

A special budget committee, headed by President Williams, E. N. Rauland and other directors, with the addition of A. S. Wells, of Chicago, was authorized to make definite recommendations at the next board meeting, which will be held about the middle of July.

Bond Geddes was re-elected executive

(Continued on following page)



A silver cocktail set, with signatures of all directors engraved on tray, was presented to J. Clarke Coit, retiring president. Left to right: A. S. Wells, Mr. Coit and the new president, Fred D. Williams

# RMA Committee Chairmen Are Appointed at Board Meeting

(Continued from preceding page)

vice-president and also elected executive secretary following the resignation last April of Martin F. Flannagan, of Chicago. Mr. Geddes will be in charge of both the Chicago and the New York RMA offices. The New York offices will be temporarily closed during the summer months.

John W. Van Allen, of Buffalo, was re-elected general counsel of the association and Frank D. Scott, of Washington, D. C., was re-elected legislative counsel.

President Williams appointed and the board confirmed committee chairmen and group chairmen to continue the association's work. The RMA continues group organizations to deal with the special interests of each group.

Sylvester W. Muldowny, of New York, is chairman of the tube group. Chairmen of the receiving set and other groups will be appointed later.

Other RMA chairmanships are: Harry Simpson, Chicago, credit committee; Dr. C. E. Brigham, Newark, N. J., director of engineering division; E. N. Rauland, Chicago, chairman of the finance committee; Arthur Moss, New York, foreign trade committee; H. B. Richmond, Cambridge, Mass., legislative committee; N. P. Bloom, Louisville, Ky., membership committee; A. C. Kleckner, Racine, Wis., school manual committee, and Leslie F. Muter, Chicago, trade show committee.

Upon recommendation of the leading set and tube manufacturers of the RMA directors decided not to endorse any public radio shows this year. RMA sponsorship for the New York and Chicago public show under private management had been sought, but in view of the present and prospective general conditions it was decided to withhold endorsement from any public show this year.



Arthur E. Garmaize

was difficult to resist the onslaught of unrestrained progress but we have not had to require our friends to load themselves up with tremendous stocks, because we did not overmanufacture. The prevailing critical times subjected our friends to their own national burdens but they did not have to share ours. Our friends showed their good-will by continuing their relations with us. They held themselves ready to buy from us. They did buy from us in substantial quantities when we offered this year our first line of radio receivers made in one of the best known and largest factories in the world. Our friends of neighboring nations are buyers of what we have to offer because they have learned from experience that we temper progress with stability and build for mutual cumulative benefits. We are advising our friends that our new line of radios to be displayed in May will place us in the radio field in the front rank. We shall also retain our high rank in the record field in other lands as our present efforts will soon show.

"Economic and legislative conditions as well have retarded commerce everywhere. Legislative bodies can do much for commerce—most, by leaving it alone. Perfect freedom is necessary to the health and vigor of commerce. High tariffs are barriers to such freedom. There can be no such thing as a nation flourishing alone in commerce. A nation can only participate in commerce. A barrier by way of high tariffs in any nation must necessarily affect all nations.

"We are developing a new era more easily responsive to the economic welfare of the masses, who in turn will respond by larger purchasing power than ever before in which the radio and record businesses will participate equally on a large scale in our own country and through exportation. But prices will have to suit the masses."

Paul and George Aagaard have a radio store at 81 Eighth street, Minneapolis, Minn.

## Columbia Export Manager Makes Survey of Latin American Field

A decided change for the better in the business outlook for 1932 and the coming years in the export territory of Columbia Phonograph Co., Inc., is noted in a survey just completed by Arthur E. Garmaize, manager of the company's export department. The survey included Mexico, the West Indies and many of the countries of Central and South America.

"Judging by reports from distributors," Mr. Garmaize states, "the West Indies are in very good condition generally, with an increasingly active demand for Columbia products. Of course, English currency off the gold standard has acted adversely for the United States exporters, but proximity and a better understanding of the type of merchandise wanted are helping Columbia to maintain a strong position.

"In Mexico and Central America heavy blows have been struck at imports, particularly those that may be considered as luxuries. In spite of that Columbia is experiencing a decided increase in demand for product, particularly in Honduras.

"Record sales in Mexico were jumped recently, due in large measure to a great demand for Guty Cardenas recordings. Guty, one of Columbia's most popular artists, a native of Mexico, and a great favorite everywhere, was killed recently in a shooting affray, in one of Mexico City's canteens.

"Of all the countries of South America Ecuador has consistently been one of the leading markets, proportionately,

for Columbia records. This despite a falling off in general business and internal unrest.

"From Colombia, Venezuela and Peru reports indicate that business is showing signs of a revival. The same holds true in Chile, although political unrest, combined with a bit of fireworks from Chile's famed volcanoes, checked things temporarily.

"Brazil and the Argentine have, of course, felt the pinch of the times, but best opinions from there lead Columbia to believe that the worst is over. Recently shipments of Columbia's new radio line were well received. Columbia record factories in Brazil, Argentine and Chile, while not working overtime, are experiencing an increased demand for the national recordings.

"Like revolutions, progress never goes backwards. But the commercial guillotine awaits the unrestrained forward movement of progress in business in like manner as in unrestrained revolutions. Science and commerce have rapidly developed the radio. Science is rightly proud of its achievements. Manufacturers and merchants have not tempered progress with stability, and the result is admittedly and visibly disastrous.

"In our relations with our friends in other lands we have never forgotten, but have remembered always, that the art of business, as of nations, is cumulative, either in benefits or in disasters. We have been slow in entering the radio field on as large a scale as others. It

# New Products

**STEWART-WARNER CORP., Chicago, Ill.** New Stewart-Warner radio line of twelve models, the dominant features of which are the two-speed Magic Dial, automatic volume control, automatic tone control and local-distance switch. The Magic Dial is really four

dyne Magic Dial line consists of three console models, an 18th Century console, 18th Century De Luxe console and a radio-phonograph combination. Model 50 is a six-legged cabinet with front and curved pilasters of 5-ply matched butt walnut veneers; top and sides of wal-

nut veneer; genuine wood carving decorations. Model 51 De Luxe is 18th Century English style wall cabinet with two doors; curved pilasters and front of matched butt walnut. Speaker grille is carved of solid walnut with decorations of hand carving. Twin speakers employed. Model 58 radio-phonograph combination housed in de luxe cabinet, same style as model 51. Employs twin speakers. Phonograph unit has new dual motor with pick-up specially designed to match all-wave set. These three models all have two-speed Magic Dial, automatic volume control, automatic tone control and local-distance switch. Employ four 56, one 57, three 58, two 1Z pentode and one 80 rectifier tubes. The 6-tube line includes a table model, a Tudor console, a demi-console or Tiffin model and a radio-phonograph combination. In addition there are two models with built-in short-wave converter and a separate short-wave converter. Automatic volume control in these sets is obtained by the use of the new Wunderlich tube. Other tubes used are the 56, 57, 58, 1Z11

ings. Occupies a floor space of only 15 inches by 18 inches, and is desk high (31 inches), which makes it usable as occasional table or telephone stand. Is quiet and automatic in operation and costs but three cents per day for twenty-four hour operation. Delivers over 9,000 cubic feet of properly conditioned air each hour at a velocity of 350 feet per minute, equivalent to a 15-mile spring breeze, and removes dust, dirt, pollen, fumes, odors and other foreign matter from the air and washes, scents and sterilizes.

**ATWATER KENT MFG. CO., Philadelphia, Pa.** Supplementary information on Atwater Kent models, illustrations and descriptions of which appeared in the May issue. Model 260, 10-tube superheterodyne console, \$99. Model 260F, 25-cycle, \$106.50.

Model 469, 9-tube superheterodyne console, \$89. Model 469F, 25-cycle, \$96.50.

Model 188, 8-tube superheterodyne console, \$69.50. Model 188F, 25-cycle, \$74.50.

Model 228, 8-tube superheterodyne compact, \$59.50. Model 228F, 25-cycle, \$64.50. Model 228D, 6-tube superheterodyne compact, direct current, \$64.50. Model 228-Q, 7-tube superheterodyne compact, battery operated, \$82.50.

Model 567, 7-tube superheterodyne compact, \$49.50. Model 567F, 25-cycle, \$54.50.

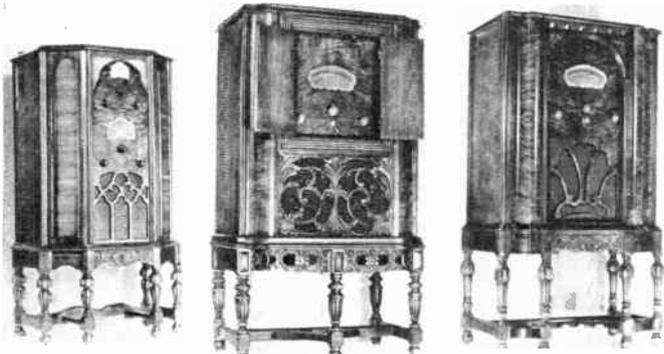
Model 93, short-wave converter, \$39.

Models 91, 91B, 91C motor car radios. Nine-tube superheterodyne sets available for three methods of installation, \$69.80, complete with tubes but less batteries and cost of installation. Unless otherwise noted, all prices are complete with tubes and batteries. Prices are Eastern prices and all are subject to any Federal or state taxes that may be levied.

**STANDARD ENGINEERING WORKS, St. Louis, Mo.** Kool-A-Room, portable air cooler which reduces the temperature 12 to 15 degrees, dehumidifies and changes the air at the rate of 350 cubic feet a minute. Capacity, 250 pounds of ice. Operates on 110 volt, 60 cycle. Also available in 25 cycle and for DC operation. Price \$195.50.

Model 5, 6-tube superheterodyne, combination short wave, dynamic speaker, tone control, tuning range 3,200-550 kilocycles. List price, complete, \$39.75.

Sight and sound receiver, using Western Television Corp. television apparatus and Echophone standard and short wave radio. The 8-tube superhetero-



Left to right: De Luxe 6-tube Console, Model No. 51. Model No. 50

dials in one, although only one dial is visible at a time. At a flip of the switch located below the tuning knob, one dial

nut veneer; genuine wood carving decorations.

Model 51 De Luxe is 18th Century English style wall cabinet with two doors; curved pilasters and front of matched butt walnut. Speaker grille is carved of solid walnut with decorations of hand carving. Twin speakers employed.

