

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

Formerly "The Talking Machine World" (Est. 1905) : : Including "The Music Trade Review" (Est. 1879)

There's 2-in-1 PROFIT in 2-in-1 business!



DUO, MODEL 300—Compact and convenient **\$39.75** at

Slightly higher in the West.



DUO, MODEL 310—Popular price Console **\$94.50** at

NEW... the DUO

2-in-1 music

doubles your PROFITS

This is a new RCA Victor line . . . a new instrument . . . a new name . . . a new opportunity for doubled sales and profits—two-in-one business!

1. Records played through tone-sensitive radio tubes. Most people don't know this exists. But the moment they hear it, they WANT it!
2. Improved RCA Victor radio reception when they want radio.
3. All-electric operation—no springs or "winding" . . . (new automatic record-changing on Model 331).

Prices are right. The line is complete. Backed by a powerful advertising campaign. *And the public is waiting!*

DUO, MODEL 300

Portable, electrically operated DUO instrument at the price of a portable radio or phonograph, alone. Records played through the radio tubes—Standard records, 10" or 12" accommodated. In addition, a four-tube radio, with super-charger circuit. *List price, with RCA Radiotrons, \$39.75.*

DUO, MODEL 310

A Console cabinet model for the next higher level of buyers. Beautiful playing of 10" or 12" standard or long-playing records. A five-tube improved Superheterodyne radio set—all in one, DUO! Radio reception includes police signals . . . continuously variable tone-control . . . special volume control . . . *List price, with RCA Radiotrons, \$94.50.*

DUO, MODEL 330

This beautiful Console model provides magnificent playing of any record. Includes the new 7-tube RCA Victor Superbet radio—a special circuit designed for this DUO purpose. Police signals . . . super-accurate tuning . . . automatic volume and tone control. *List price, with RCA Radiotrons, \$149.*

DUO, MODEL 331

The de luxe instrument of the New DUO line! This model 331 is exactly like model 330 (see next above) but includes a NEW AND FASTER AUTOMATIC RECORD CHANGER: handles 12" or 10" long playing or standard records . . . only 4 seconds between records! Strikingly beautiful cabinet of rare matched veneer. *List price, with RCA Radiotrons, \$179.*



DUO, MODEL 330—Most glorious 2-in-1 music ever heard at



DUO, MODEL 331—Fast new, automatic record-changer at



RCA VICTOR CO., INC.

"RADIO HEADQUARTERS"

Cambridge, New Jersey

A Division of the RCA System

OCTOBER, 1933

World Radio History

ARE YOU TIRED OF

"DOG-EAT-DOG"

COMPETITION?

DO LONG discounts really mean long profits? Hasn't your own experience proved that they mean quite the reverse . . . that they have resulted in a profitless price-slashing warfare rather than a fair-profit competition on the basis of quality and service?

Right you are! The radio tube business has been chaotic. Over-zealous striving for business has been mainly responsible for pyramiding of discounts — an evil which eventually extended throughout the jobbing and retailing fields as well. Result: Nobody was making any money on tubes.

Raytheon, in common with others, has

pioneered the movement toward price-sustaining discounts and equitable jobber and dealer profits. Its policies are in line with the principle of proposed NRA retailing codes. And now Raytheon is happy to announce that the tube manufacturing industry in general has recognized the need of a firmer footing for everybody and that a genuinely profitable range of discounts — with no special concessions to anybody — has been agreed upon.

Henceforth your tube business will be worth developing.

RAYTHEON PRODUCTION CORPORATION

30 East 42nd Street New York City 555 Howard Street San Francisco
55 Chapel Street Newton, Mass. 445 Lake Shore Drive Chicago

Raytheon has always been a quality product. Only Raytheon Radio Tubes have the patented 4-pillar construction: They are better but cost no more. Never built down to a price, but always up to the very highest standards of tube efficiency and user satisfaction. This policy will be rigidly maintained.



 **Cunningham
Radiotron**
Studio Party



**How many can you identify? Ask for key sheet
RADIO TUBES TESTED FREE**

RADIO STUDIO PARTY, 28" by 42", reproduced in 9 colors, is the centerpiece of the Cunningham-Radiotron Fall Window Display. It is but one of the remarkable sales aids that will make additional profits for Cunningham-

Radiotron Dealers. Others are: Radio Tours of the United States, Canada and Mexico; Short-Wave World-Wide Radio Tours; Patented Action Mailing Campaign and many other features. See Page 34 for key to Radio Studio Party.

OUR CODE



The highest type of quality buyer, who has an immediate interest in Pan Harmonic, judges:

First, the character of the merchant who represents the product.

Second, the integrity of the manufacturer who makes the product, and,

Third, the product itself.

A Pan Harmonic merchant is one—

Who offers only merchandise of quality and reputation.