Model 58 radio-phonograph combination housed in de luxe cabinet, same style as model 51. Employs twin speakers. Phonograph unit has new dual motor with pick-up specially designed to match all-wave set.

These three models all have two-speed Magic Dial, automatic volume control, automatic tone control and local-distance switch. Employ four 56, one 57, three 58, two 1Z pentode and one 80 rectifier tubes.

The 6-tube line includes a table model, a Tudor console, a demi-console or Tiffin model and a radio-phonograph combination. In addition there are two models with built-in short-wave converter and a separate short-wave converter. Automatic volume control in these sets is obtained by the use of the new Wunderlich tube. Other tubes used are the 56, 57, 58, 1Z11

Standard Tudor model is designed after the manner of Louis XVI, but in some respects shows a modern influence. Front is of 5-ply butt walnut, with sides and top of walnut veneer. Ornamental overlay of figured butt ash features front.

De Luxe console is six-legged cabinet with front panel of 5-ply butt walnut veneer with ornamental overlay of Australian lacewood. Further decorations are of genuine carvings with flanking overlay of Oriental woods. Top and sides are of walnut veneer. An 8-tube battery operated set is also included in the new line.

**CLEMENTS MFG. CO., Chicago, Ill.** Portable air conditioning device in custom-built, handsomely grained walnut metal cabinet. Requires no



Clements Air Conditioner

outside air ducts, water connections, steam connections, drains, screws, nails or other fastenings. Plugs into any standard AC or DC electric outlet, and does not interfere with windows, doors or other open-



Stewart Warner Table Model

disappears and another takes its place. One dial shows the standard wave band calibrated in kilocycles, while each of the others is devoted to a different range of the short wave bands, calibrated in meters.

The 11-tube Duo-Superhetero-

**ECHOPHONE RADIO MFG. CO., Waukegan, Ill.** Model 35 deluxe 12-tube superheterodyne all-wave receiver with 12-inch dual dynamic speakers. Has automatic volume control, tone control and image rejector. Tuning range 17 megacycles to 550 kilocycles. List price \$159.50.

Model 25 is an 8-tube superheterodyne all-wave receiver

automatic volume control and image rejector. Tuning range 17 megacycles to 550 kilocycles. List price, complete, \$89.50.

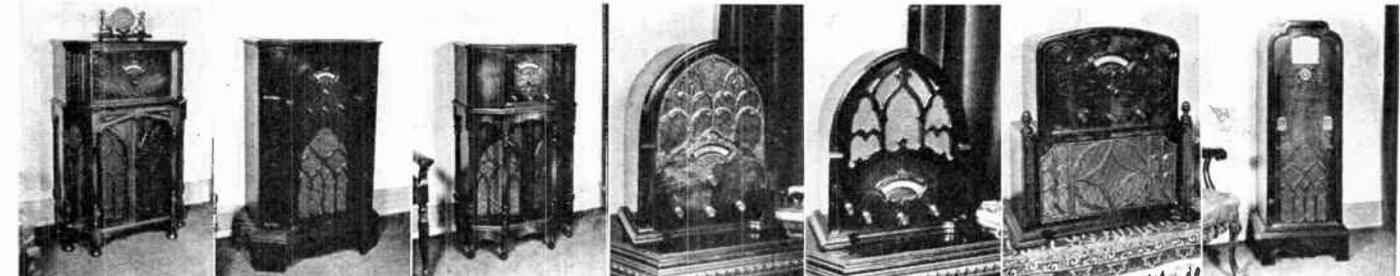
Model 20, 8-tube superheterodyne, housed in a six-legged console with dual dynamic speakers, tone control, automatic volume control, image rejector. All wave tuning from 17 megacycles to 550 kilocycles.

receiver with dual dynamic speakers, automatic volume control, tone control and image rejector. Tuning range, 17 megacycles to 550 kilocycles. List price, complete, \$69.50.

Model 10, 8-tube superheterodyne all wave receiver, table model. Has dynamic speaker, automatic volume control, tone control, image rejector. Tuning

Model 5, 6-tube superheterodyne, combination short wave, dynamic speaker, tone control, tuning range 3,200-550 kilocycles. List price, complete, \$39.75.

Sight and sound receiver, using Western Television Corp. television apparatus and Echophone standard and short wave radio. The 8-tube superhetero-



Echophone Line: 1 to r.: Models 35, 25, 20, 10, 5, 15, Television Model

with dual dynamic speakers. Housed in modernistic console cabinet. Has tone control,

List price, complete, \$89.50. Model 15, 8-tube superheterodyne table model, is all wave

range 17 megacycles to 550 kilocycles. List price, complete, \$59.50.

dyne receiver may be used independently of television apparatus. List price, \$245.

# New Products



Sparton Line: Left to right—Models Nos. 28, 27, 20, 18, 11, 34

**SPARKS-WITHINGTON CO., Jackson, Mich.** New Sparton radio line. Model 14, 8-tube superheterodyne in six-legged walnut cabinet. Has new two-tube detector system with class "A" output amplifier, full vision dial, automatic volume control, tone and static control, etc. List price \$69.50.

Model 18, 10-tube superheterodyne, is housed in a console that is an adaptation of the French mode. The circuit for the suppression of noises may also be used as a manual volume control, if desired. Features include the new rectifying detector circuit and non-distort-

ing class "A" amplifier, delivering 8 watts to the full dynamic speaker. List price \$97.25.

Model 20 combines the Model 18 receiving set with an automatic radio-phonograph combination that plays ten 10-inch records automatically and 12-inch records singly at either 78 or 33 1/3 revolutions per minute. Has synchronous motor and double-action trip. List price \$195.

Model 27, 13-tube superheterodyne, in a graceful and handsome console cabinet. Uses an amplifier developing approximately 20 watts of undistorted power output. Equipped with

new Duoliner second detector and a level control for the suppression of noises between stations; full vision dial, automatic volume control, tone and static control and other Sparton features. List price \$129.50.

Model 28, 13-tube superheterodyne, is housed in a cabinet of authentic Queen Anne styling with hand-rubbed butt walnut doors and front panels of figured walnut. Employs the new Duoliner second detector, has full vision dial, non-distorting class "A" amplifier, full automatic volume control, tone and static control, etc. List price \$145.

Model 34 is the new Sparton

automobile radio. Can be mounted either on the dash or beneath the floor boards. A 7-tube superheterodyne, it employs the new RF pentode tube No. 39, and has a special tube for automatic volume control. Push-pull pentodes, type 238, are used for extra output. Equipped with automatic volume control, dynamic speaker and an antennae trimmer condenser. List price \$79.50.

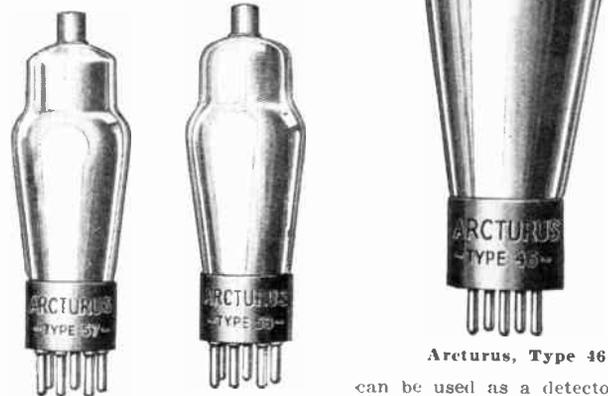
**U. S. RADIO & TELEVISION CORP., Marion, Ind.** Apex Model 19B uses triple grid tubes and class "B" amplification. Has quiet automatic volume control. Newly developed four-indicator dial gives visibly the exact settings of all controls. Matched twin speakers. Center matched walnut cabinet is enhanced by burl maple overlay. List price \$69.95.

Apex model 9A is a 9-tube receiver using new triple grid tubes and class "B" amplification. Has automatic volume control, tone control and oversized dynamic speaker. Illuminated "Uni-Dial" shows by means of four indicators the ex-

act setting of all controls. List price \$49.95.

Apex model 7D standard and short wave receiver, 7 tubes. Tuning range from 550 kilocycles to 20 megacycles. Single illuminated dial is marked in four channels for ease in tuning. New triple grid tubes used. List price \$49.95.

Apex model 5A, 5-tube superheterodyne, using triple grid tubes. By means of special dual wave switch and dual dial markings the set can receive police calls, amateur stations, etc. Uses two 57, one 58, one 247 and one 280 tubes. List price \$34.50.



Arcturus, Types 57, 58

**ARCTURUS RADIO TUBE CO., Newark, N. J.** Types 46, 56, 57, 58 and 82 new 2.5 volt tubes. Type 46 is a duo-grid



Arcturus, Types 56, 82

power amplifier tube, for use as a Class "B" amplifier, or as a driver tube in Class "A" amplifiers.

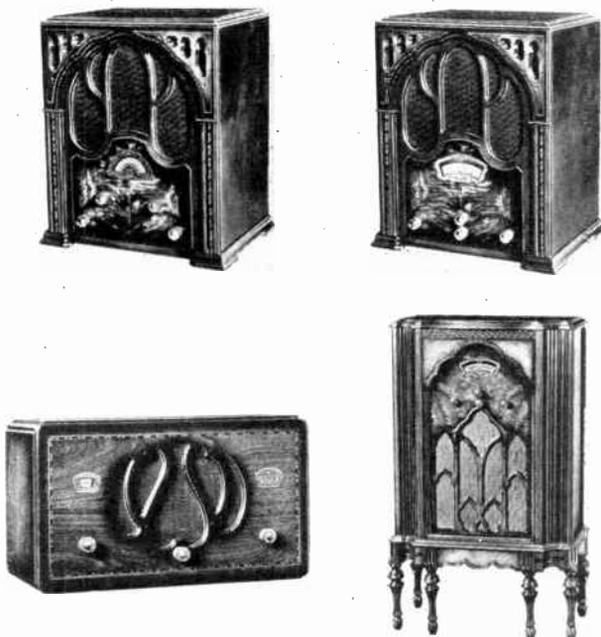
Type 56 is of small size and

can be used as a detector, amplifier or oscillator. It is of the indirectly heated cathode type, designed for relatively low heater power consumption.

Type 57 screen-grid detector amplifier and type 58 variable-mu r.f. pentode tubes are of the "dome" type construction. The shield arrangement in the dome reduces the output capacitance, making these tubes ideal for sensitive short-wave receivers.

Type 82 fills demand for increased power and the use of Class "B" amplification. The voltage drop across the tube remains almost constant as the load is increased until the total emission of the filament is approached, insuring improved regulation and long life.

**RADIO-VISION RESEARCH LABORATORY, INC., New York City.** Federal remote control unit. In attractive walnut finish to harmonize with any interior decorative scheme; is operated through one cable connected between radio set and remote point; is supplied in standard lengths of 25 feet; operates independently of tuning mechanism of set and makes manual control of volume possible at either set or remote



Apex Models—Upper row: Nos. 7D, 9A; Lower: Nos. 5A, 19B

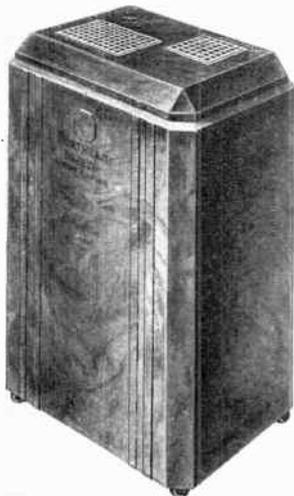
# New Products



**Federal Remote Control**

point. Unit gives full operating range of set; turns set on or off, controls volume and has illuminated dial. Is simple to operate and easy to install. List price \$15.

**CHICAGO PUMP CO., Chicago, Ill.** Northern Breeze room cooler. Uses the same method of cooling, dehumidifying and cleaning the air as is employed by railroads. Ice is used as a refrigerator and 300 pounds will



**Northern Breeze Cooler**

last 8 to 15 hours, depending on temperature and humidity. Hot air is cooled, dehumidified and washed as it passes through a special unit cooler. Unit is portable, electrically operated, quiet in operation and cooling effect is felt immediately after it is set in operation.

**CROSLY RADIO CORP., Cincinnati, O.** Crosley Pup, 4-tube superheterodyne incorporating balanced image suppressor, combined volume control and on-off switch, illuminated station selector and full floating moving coil dynamic speaker. Housed in metal cabinet in sub-

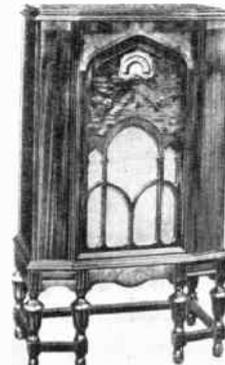
**TRANSFORMER CORP. OF AMERICA, Chicago.** Model 220, 6-tube mantel set, superheterodyne, employing new type tubes and equipped with continuous variable tone control. Other features include new type detector oscillator, new full vision dial and handsome cabinet of modern design. List price, \$29.95.

Model 240, eight-tube mantel model, superheterodyne, long and short wave combination, using new type tubes and equipped with following features: automatic volume control, duo-diode detector, full vision dial and latest design in cabinetry. List price \$39.95.

Model 260, 10-tube, superheterodyne six-legged console with new type tubes, twin speakers, automatic volume control, automatic sensitivity control, continuous variable tone control and full vision dial. List price \$49.95.

Model 280, 12-tube superheterodyne in six-legged console cabinet, using new type tubes and employing a double push-pull output stage using four type 46 class "B" tubes. Features include oversized twin speakers, tuning silencer, automatic selectivity control, continuous variable tone control, duo-diode detector, new full vision dial and a superb cabinet. List price \$69.95.

**Clarion Models—  
Upper Nos. 220, 240  
Lower Nos. 260, 280**



dued silver gray. List price, complete, \$25.

Justice model, 6-tube, push-pull pentode output superheterodyne employing new 2½ volt tubes. Incorporates double-tuned image suppressor preselector, continuous tone and static control, illuminated hairline shadow dial with vernier dial and full floating moving coil dynamic speaker. Table model of stump walnut veneer overlay on front panel; speaker grille arched with overlay of zebra wood. List price, complete, \$38.50.

Alderman model, 6-tube, push-pull pentode output, superheterodyne, employing new 2½ type tubes. Has features described in Justice model. Is chest model with hand-rubbed top of walnut veneer. List price, complete, \$46.50.

Judge model, 6-tube push-pull pentode output, superheterodyne, employing new type tubes. Has features described above, and is housed in console cabinet finished in Adam brown. List price, complete, \$48.50.

Mayor model, 9-tube, push-pull pentode output, superheterodyne, employing new 2½ volt tubes. Has double tuned image suppressor preselector, 4-gang

tuning condenser, automatic volume control, noise suppressor, meter tuning and other recent developments. Uses latest type dynamic speaker. Table model. List price, complete, \$49.95.

Congressman model, 9-tube, push-pull pentode output, superheterodyne, using new 2½ volt tubes. Has features similar to Mayor model. Chest type cabinet of walnut veneer, hand rubbed. List price, complete, \$57.75.

Senator model, 9-tube, push-pull pentode output, superheterodyne, employing new 2½ volt tubes. Features similar to Mayor model. Housed in console of walnut veneers. List price, complete, \$59.95.

Secretary model, 10-tube short wave and standard broadcast band receiver. Push-pull pentode output, superheterodyne employing new 2½ volt tubes. Features similar to those described in Mayor model. Chest type cabinet of walnut veneer. List price, complete, \$75.

Governor model, 10-tube short wave and standard band set. Push-pull pentode output, superheterodyne using new tubes. Features same as Mayor model.

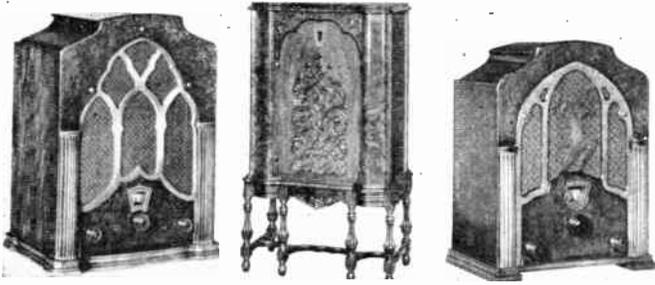
Housed in handsome cabinet of walnut veneer with arches and pilasters of contrasting woods. List price, complete, \$89.50.

Crosley Roamio Model 95, a small, compact auto radio set contained in a gray-silver metal case small enough for installation either on the floor in front between the driver and passenger, below the dash, in the rear against the back of the driver's seat or between the passengers in front of the rear seat. Is 6-tube superheterodyne using screen grid tubes, new type 6-volt heater tubes and has full floating moving coil dynamic speaker. No "C" battery is required. Uses "under-car" antenna which is attached to the frame of the automobile chassis by two clamps with extending flexible rubber insulators. Tubes used are one 36 as oscillator detector and automatic volume control tube, one 39 as first intermediate frequency amplifier, one 36 as second intermediate frequency amplifier, one 37 as audio frequency amplifier, and one 41 pentode output tube. List price \$37.50; accessories needed for complete installation, \$12.45.



Crosley Line—l. to r.: Governor, Secretary, Congressman, Senator, Mayor, Alderman, Judge, Justice, Pnp Models

# New Products



Jackson Bell Line: Nos. 26, 38, 25

**JACKSON BELL CO., LTD.**, Los Angeles, Calif. Model 25; five-tube superheterodyne using new type tubes; tone control, dynamic speaker; encased in a walnut cabinet; list price \$29.95.

Model 26, S. W. superheterodyne; designed for both long and short wave reception; compact model, complete with tubes, \$49.95. Same chassis and speaker in six-legged console, \$69.95.

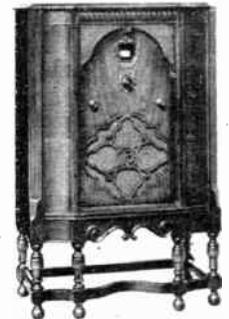
Model 38, Multiwave receiver

with automatic volume control. Superheterodyne circuit, using eight tubes of new type; receiving both long and short waves, single dial. List price, midjet type, \$79.95, complete; console with dual speaker, \$79.95.

Model 206, Automobile radio receiver; six tubes with automatic volume control; dynamic speaker and remote control. List price, complete with tubes but less batteries, \$59.95.



Columbia Line: Models C93, C84, C88



Columbia Line: Models C81, C123

**COLUMBIA PHONOGRAPH CO.**, New York City. New Columbia radio line of five models. Model C-81 is an 8-tube superheterodyne with automatic volume control, pentode amplification, Duo-Diode detector, tone control, image rejector circuit and dynamic speaker. Uses new 2½ volt tubes. Housed in compact table model in Art Moderne design and finished in two-tone walnut.

Model C-83 is 8-tube superheterodyne in lowboy console of Hepplewhite design finished in American walnut. Incorporates latest features, including use of new tubes, automatic volume control, full-range tone control,

image rejector, mercury-vapor rectifier and large dynamic speaker.

Model C-84 is 8-tube superheterodyne housed in highboy cabinet, Sheraton design, of matched walnut with imported lacewood overlays. Has twin speakers and uses pentodes of new 2½ volt type, has automatic volume control, smoothly variable tone control, distortion-free Duo-Diode detector, new type rectifier and shadow-line tuning dial.

Model C-93, 11-tube superheterodyne, housed in a large lowboy cabinet of Elizabethan design of carefully matched, figured walnut, tastefully deco-

rated with carvings and inlay. Uses new 2½ volt pentode amplification. Has inter-station noise suppressor, automatic volume control, Duo-Diode detector, push-pull pentode output, full-range tone control and full-

dynamic speaker. Model C-123 is housed in a six-legged lowboy cabinet of Hepplewhite design in American walnut. Is 6-tube superheterodyne using the new 2-volt tubes and the long life air coil battery. Has pentode output stage.

## Tibbett Pays Tribute to Bi-Acoustic Model

Metropolitan Opera Star Lavishes Praise on Tone Quality and Performance of New RCA Victor Set

That quality appeal has again forged to the forefront is amply evidenced by the reception which has been granted the new RCA Victor Bi-Acoustic radio receiver. Officials of the RCA Victor Co. were properly proud of this instrument and its capabilities and were unanimous in anticipating a most favorable dealer reaction when it was introduced. The most hopeful expectations were exceeded by the manner in which both the trade and public greeted the Bi-Acoustic and orders for shipments are far in advance of supply. Production at the Camden factories has been speeded up in an attempt to partially satisfy the demand for the Bi-Acoustic which is reported from all sections of the country.

In appearance, in dollar value and, chiefly, in performance, the Bi-Acoustic model appealed to the retail trade at the Chicago show as an instrument which would command consumer attention and result in returning a just margin of profit to dealers. That the public's in-

terest was attracted and through the performance translated into orders has been proven.