Who sells his merchandise at fair prices—

And the same price to everyone.

The Pan Harmonic Corporation is a concern—

Which is zealous to maintain and extend its good reputation, therefore selling its merchandise only through reputable merchants.

The Pan Harmonic Product is one—

Which is honestly constructed of the highest type of materials and workmanship.

Prices commensurate with a fair and just profit to its purveyors.

Many of America's leading merchants have subscribed to our policy and will offer to their communities the products of this corporation. We invite all reputable merchants interested in such a policy and product to become a part of our fast growing organization.

THE PAN HARMONIC
CORPORATION



500 FIFTH AVENUE
NEW YORK

America's Finest Musical Instrument

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION



Vol. XXIX. No. X

New York, October, 1933

Price Twenty-five Cents

Expositions

DURING the past month RADIO MERCHANT occupied a display booth at two expositions in New York City, the National Electrical-Radio Exposition at Madison Square Garden and the exhibition held in conjunction with the "Rebuild Prosperity" convention of the Institute of Radio Service Men, at the Hotel Pennsylvania.

Our participation in these events is due to the belief that it is our duty to act in concert with the industry we represent, and also because at such gatherings one can best feel the pulse of the trade and gauge trends.

It was interesting to note that, despite the fact that one exposition was designed for the public, and the other was intended for service men, the sentiment at both was the same. Exhibitors expressed satisfaction at the volume of business accomplished, visitors showed deep interest in the displays, and at both Madison Square Garden and the Pennsylvania Hotel could be sensed an undercurrent of feeling that the depression has been licked and that the country in general and the industry in particular could look forward to better days.

LEE ROBINSON.

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Member of Controlled



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Publisher

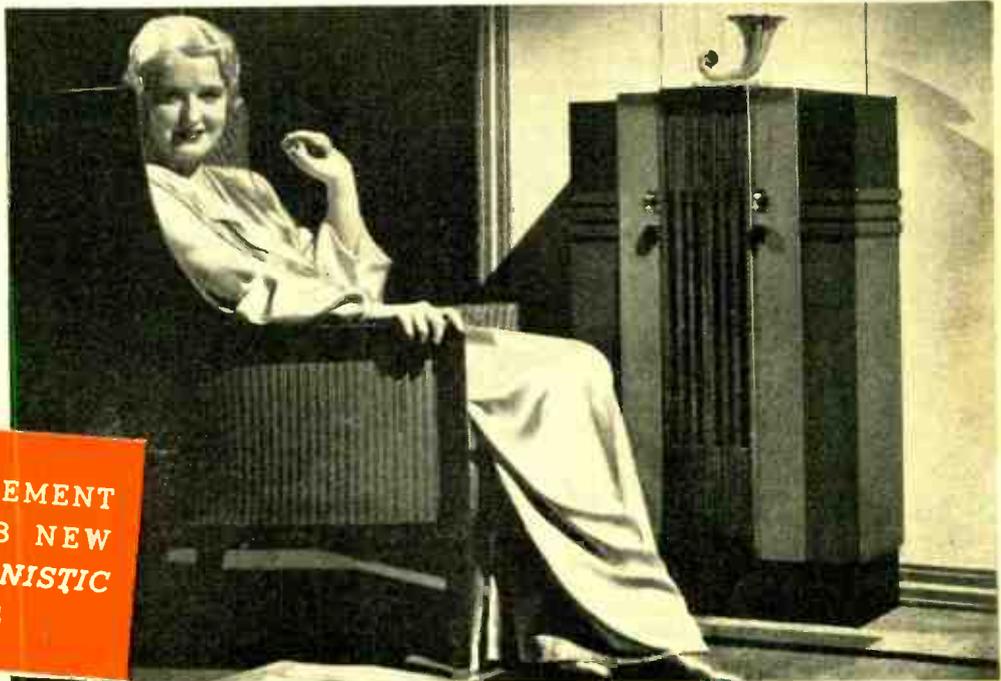
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Majestic has The



**FIRST ANNOUNCEMENT
OF THE SUPERB NEW
MAJESTIC MODERNISTIC
CONSOLES**

LIDO

LIDO Model 776

A magnificent modernistic cabinet in five tones of wood, piano finished. 6 tubes (2 Duo-Valve). Tone control, automatic volume control, police calls.

HERE are conventional designs as notable in their field as the new modernistic models are in theirs. They enable the Majestic dealer to satisfy every trade demand. These three new Majestics have five tubes, with three Duo-Valve tubes, affording 8-tube performance.