A gratifying tribute recently received by the RCA Victor Co. gives indorse-



Lawrence Tibbett

ments to the opinion held by Victor officials, dealers and the public. This was in the form of the following telegram:

RCA VICTOR CO., INC.  
CAMDEN, N. J.

HAVE JUST HEARD NEW RCA VICTOR BI-ACOUSTIC RADIO FOR FIRST TIME AND HASTEN TO WIRE HEARTIEST CONGRATULATIONS STOP THIS NEW INSTRUMENT UNDOUBTEDLY MOST SPECTACULAR RADIO ACHIEVEMENT OF MODERN TIMES STOP TONE QUALITY UNBELIEVABLY LIFE LIKE STOP NEVER BELIEVED SUCH THRILLING REPRODUCTION POSSIBLE STOP PERFORMANCE AFFORDED ME ONE OF BIGGEST THRILLS IN MUSICAL CAREER STOP YOU DESERVE REAL PRAISE FOR HAVING ACHIEVED ONE OF MOST NOTABLE ADVANCEMENTS IN RADIO HISTORY

LAWRENCE TIBBETT

This tribute from an artist of the caliber of Mr. Tibbett, famed Metropolitan opera star and outstanding radio and motion picture artist, confirming the opinions of the RCA Victor officials as to the tone quality and general all-around performance of the new instruments, will undoubtedly carry weight with prospective purchasers and RCA Victor dealers should benefit enormously.

## “Stay-at-homes” are missing the greatest travel values ever known!

“GO PLACES...AND DO THINGS” . . . is particularly timely advice just now. As the wheels of Travel start turning the wheels of Commerce will start earning. If you harbor a secret feeling that you must account to your Budget-maker you can do so now with a conscience-clear explanation that you are restoring prosperity . . . and traveling for about one-half the usual tariff.

Travel steps to the bargain counter . . . with no shopworn goods. Even the shortest little weekend journey offers the lure of brand new adventure . . . relief from your usual routine . . . new pleasures . . . new thrills.

Inevitably . . . Chicago will be scheduled as a special stopping place on any well planned travel trip. Then it will be to your advantage to

**T**RANSPORTATION costs are down . . . Entertainment costs are down . . . Hotel costs are down . . . dollars invested in travel now will pay you dividends the rest of your life.

remember that THE BLACKSTONE has recognized the new economic trend in two important ways. First . . . adjusted rates bring the cost of a pleasant stay at THE BLACKSTONE to the same level as living well at home. Second . . . there has been no restriction in service standards.

On the contrary . . . even casual observation will reveal

that now as always we continue to place first emphasis on a personalized character of service which ministers grandly to the comfort of each guest. Our valets continue to adjust buttons without special request. Our laundry handles your linens with respect. Our housekeeper searches for dust with white tipped gloves. Our porters attend to luggage with accuracy and dispatch. Our decorators and refinishers are busily engaged in keeping THE BLACKSTONE perennially young. Our marketeers and chefs continue to add new laurels to their reputation for a cuisine supreme!

In brief...measured by Service Value there is more reason than ever why you should enjoy the pleasant experience of stopping at THE BLACKSTONE!

On beautiful Michigan Boulevard overlooking the Lake . . . away from the disturbance of the Loop . . . yet conveniently close.

Rates now begin at  
**4.00**  
a day  
for a room with bath. Lunch in the Grill \$1.00. The dinner is \$1.50



# THE BLACKSTONE

CHICAGO •

## Bosch Plans and Policies Outlined at Distributor Meeting

A. T. Murray and George Stackman Address Large Gathering of Wholesalers—George Graham, of Rockne Motors, Guest Speaker

Distributors of the United American Bosch Corp. from all sections of the country attended a luncheon meeting on Tuesday, May 24, in the south ballroom of the Hotel Stevens, Chicago, at which the company's plans and policies for the coming year were outlined and discussed. George Stackman, trade and sales

speaker, George Graham, an old-time friend, vice-president of Rockne Motors Corp., who spoke on merchandising methods and the general trends of business at the present time. His address was enthusiastically received.

Seated at the head table as shown in the accompanying photograph, reading



*Bosch Luncheon at Chicago*

manager, welcomed the wholesalers and A. T. Murray, president, presided as toastmaster. Mr. Murray explained the engineering experience possessed by the Bosch organization called for the best in radio design and with that attained production and merchandising policies that would meet any situation that might arise were adopted. He assured the distributors that the same dependable performance that has been associated with the Bosch name in the past would be continued.

Mr. Murray then introduced the guest

from left to right, were: J. L. Deane, radio sales promotion department; G. Shortmeier, manager field sales department; A. R. Morey, radio zone manager; L. F. Curtis, chief engineer; G. J. Lang, vice-president; Morris Metcalf, vice-president; Hermann Waker, vice-president; George M. Graham, vice-president, Rockne Motors Corp.; A. T. Murray, president; G. W. Stackman, trade sales manager; Roy Davey, sales promotion manager; H. G. Russell, radio zone manager; M. A. Fowler, radio zone manager, and C. F. Graesser, engineer.

## Issue Handbook on "Merchandising Electric Refrigerators"

An important item of news for members of the association, in fact, for all distributors of electric refrigerators and others who are considering entering this field, is the announcement of the new manual, "Merchandising Electric Refrigerators," issued by the National Association of Radio, Refrigeration & Electrical Distributors. The manual is original in its treatment of the subject, in the arrangement of its contents, in the step by step, logical order of its related chapters, in the compact, easily understandable presentation of the essential facts.

It is written for dealers established

in business, their sales managers and their salesmen. It deals with the whole subject of store management and selling as it relates specifically to electric refrigerators.

To make sales there must be "Folks Who Need Electric Refrigerators," "Folks Who Want Electric Refrigerators," "Folks with Ability to Pay for Electric Refrigerators," "Somebody to Sell the Folks Who Need, Want and Can Pay for Electric Refrigerators." Under these headings the first chapter leads to a clear understanding of "The Opportunity for Sales and Profits." The chapter on Electric Refrigerators discusses

the principal parts of the refrigerator and why people buy electric refrigerators. The latter subject is presented in terms of the motives which impel people to buy, such as "Gain of Money," "Gain of Utility," "Satisfaction of Caution," "Satisfaction of Pride," "Gratification of Pleasure" and "Swaying of Sentiment."

"Organizing to Sell Electric Refrigerators" is an unusual chapter and an unusual treatment. The subject is classified under the fundamentals of retail store management, "Have Them," "Show Them," "Tell Them," "Ask Them to Buy," "Financing" and "Future Planning."

Under "Have Them" is discussed the dealer's viewpoint, store location, types of stores—front, entrance, interior (display, selling and non-selling departments) and stock. Under "Show Them," window display and floor display. Under "Tell Them," advertising—its definition; newspaper advertising, copy and layout, size and position; direct mail advertising, outdoor advertising, street car cards, radio broadcasting and publicity.

"Ask Them to Buy" treats of sales policy, with its subdivisions, the line to be carried, prices, terms of sale, demonstrations, service, budgeting control. A section devoted to "Selecting and Training Salesmen" includes forms for the salesman's daily report and a salesman's monthly record. The next section covers "Handling and Stimulating Salesmen," with reference to the analysis of the market, territories, quotas, supervision, analyzing salesmen's performance, sales contests, prospect files, seeing prospects and paying salesmen.

Under "financing" is included the approving of credits and effecting prompt collections, investment in merchandising stocks and expenses.

The final section of this chapter considers "Future Planning," with particular reference to ability to make sales, ability to select good credit risks, ability to collect installments when due, ability to anticipate financial needs, concluding with a brief essay on "Looking Forward."

A chapter, "Getting Orders for Electric Refrigerators," is written for the salesman. How to make every minute count, the necessity for and the elements involved in motivating a sales appeal, the pre-approach, the approach, the presentation, the overcoming of objections, the close and get-away are all treated comprehensively and convincingly. A short chapter treats of the importance of enlisting the cooperation of satisfied users, methods of approach, compensation of assistance.

The concluding chapter deals with the nature and importance of servicing, the reasons for asking the dealer for service.

Wholesalers, retailers or salesmen interested in having a copy of this book can secure same by writing to H. G. Erstrom, executive vice-president, National Association of Radio, Refrigeration and Electrical Distributors, 32 West Randolph Street, Chicago, enclosing a check for \$1.00 and a copy will be sent by return mail.

# Radio Servicing

Conducted by JOHN F. RIDER

## Resistance Measurements

*(Continued from May Issue)*

**T**HEN again low output voltage with low output current may be due to a short circuit across some of the turns of the power transformer secondary, a defective rectifier or poor rectifier contact. Because of the wide tolerance in voltage data, due to possible line voltage variations, quite a range of power transformer plate winding output voltages must be recognized and allowed. Thus a voltage test is made and while it is low and actually indicative of the trouble, it is very apt to be passed and a fruitless search made of the balance of the receiver. Low plate voltage condition will exist in the balance of the receiver, it is true, and it will no doubt direct the operator to the power pack, but one is very loath to recommend the replacement of a power transformer unless information that it is defective is definite and conclusive. Nothing but a resistance measurement and comparison with the stipulated value affords conclusive data in this instance.

**O**NE thing must be remembered in all such resistance measurement work. Perhaps the change from voltage testing to resistance testing appears quite radical. This is true because it has been customary to associate resistance measurement with "pulling" of the chassis. However, it is not necessary to "pull" the chassis in order to make such tests. The regular four and five prong or even six prong plugs allow entry of the ohmmeter into the receiver. Instead of a voltage table, a table of resistance values is prepared. This information is more definite and conclusive. It involves but one tolerance that relates to the resistance. It is independent of line voltages, circuit structure, special amplifier design, etc.

Service work is required when something is wrong. With the exception of tubes and open circuited bypass and tuning condensers, every other defect is related to resistance. Yet the same cannot be said of voltage measurements for reasons previously set forth. Hence if tubes and open condensers are equally independent of voltage and resistance measurement, and the balance of the other items are related to resistance, but not necessarily to voltage, it is easy to understand that resistance measurement has definite uncontrovertible advantages over voltage measurement.

Alignment operations are naturally independent of both, but even here, there exists the possibility of a relation to resistance as for example shorted turns in r-f or i-f transformers. Such defects are detectable by means of resistance measurement, but not by means of voltage

measurement.

There are of course certain conditions related to resistance which are apt to create confusion. One such, which happens to be major, is a change in the design of an r-f, i-f or a-f winding during the

season's production of a receiver, whereby the resistance of the unit is altered because of a change in the size of wire used. If such changes are advised in the manufacturer's manuals, confusion is eliminated. If not, it is up to the service man to determine whether or not it is a defect or the variation from the rated value is correct. A means of checking this condition is to consider the trouble at hand. A variation in the resistance of the winding towards an increase is evidence that the trouble is not a short. A poor contact is possible, but if the same variation exists in a number of stages, it is evidence that a change has been made. Further investigation will no doubt bring the real trouble to light. Referring once more to this type of possible discrepancy, such changes do not occur very frequently, as a matter of fact so infrequently as to be negligible with respect to hindering the utility of the plan.

**P**ERHAPS you have been wondering about tube troubles in connection with resistance measurement. This method of service analysis requires that tubes be checked independently. A separate unit is required. As a matter of fact individual testing of tubes external of the receiver is the proper method. Such tests are far more accurate and reliable when made in that fashion. In years gone by voltage tables prepared for service test equipment contained plate current change for unit grid bias change. In such cases the tests were made with voltage secured from the receiver. Troubles were rampant for various reasons. One of these was the variation in plate current change according to the position of the tube in the receiver, that is, whether the plate circuit contained a high resistance or substantially none. Then again, a variation in line voltage would cause a change in applied plate voltage and the plate current change would differ from the rated value. Quantity production of tubes causes certain variations and discrepancies could not be avoided. The frequent result was unjust condemnation of tubes. Of late the practice of quoting just figures has been stopped. Consequently testing of tubes is now upon a very satisfactory basis.

A separate tube checker as a part of service equipment affords tremendous advantages. It enables definite and

*(Continued on page 32)*

## Questions and Answers

### Changing Output Tube

*Q.—In a recent issue of RADIO-MUSIC MERCHANT you made certain references to the changes required to allow the use of the Pentode tube instead of the conventional type of output tube. I have received several mail-order house catalogs wherein are offered adapters to be used when changing output tubes to pentode tubes. No mention of circuit changes is made in these advertisements. Does the adapter offered make the changes? What have you to say about such units?—M. C. B., Dubuque, Iowa.*

*A.—*We too have noted such advertisements. The primary function of the adapters is to change the four-prong socket to the five-prong socket required for the pentode. The connection to the screen grid of the pentode must be made in the form of a wiring change. It is also necessary to change the grid bias resistor because the control grid bias required for the pentode is approximately 16.5 volts whereas that required for the type '45 tube is between 40 and 55 volts, depending upon the plate voltage. This means another change in wiring. For best output response, the output transformer, too, must be changed.

### Converting Battery Sets

*Q.—Can old-type storage battery receivers be converted into air-cell battery receivers?—M. K., Syracuse, N. Y.*

*A.—*When you say "can," the statement is yes. But if you are interested in knowing the "pro and con" of the subject, the answer is "no." In the first place, you should realize that the air-cell battery is a primary battery, and is not rechargeable. Furthermore, its discharge rate, in order to secure satisfactory operating life as a source of filament current supply, is definitely limited. The ampere hour capacity of the battery is likewise limited. Consequently, when the battery is used it is imperative that it be employed in proper fashion. This is more easily said than done for several reasons. In the first place the output voltage of the battery is low, and when used with the 2.0-volt-type tubes, the drop required in the system so as to provide the correct voltage at the tube filament is usually a fraction of a volt at a comparatively high value of current. Under these conditions it is necessary to recognize the resistance of the filament circuit wiring within the receiver. Invariably the resistance of the leads, switch, connections, etc., is sufficiently high to produce the major portion of the drop required. If this circuit resistance is not recognized and a special voltage reducing resistance is inserted, the voltage applied to the tube filament will be low and operation will be poor. If, on the other hand, the resistance in the system is too low, the voltage applied to the tube filaments will be dangerously high, that is, with respect to

tube life. Unless the filament circuit is correctly designed, the operating life of the air-cell battery will be much less than normal without satisfactory operation of the receiver. All in all, the conversion features are so complicated that the manufacturers of the air-cell battery are against conversion, although it means a greatly reduced sale of air-cell batteries. They feel that a receiver must be specially designed for this battery, otherwise results will be anything but satisfactory. Thus my recommendation to you is not to convert old receivers to air-cell battery operation. If you wish to use the 2.0-volt tubes (actually this tube filament consumes 60 milliamperes at about 2.1 volt), you can do so with a bank of dry cells or a series parallel connection of a 12-volt or two 6-volt storage batteries as the filament supply. In such cases the filament voltage source should be rated at about 4 volts and a variable filament control should be used. When a variable filament current control is used, a voltmeter connected across the filament system will be required.

### Home Talking Pictures

*Q.—How many home-talking movie systems are available from RCA?—M. B., Denver, Colo.*

*A.—*RCA recently announced the PG-38, a 16-millimeter output, complete with amplifier, and also the PG-29, a 35-millimeter output. Both of these are classed as non-theatrical. Both are suitable for use in the home or for demonstration purposes. Of course, the 16-m.m. unit is more suitable for the home. Both outputs are sound-on-film.

### Output Frequency

*Q.—What is the output frequency of the Atwater Kent model 93 short-wave converter?—J. Z., New York.*

*A.—*I believe you are referring to the intermediate frequency of the superheterodyne converter, and if so, the i-f frequency is 1000 kc.

## Resistance Measurements

(Continued from page 31)

conclusive judgment. It aids the segregation of service troubles. It gives the service man an opportunity to check tubes upon a fair basis and in the proper fashion. What with highly sensitive receivers, automatic volume control circuits, gas content is of great importance when working with tubes. One requirement of a tube test is gas content. Such tests cannot be made with the tube in the receiver or analyzer and the operating voltages secured from the receiver. A separate power supply independent of

the receiver is required for this tube checker. If tubes are tested, the line voltage is determined, the balance of the receiver can be checked and checked thoroughly by means of resistance measurement.

Perhaps the change from present methods to resistance methods will take some time, but it is inevitable. Many service men are now using resistance measurement as the basis for service analysis. The system will grow by leaps and bounds because it is free from numerous limitations which beset voltage measurement, it is rapid and accurate.

### Direct Birnbach Business

Announcement has been made by Morris and Nathan Birnbach that they are conducting the business of the Birnbach Radio Co., New York City, which was formerly directed by their brother, Philip A. Birnbach, who died recently. Both Morris and Nathan Birnbach have been connected with the organization since its inception.

### Is Brunswick Service Bureau

The Brunswick Radio Corp. has appointed the United Radio Service Co., of 619 West Fifty-fourth street, New York City, as authorized replacement parts and service bureau to serve Brunswick dealers, jobbers and service men.

**Electric Motors  
Spring Motors  
Pick-Ups  
Tonearms  
Soundboxes  
and  
Special Equipment  
for the  
phonograph trade**

**HERMANN THORENS, S. A.**  
STE-CROIX, SWITZERLAND

*American Branch House*

**THORENS, INC.**  
450 FOURTH AVENUE  
NEW YORK, N. Y.

## Satisfactory Service Is the Key to Repeat Sales

By Ken Hathaway

*Executive Secretary, Institute of Radio Servicemen*

The radio dealer who has been kidding himself that service on the products that he sells is just a talking point to make the sale is going to find himself supplanted by someone who will have the confidence of those who have heretofore been his customers. Unless he awakens to the fact that satisfactory service to his customers is the key to repeat sales, he will find his entire business out on the sidewalk,—too late to rectify the mistaken idea that he can use any Tom, Dick or Harry as a service man, regardless of his ability.

It is known that there is a certain class of radio dealers who hold the opinion that once the sale of a radio device is made, the responsibility to the customer is ended. All this in face of the promises made to the prospect by way of free service over an extended period of time as a bait to get that prospect to sign on the dotted line.

Service is the backbone of the radio business. The radio receiver itself is a service-rendering device and its value to the customer is determined by the amount of service in reproducing radio programs it will give. If in any way that service-rendering device fails to give satisfactory service over a period of time someone is at fault and usually it is the dealer who falls in the category mentioned in the foregoing paragraph.

The radio dealer who fails to recognize the importance of service to his customers is not only wrecking his own business but is undermining the entire radio industry. Other branches of the industry are becoming cognizant of the situation and undoubtedly will take steps to overcome the difficulty without delay, and the way they will surmount the obstacles is simply that of making a careful investigation of the outlets through which the products are being distributed to the radio public to determine just what is being done about seeing that the customer obtains satisfaction from the device once it is delivered to the home. Once the investigation is made, it is going to be just too bad for those dealers who fail to meet the requirements which the manufacturers and the distributors will demand.

Undoubtedly, you are wondering just what has brought forth this declaration. Simply this, that the Board of Direction of the Institute of Radio Service Men, whose headquarters is at 538 S. Clark street, Chicago, in the course of expansion has run across dealers, mostly individuals, but in a few instances collective, who have withheld from their service men information pertaining to

the development of the radio service profession. They have taken the attitude that service men who know enough to change tubes in the set will satisfy their purpose and that if given the opportunity to learn more about the job they will either want a higher rate of compensation or they will look elsewhere for employment.

These dealers are pitting their judgment against that of leaders of the industry who have investigated the principles of the Institute of Radio Service Men and who are agreed upon the soundness of the plan upon which the organization is founded.

It is a strange state of affairs, to say the least. Radio is a development of the 20th Century. It is being sold to a modern people. Yet the tactics of the retailers is that of the Dark Ages when ignorance on the part of the servile class was in vogue. The fallacy of the policies of long ago has long since been demonstrated, but here it crops out in the latest development of science.

### Franklin Granted Licenses

Negotiations have been completed by the Franklin Radio Corp., Dayton, O., whereby it has been granted licenses by the Radio Corp. of America to build superheterodyne radio receivers under thirty-eight of the patents owned and controlled by it, by the American Tel. & Tel. Co., to build radio test oscillators and by the Western Electrical Instrument Corp. to manufacture tube checkers, set analyzers and combinations of such units.

The stockholders of the Atlas Plywood Corp., Boston, Mass., met on April 15 to vote on a proposal to reduce the authorized stock from 200,000 shares to 177,240 shares, and outstanding stock from 194,500 to 171,740 shares.

### Brief Service Notes

If you are working upon home talking movie systems equipped with sound-on-film, make certain that the voltage upon the exciter and projection lamps is normal. If the lamps become carbonized within the housing, the light output is reduced. In the case of the picture, this means reduced illumination upon the screen. In the case of the sound, this means reduced sound output.

• • •

"B" batteries used in auto-radio systems should not be located adjacent to the exhaust pipe. Excessive heat will damage the battery and greatly reduce its normal operating life. Output tubes used in auto-radio systems are in most cases employed as Class B amplifiers. For proper operation these tubes must have identical operating characteristics. Not only should the mutual conductance be the same, but plate current consumption must be the same.

### Mardot Labs Opened

Mardot Laboratories have opened quarters at 1215 Gilbert place, Bronx, N. Y., and is representing a number of radio and electrical lines. The firm is open for representation of products. Martin Cohn, formerly sales manager of the Concourse Electric Co., is associated with the new enterprise.

## MR. RADIO DEALER!

Do you sell replacement parts to  
the service industry? Have you  
a Service Man Trade?

We have a very interesting proposition for you with exclusive distribution in your town. John F. Rider's Perpetual Trouble Shooter's Manual and other books have become the standard in the service branch of the radio industry.

Hundreds of radio dealers in the United States are finding these books money-making propositions. . . . If you are not selling these books you are missing a good bet—and losing profit. Every dollar profit helps carry the burden. . . . When you sell Rider's Manual and books you are handling items which are in demand. . . . You are not a book dealer. . . . The Manual and the books are part of the service industry. . . . Here's a profit with little sales expense.

Write today . . .

**RADIO TREATISE CO., INC.**  
1440 Broadway New York City

# "Psychological Handicap Is Retarding Business," Says Crosley

President of Crosley Radio Corp. Gives Interesting Address at Annual Distributors' Convention in Cincinnati

"In my opinion, the principal handicap retarding business today is purely a psychological one. This is true of our own industry. Too many manufacturers and dealers are thinking in terms of 'depression' and 'hard times.' Too many are resigned to take a licking, so to speak, lying down. They are admitting

the long profit on unit sales had passed, Mr. Crosley reaffirmed his theory that the greatest opportunity for manufacturer and dealer alike lies in the production and merchandising of low-priced units which while carrying short per unit profits yet, because of sound dollar-for-dollar value and low price, build



Annual Convention of Crosley Distributors

defeat before they even start," declared Powel Crosley, Jr., president of the Crosley Radio Corp., in addressing more than 100 Crosley distributors attending the recent tenth annual Crosley distributors' convention, which was the occasion of the announcement of the new 1932-33 line of Crosley radio receiving sets which are described in the "New Products" section of this issue of RADIO MERCHANT.

"This country will not see a full recovery in business conditions until its mental attitude is changed. I do not mean by that that prosperity is to be made a reality merely by thinking prosperity, but I am convinced that a 'success attitude' coupled with a lot of hard work will do more than any other single thing to restore normal conditions," Mr. Crosley continued. "We are practicing this theory here in our own organization and it is producing results. We are not thinking much about depression—at least it hasn't gotten us down. We don't think how bad times are—we don't admit it. We contend that there is a volume of business to be done and if you have a quality product representing a hundred cents' worth of value for the consumer's dollar, you will get more than your share with the expenditure of a little more intelligent effort."

The effectiveness of such a plan as outlined by Mr. Crosley is to be seen in the fact that during the fiscal year ending March 31 the Crosley Radio Corp. doubled its percentage of the total number of radio sets sold throughout the country over the preceding year and at the same time reduced its net losses from over \$900,000 to about \$139,000.

Indicating his belief that the day of

greater gross sales volume and hence, in the end, greater net profits.

"Certainly, I would much rather sell a large volume at a short unit profit than sell little or nothing at a long unit profit. It surely is better to have but one dollar in profit than none at all," remarked Mr. Crosley.

The Crosley policy of concentrating on low-priced quality merchandising is well illustrated in the new 1932-33 line of Crosley radio receiving sets introduced at the Cincinnati meeting.

## Forecasts Record Selling Revival

John S. Watters, Sales Manager of Columbia Phonograph-Record Division, Says Public Wants Records

A dramatic revival in the merchandising of recorded music is forecast by John S. Watters, sales manager of the phonograph-record division of the Columbia Phonograph Co., Inc., because, says Mr. Watters, the American public wants recorded music.

Active in the phonograph and radio industries for ten years since his graduation from the United States Naval Academy, Mr. Watters makes this prediction in the knowledge of experiences covering the succeeding waves of popularity of both radio and the phonograph. From January, 1929, until joining the executive staff of Columbia, he was with the Rudolph Wurlitzer Co. as merchandise manager of the retail division, in which capacity he became thoroughly

familiar with the problems of the record dealers.

"The radio presented a temporary obstacle in the path of the business of recorded music," says Mr. Watters, "because through the radio more faithful reproduction was possible.

"When reproduction of recorded music was improved, an immediate increase in its popularity resulted in marked advance in sales of records and phonographs (the Orthophonic period). Further perfection in the development of radio again relegated the phonograph into the background, until now, when radio is an integral part of the phonograph, it itself affords the means of staging a dramatic revival in the merchandising of recorded music.

"The American public wants recorded music, when it accurately depicts, in its reproduced state, the color and the inspiration of the original. Columbia records make that objective possible.

"Fully alive to the truism that, no matter how good the product, it will not sell itself, it still must be sold, Columbia's aggressive new sales policies include plans which will bring back to the record merchandiser the clear-cut, profitable day-in and day-out business he formerly enjoyed. 'Go forward with



John S. Watters

Columbia' might well be adopted as the slogan of the music trade."

## Granted RCA License

The Marquette Radio Co., 110 West Eighteenth street, New York City, has concluded negotiations with the Radio Corp. of America whereby the Marquette Co. has received a license to use all patents granted to the Radio Corp. of America and associated companies.

## E. M. Sias Wins Promotion

Miss E. M. Sias, who has been in the advertising department of the Columbia Phonograph Co. for the past eight years, has been appointed assistant advertising manager.

# U. S. Radio & Television Enters the Electric Refrigeration Field

Announcement of New Products Was One of Highlights of Recent Convention of Distributors at Marion, Ind.

The announcement of the company's entry into the electrical refrigeration field was one of the highlights of the meeting of the distributors of the U. S. Radio & Television Co. at the home of the corporation in Marion, Ind., on May 21. Business meetings were held in the showrooms of the plant.

J. Clarke Coit, president, welcomed the distributors and made an optimistic forecast on the business situation and

line and said they were the finest ever offered by the organization. All advanced features, he declared, were incorporated in the new models.

Walter Dyer, vice-president and director of sales, discussed sales policies, and Homer Kunkler, sales manager, outlined the huge market that existed in the form of replacement of obsolete sets and virgin sales.

In addition to the distributors and their



Distributors Relaxing at Country Club

declared that radio was still in its infancy. J. P. Rogers, secretary-treasurer, told of the entry into electrical refrigeration and said that the line was complete and made to fit every pocketbook. Arthur Case, vice-president in charge of production, described the new radio

representatives the following also attended the meeting: Messrs. Doak and Fox of the Lamport-Fox advertising agency; Charles B. Cory, Jr., Cory & Kolbert, Inc., publicity representative; C. A. Richards and Alfred Bramley, of C. A. Richards, Inc., export agents.

## Introduction of New Models Feature of Sparton Gathering

Five Instruments for Home and New Auto Receiver Presented to Distributors at Annual Convention—Sales Plans Outlined

The introduction of new models for 1932-33 featured the annual convention of Sparton radio distributors at Jackson, Mich., on May 21. Five console sets for the home and a receiver for automobiles were presented. Illustrations and descriptions of these models appear in the "New Products" section of this issue of RADIO MERCHANT.

Harry G. Sparks, vice-president of the Sparks Withington Co., unveiled the new models when the distributors assembled and explained the improvement and Sparton developments which have been incorporated in the new models. Following this the delegates proceeded on an inspection tour of the new Sparton refrigerator plant. Luncheon followed at the Masonic Temple, after which the business sessions were opened in the main auditorium of the same building.

E. T. H. Hutchinson, sales manager, pointed out that the company had surpassed previous efforts in the way of

extending practical help to distributors and dealers. He said not only did the company provide the salable merchandise, but also through the Sparton sales training course provided the best set of sales tools ever given to radio salesmen.

Charles Kayko of the engineering staff explained the latest improvement in the design and construction of Sparton tubes and Stewart Seeley, also of the engineering staff, gave a detailed explanation of the chassis improvement in the new models.

The general meeting was brought to a close by a characteristic informal address by Capt. William Sparks, who touched briefly on the opportunities that the new year and the new merchandise offer to Sparton distributors.

Dinner in the evening was served at the beautiful new Cascades Club House on the 465-acre William and Mathilda Sparks Foundation and at nine o'clock all joined in admiring the varicolored il-

lumination of the new Cascades Waterfall. The Cascades are the principal attraction on the Foundation property, which also boasts the Cascades Club House, a championship golf course, one of the country's finest miniature golf courses, a scenic prado and ornamental entrance, and an immense tract of landscaped park, intersected by numerous canals and drives.

## Earl V. Hughes with Wabash Cabinet Co.

Will Head Newly Organized Furniture Division of Company—Is Widely Known in Radio Industry

T. F. Vaughn, president of the Wabash Cabinet Co., Wabash, Ind., recently announced the appointment of Earl V. Hughes as head of the newly organized furniture division of the company. Mr. Hughes is well known in the radio and furniture industries and has had unusual success in the merchandising of occasional furniture during the past three years. C. W. Guinzburg, formerly associated with Mr. Hughes, also joins the Wabash Cabinet Co. as



Earl V. Hughes

Eastern district sales manager with headquarters in New York City. It is planned to exhibit the first line produced by this organization at the July Furniture Market in Chicago. The display will be in charge of Messrs. Hughes and Guinzburg.

## Linxweiler with Franklin

The Franklin Radio Corp., Dayton, O., has appointed C. L. Linxweiler export manager. Mr. Linxweiler has long been connected with the radio industry and held the position of export manager of the General Motors Radio Corp. until recently. He was also identified with the A. C. Dayton Co.

# With the Jobbers and Dealers

## Jobber Appointments

**Grigsby-Grunow Co.**—North Coast Electric Co., Seattle, Wash., as distributor in that territory for Majestic refrigerators and radio receivers.

**Kolster Radio, Inc.**, Stimpson Sales & Investment Co., Wichita, Kan.; Gilham Electric Co., Atlanta, Ga.; Pixley Electric Supply Co., Columbus, O.; Intermountain Appliance Co., Denver, Colo.; Electric Supplies Distributing Co., San Diego, Cal., and Hyland Electric Supply Co., Chicago, Ill., as distributors of Kolster radio line.

**National Carbon Co. (Eveready Raytheon Tube Division)**.—William H. Metz Co., Des Moines, Ia.; Adams Co., Fort Dodge, Ia.; Southern Hardware & Woodstock Co., New Orleans, La.; A. E. Simmons Co., Chicago, Ill.; Heimann Co., St. Paul, Minn.; General Radio Co., Inc., Seattle, Wash.; Wenger-Brill Co., San Francisco, Cal.; Benton-Bailey Co., Richmond, Va.; Plaza Music Co., New York City; Vrannell, Nugent & Kranzer, New York City; Viking Products Corp., New York City.

**Columbia Radio & Phonograph Co., Inc.**—Wadley Asbestos Co., Inc., Dallas, Tex., on radios and records in Northern

Texas and part of Louisiana; Southern Aluminum Co., New Orleans, La., covering Southern Mississippi and practically all of Louisiana on phonographs and records; Jenkins Music Co., Savannah, Ga., part of Georgia and Florida on phonographs and records; Gourlie Music Co., Tampa, Fla., large section of Florida on phonographs and records, and J. K. Gill Co., Portland, Ore., state of Oregon on phonographs and records.

**Gibson Electric Refrigerator Corp.**—Herbert H. Horn Co., Los Angeles and San Francisco, Cal., and the Trestrail Corp., Ltd., Toronto and Montreal, Canada.

**Copeland Products, Inc.**—George A. Clark & Son, Inc., Minneapolis, Minn.; Wadley, Inc., Dallas, Tex., and Lappin Electric Co., Milwaukee, Wis.

**United American Bosch Corp.**—W. E. & W. H. Jackson, Inc., San Francisco, Cal.

**A. J. Lindemann & Hoverson Co.**—B. H. Spinney Co., Springfield, Mass., and Albany, N. Y., covering Western Massachusetts and Eastern New York on L. & H. electric ranges.

Edward Norton has been appointed office and credit manager of Columbia Wholesalers, Inc., Baltimore, Md.

C. W. Young, formerly with the Frigidaire Sales Corp., is now retail commercial manager for the Binder Distributing Co., Copeland distributor of Newark, N. J.

H. A. Weymann & Son, Inc., Philadelphia, Pa., RCA Victor distributor, is optimistic over the prospects for the new Bi-Acoustic line. This firm is urging its dealers to inaugurate a campaign on the Summer items, namely, automobile radio, portable radios, portable Victrolas and the coin-operated Victrolas.

The F. R. Gooding Co., Sparton distributor of Wilmington, Del., has added the Prima Spindry washer line and the Sparton repealer auto horn line. This company has also extended its territory on Sparton radios and refrigerators, adding adjacent Pennsylvania towns.

## Dealer Meetings

**Essex Distributing Co.**, Newark, N. J. Demonstration of new Fada models at the Douglas Hotel, Newark, N. J., on June 7, 8 and 9 from 9 A. M. to 9 P. M.

**Bruno-New York, Inc.**, New York City. Introduction of complete RCA Victor Bi-Acoustic line of receivers at Hotel Pennsylvania, New York City, on June 15 at 2 P. M. Officials from the factory outlined sales and advertising policies.

**J. H. Burke Co.**, Boston, Mass. Showing at showrooms of new Atwater Kent line during early part of June. Also displayed at Boston radio trade show at Hotel Statler, Boston, on June 7, 8 and 9.

**B. & O. Radio, Inc.**, Newark, N. J. Showing of new Kolster models at showrooms on June 8, 9 and 10. Special demonstration of Rejecto-Static feature.

**Triangle Radio Supply Co.**, New York City. Anti-Skeptic party and demonstration of new Fada line at headquarters on June 6, 7, 8 and 9.

**Radio Distributing Corp.**, Newark, N. J. Meeting to acquaint service men with new Bi-Acoustic radio held at Elizabeth Vocational School May 20. Special showing of new RCA Victor line will be held at Krich Building, Newark, N. J., June 20, 21 and 22.

**Lewis Radio Co.**, Philadelphia, Pa. Crosley refrigerator show at headquarters of company recently. More than 800 retailers attended.

**Westinghouse Electric Supply Co.**, New York City. Demonstration of new Kolster models June 9 and 10 at firm's headquarters.

The J. H. Burke Co., Boston, Mass., has taken over the territory formerly covered by Howe & Co., on behalf of Atwater Kent radio. The Burke organization is now sole distributor of Atwater Kent products in Suffolk, Essex, Middlesex, Worcester, Norfolk and part of Plymouth counties in Massachusetts, and in Hillsboro, Merrimack and part of Rockingham counties in New Hampshire.

## Staff Changes

Carl L. Root and Thomas W. Hearn join the sales staff of the J. H. Burke Co., Atwater Kent distributor of Boston, Mass.

Harry F. Bell has been appointed metropolitan sales manager and Maurice Atlas commercial sales manager of the Appliance Engineering Co., Boston, Mass., Copeland refrigerator distributor.

Christopher Lindsley has joined the sales staff of R. H. McMann, Inc., Bosch distributor, New York City. He will specialize on the sale of electric appliances.

J. S. Sutherland and J. M. Woodward have joined the Norge refrigerator sales staff of the Republic Radio Corp., Detroit, Mich. A. C. Cunningham has also been added to the staff specializing on Electrochef electric ranges.

C. E. Miller has been appointed manager of the distributing firm of Moser & Suor, Inc., Kansas City.

Walter W. Moore has been elected president of the Johnstown Automobile Co., Atwater Kent distributor of Johnstown, Pa. He succeeds Philip M. Price, who died in April.

David Jervis has rejoined the staff of Columbia Wholesalers, Inc., Philco distributor of Baltimore and Washington, as service dispatcher and assistant sales manager.

Allen W. Appel was recently appointed sales promotion manager of the Harten-Knodel Distributing Co., Cincinnati, O.

## 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.**

# Stewart-Warner Distributors Hold Three-Day Convention

## "Magic Dial" Feature of New Stewart-Warner Sets Enthusies Distributors—Sales and Advertising Plans Outlined

A three-day convention of distributors from all sections of the country was held by the Stewart-Warner Corp., Chicago, at the Knickerbocker Hotel, that city, during the week preceding the RMA Trade Show and Convention. The gathering, which was said to be one of the most successful conventions that have yet

recently introduced Stewart-Warner electric refrigerators and the home movie camera and projector. C. W. Strawn, manager of the electric refrigerator division, offered concrete proof of how the distributor, with the quality and price range of the four models that comprise the line, is able to meet 90 per cent of



View of Stewart-Warner Convention

been staged by Stewart-Warner, was in charge of O. F. Jester, sales manager of the radio division, who presented the new Stewart-Warner radio line.

"Undoubtedly," said Mr. Jester, "the most important and outstanding of Stewart-Warner's radio contributions this year is the new 'Magic Dial,' a development that will play no small part in restoring the much-needed 'thrill' in radio reception. This feature enables the distributor and his dealers to offer an all-wave receiver controlled by a single, simplified four-in-one dial. Never one to be outdone in precision-built, advanced and practical improvements, Stewart-Warner has developed a line of radios that is bound to arouse consumer interest even in these days of 'pinch-penny' economy and close-fisted buying."

Following the presentation of the new models B. B. Minium, engineer, gave a technical comprehensive discourse on the automatic volume control, two-speed tuning, automatic tone control and other features that are incorporated in the new models.

The showing of the advertising and sales helps came next on the program. When A. B. Dicus, advertising manager, had finished showing the specially prepared film, "Radio Magic" and the array of advertising, displays and the merchandising plans that are to be launched in a well-timed, nation-wide campaign were discussed, there was an epidemic of enthusiasm among the distributors.

The last few hours of the convention were devoted to a discussion of the re-

electric refrigerator requirements with a minimum investment and maximum turnover.

R. E. Baldwin, sales manager of the home movie equipment division, gave a convincing talk on the outstanding merits of the Stewart-Warner movie camera and a demonstration of the projector. An enjoyable dinner party brought the convention to a close.

# A. F. Sweeney Is Winner of AK Contest

## Entered Winning Name "Tonebeam" and Made Best Statement of Atwater-Kent Method of Tuning

Coincident with the showing of the new 1933 Atwater Kent models incorporating the "Tonebeam" feature is an announcement from Atwater Kent headquarters of the prize winners in the "Tuning Light" contest, through which the name "Tonebeam" was originated.

First prize goes to A. F. Sweeney, Tulsa, Okla., who, in addition to entering the winning name, made the best fifty-word statement about the new Atwater Kent method of tuning. Mr. Sweeney's statement that won the award was: "This new feature appeals to me because it eliminates all preliminary experimenting with the controls and allows immediate and precise reception of the desired program. It assures perfect reproduction instantaneously and with the slightest amount of effort. It is ingeniously devised and is a great improvement for radio receivers."

The "Tonebeam" consists of a slender glass column, filled with neon gas, situated on the front of the radio receiver under the tuning dial. As the dial is turned to bring in a given station, a light in the tube rises higher and higher until the point of exact tuning is reached.

Thousands of names were submitted in the contest for a name descriptive of this new Atwater Kent feature. Additional prizes were awarded to: Mrs. Dorothy Gottlieb, Bethlehem, Pa., \$100; Charles F. Dargin, Worcester, Mass., \$75; Edward B. Fitzell, Trenton, N. J., \$50; and Robert B. Brown, Bethlehem, Pa., \$25. In addition fifty contestants were awarded prizes of \$5 each.

# Clarion Stag Dinner Party Held



The Transformer Corp. of America, Chicago, Ill., sponsored the annual Clarion stag dinner party in honor of Clarion radio distributors at the Stevens Hotel during Radio Trade Show Week. Ross Siragusa, president; E. J. Dykstra,

sales manager, and B. E. Klank, advertising manager were the principal speakers and they outlined features of the new Clarion receiver models and told of sales and advertising plans for the coming year.

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## RMA Counsel Outlines Radio and Allied Lines Tax Data

For the information of RMA members and the industry regarding the new 5 per cent manufacturers' sales tax on radio and mechanical refrigerators and for assistance of RMA members in connection with the new law, the following memorandum has been prepared by Frank D. Scott, RMA Legislative Counsel in Washington:

"The Revenue Bill as finally adopted by the House and Senate makes no material changes in the provisions to those carried in the bill as originally adopted by the House relating to radios, phonographs and refrigerators.

"The law will impose a five per cent tax on the manufacturer's selling price of chassis, cabinets, tubes, reproducing units, power packs, phonograph mechanisms and records for phonographs.

"It also imposes a five per cent tax on the manufacturer's selling price on household type refrigerators (for single or multiple cabinet installations) operated with electricity, gas, kerosene, or other means. If 'refrigerator components,' such as cabinets, compressors, condensers, expansion units, absorbers and controls, are sold separately, rather than as a completed refrigerator or refrigerating or cooling apparatus, then the five per cent tax attaches to the price of such refrigerator components so sold.

"If the manufacturer, prior to May 1, 1932, made a bona fide contract for the sale of any of the articles above enumerated, and if such contract does not permit the adding to the amount to be paid under such contract of the whole of such tax, then (unless the contract prohibits such addition) the vendee (or purchaser) shall pay so much of the tax as is not so permitted to be added to the contract price. Such taxes so computed shall be paid to the manufacturer at the time the sale is consummated, and shall be collected, returned and paid to the United States by such manufacturer in the same manner as is provided for the usual payment of taxes herein. In case of the failure or refusal of such vendee (or purchaser) to pay such taxes to the manufacturer (or vendor) the manufacturer shall report such facts to the Commissioner of Internal Revenue, who shall cause collection of such taxes to be made from such purchaser (or vendee).

"The Revenue Law becomes effective on the fifteenth day after the same shall be signed by the President.

"Every person liable for taxes hereunder shall make monthly returns under oath in duplicate and pay the taxes imposed to the collector for the district in which is located the principal place of business of such person, or, if he has no principal place of business, then such returns and taxes shall be made to the collector at Baltimore, Maryland. The returns shall contain such information as shall be prescribed in the regulations to be formulated by the Commissioner of Internal Revenue. A penalty of one per cent per month from the time the tax became so due until paid is imposed for the failure to make returns in accordance with the foregoing provisions."

Copies of the new treasury administra-

tive regulations will be obtained by the RMA for all member companies, if possible. Questions which members may have regarding the new law and its administration will be answered. Address such inquiries to the RMA Offices, 307 North Michigan avenue, Chicago, or direct to Frank D. Scott, Munsey Building, Washington, D. C.

### RCA Has Not Sold Radiolas 16 and 17 for Several Years

In connection with the opinion just rendered by the United States Circuit Court of Appeals for the Second Circuit holding that the Hazeltine plate circuit neutralization patent No. 1,533,858 is valid and that Radiolas 16 and 17 sold by the Radio Corp. of America were infringements thereof, O. S. Schairer, vice-president of the Radio Corp. of America in charge of patents, states that the Radio Corp. of America has not produced or sold such receivers for several years and that they have long since been superseded by the modern screen grid superheterodyne receiver and others.

### L. J. Chatten Passes the Cigars

L. J. Chatten, vice-president of the Fada Radio & Electric Corp., Long Island City, N. Y., bought a large quantity of cigars at the Chicago Radio Show to celebrate the arrival of Miss Jane Chatten who made her debut on May 18, a few days prior to the opening of the Radio Trade Show. There are now four Chatten heirs and heiresses, including L. J. Chatten, Jr., Joan, John and Jane. Judging from the enthusiastic reception accorded Fada products at Chicago, these four youngsters will have nothing to worry about in the future. Mrs. Chatten is widely known to music lovers as Lois Bennett, nationally famous radio, concert, musical comedy and movie star, and she has been featured in a number of the leading radio programs, including the Quaker Girl and Hoffman hours.

### Charles O'Neill Weisser Joins Ranks of Benedicts

One of the pronounced bachelors of the radio industry deserted the ranks of single blessedness last week and is now enrolled among the benedicts. Charles O'Neill Weisser of the Atwater Kent Mfg. Co., Philadelphia, Pa., familiarly and popularly known as "Chuck," was married on June 8 to Miss Frances Shulman of Philadelphia. "Chuck" Weisser as district manager in charge of Pacific Coast territory for the Atwater Kent organization, has a host of friends throughout the trade who generally understood that he would remain a bachelor for ever and ever. However, in common with other members of the Atwater Kent organization who originally had the same theory, he succumbed to the charms of a Philadelphia lady and they are now en route to the Coast. Mr. Weisser has been identified with radio activities since the inception of the industry and has been associated with the Atwater Kent selling staff for over six years. Before leaving for the Coast, he and Mrs. Weisser were entertained at the Mayfair by Mr. and Mrs. P. A. Ware.

### Federal Remote Control Unit Accorded Welcome by Trade

The Radio Vision Research Laboratory, Inc., has opened offices in the Paramount Building, 1501 Broadway, New York, for the marketing of the Federal Remote Control, which is described in detail in the New Products Section of this issue of RADIO MERCHANT. Ben Pink, widely known throughout the industry, is treasurer of the company, and the trade response to the company's first announcement of this product has exceeded all expectations.

The merchandising plans for the Federal Remote Control include the marketing of the product through jobbers and dealers and the Universal Radio & Television Corp., 1501 Broadway, New York, has been appointed distributor in metropolitan territory. This device is manufactured by the Federal Telegraph Co. and, judging from the comments of jobbers and dealers, the Federal Remote Control will be used advantageously to stimulate public interest in radio reception.

# CROSLEY FULL SIZE

[4½ CUBIC FEET NET CAPACITY]

[NOT A MIDGET]

## ELECTRIC REFRIGERATOR at a SENSATIONALLY LOW-PRICE



### Model C-45

4½ cu. ft. NET capacity.  
9 sq. ft. shelf space  
58½" high, 25¾" wide, 21" deep.

Crosley Refrigerators are available in two other sizes—3½ cubic feet NET capacity, 50" high, 24¾" wide, 20" deep at only \$89.50—5½ cubic feet NET capacity, 58½" high, 31¾" wide, 21¾" deep, at \$139.50. All prices f. o. b. factories.

CAPACITY of the Crosley Refrigerator is 4½ NET cubic feet; larger than the "midget" refrigerators advertised at low prices.

SHELF SPACE is 9 square feet. Generous spacing between shelves.

FLAT BAR SHELVES to prevent bottles and containers tipping over.

THE CROSLEY UNIT is completely self-contained and is easily removable.

COMPRESSOR assembled with motor on metal base suspended by coil springs to eliminate vibration. Compressor driven by V-type belt in grooved pulleys. Motor mounted on rubber.

### Amply large for average family

Temperature Control	Flat Bar Shelves
9 sq. ft. Shelf Space	Dry Zero Insulation
Thermal Cutout	3 Ice Trays—63 Cubes
Defrosting Switch	4½ cu. ft. NET Capacity
Self-contained Removable Unit	Porcelain Interior

OVER a million radio sets bearing the *Crosley* name have been sold and used in as many homes in this country. Nearly every American family is familiar with the *Crosley* name from "the Nation's Station"—WLW of the Crosley Radio Corporation, Cincinnati.

Now the weight and prestige of the name of *Crosley* has been extended to the refrigerator field. After more than five years of experimental work in the *Crosley* laboratories, comes the full family size, startlingly low priced *Crosley* Electric Refrigerator—(not a midget.)

The big *Crosley* factories are working day and night to take care of the unprecedented demand for this sensational refrigerator. Don't let the summer rush leave you waiting. See your *Crosley* Distributor at once. Or write us direct. Get full details of this season's greatest sales opportunity.

### NOTE THESE FEATURES

CONDENSER is of maximum capacity with forced air cooling.

FREEZING UNIT is of corrugated, completely rust-proofed metal faced with white porcelain.

THREE ICE TRAYS, each holds 21 cubes—63 in all.

TEMPERATURE CONTROL adjustable for quick and slow freezing.

HARDWARE is stamped brass, chromium plated. Automatic spring-closing lock on door.

INSULATION—3 inches Dry Zero insulation on sides, top and bottom.

IN ADDITION—Flat top convenience. Broom-high legs. Beautiful white lacquered cabinet. Interior white porcelain.

Prices subject to change . . . Any Federal or State taxes which may be levied must be added to these prices.

## THE CROSLEY RADIO CORPORATION

Powel Crosley, Jr., President

Home of "the Nation's Station"—WLW

CINCINNATI

# CROSLEY Electric REFRIGERATOR

# Puts the JINX on STATIC!



**SYNCHRO-SILENT TUNING**

**EXCLUSIVE with MAJESTIC**



Model 293

The ADAMS — Full-size lowboy console, Hepplewhite design — 9-tube superheterodyne circuit, embodying new Automatic Synchro-Silent Tuning, Automatic Volume Control, Duo-Diode Detection, Tone Control and 100% pentode amplification. New 2½-volt tubes throughout. Complete with Majestic tubes

**\$69.50**

SEE that little knob on the new Majestic? Turn it forward and, when tuning, your prospect hears all the between-station roars and crackles so disturbing in the usual radio receiver. Turn it back and those noises are *eliminated!* In comes station after station against a quiet background ... even in the daytime, in "noisy" locations. *What a demonstration!* No wonder Automatic Synchro-Silent Tuning is swinging sales to Majestic ... and confounding competition!

At the left is shown The *Adams*, \$69.50. Other President models include The *Madison*—9-tube table set, \$59.50, and The *Monroe*—12-tube broadcast and short-wave receiver, \$94.50.

These new President models embody more than a dozen major engineering betterments. They include: Automatic Synchro-Silent Tuning... the NEW 2½-Volt Tubes ... Perfected Automatic Volume Control ... Distortion-Free Duo-Diode Detection ... 100% Pentode Amplification ... Mercury-Vapor Tube Power Supply ... Spray-Shield Tubes ... Image Rejector Circuits ... Super-Dynamic Reproducer ... Full-Range Tone Control ... Double Pentode Audio-Frequency Amplification ... Precision-Engineered Superheterodyne Circuit.

Priced right both to consumer *and to dealer*, these new Majestics assure sales a-plenty for everyone who possesses a Majestic franchise.

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

*Majestic*  
Superheterodyne

Licensed under patents and applications of R. C. A., Hazeltine, LaTour, Lowell & Dunmore, and Boonton Research Corp.

Price subject to any Federal or State Tax on radio sets or tubes that may be levied. Prices slightly higher on West Coast.

**RADIO**