RIVIERA Model 906

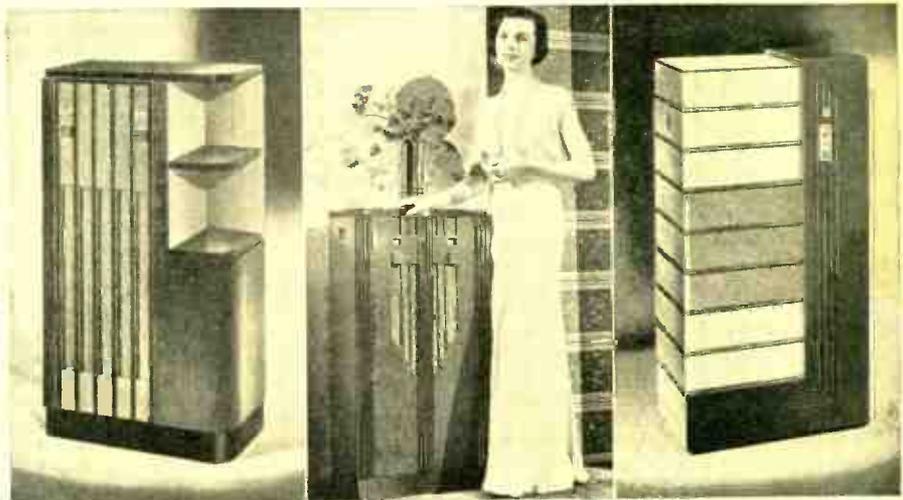
Authentic modernism in a stunning console. Four tones of wood—rosewood, walnut, natural, and ebony.

RITZ Model 666

Another console of superb advanced design. Striped walnut contrasts with pilasters of dark walnut.

PARK AVENUE Model 886

A sensational modernistic console. The cabinet of red and white birch is finished in natural and ebony.



RIVIERA

RITZ

PARK AVENUE

**CENTURY SIX
Model 463**



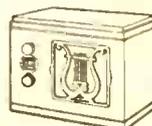
**MASTER SIX
Model 461**



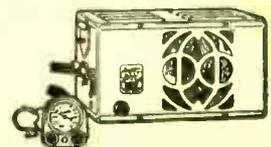
**STUDIO
Model 59**



**DUETTE
Model 55**



**TWIN-SIX AUTO
Model 66**



Smart Set of Radio

With the Sensational
New Duo-Valve Tube
and Circuit

GET on the side that has the Style Leaders! Style has the call this season. Old-fashioned radios are going to stay on the floor.

The new Majestics are going to move. They're moving now! This new line—the "Smart Set" of Radio—is a sensation everywhere.

Early in the season Majestic presented the Style Leaders among table models. Now come four absolutely new and original modernistic consoles—loaded with eye-appeal and sales-punch. With them are three new conventional models of authentic period design.

This is the New Deal in radio design. A Century of Progress started it. Majestic was first to catch the new note. And wide-awake dealers are following the style leadership of the "Smart Set" of Radio—the best-looking, best-performing radios that America has ever seen. . . .

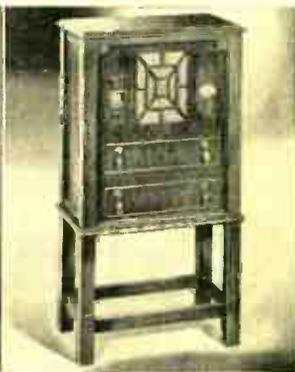
Sound-asleep dealers are going to get left. Don't miss the boat!

GRIGSBY-GRUNOW COMPANY
5801 Dickens Ave., Chicago

THESE three new modernistic consoles, and the Lido on the opposite page, are beyond question, the most strikingly beautiful radios ever made—and the most powerfully effective in attracting crowds to the dealer's store. . . . All four employ the outstandingly successful Majestic 6-tube superheterodyne chassis—with two Duo-Valve tubes providing genuine 8-tube performance.



QUEEN ANNE



TUDOR



CHATHAM

QUEEN ANNE Model 75
An authentic period cabinet of matched butt walnut with oriental wood panel.

TUDOR Model 566
The entire cabinet is American oak, with an all-over antique finish.

CHATHAM Model 560
A handsome conventional cabinet with sliced birch and butt walnut paneling.

The
SMART SET

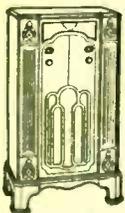


LICENSED UNDER PATENTS AND APPLICATIONS
OF R. C. A., HAZELTINE, AND LA TOUR

Majestic RADIO

DUO-VALVE
Self-Shielded Tubes
Better performance! All new Majestics have this exclusive feature, which adds the efficiency of at least two extra tubes to every set, and minimizes electrical interference.

PLAZA
Model 68



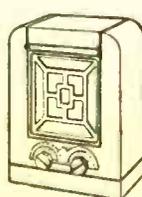
HYDE PARK
Model 86



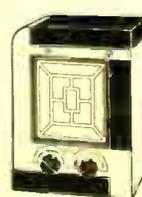
ROYALE
Model 85



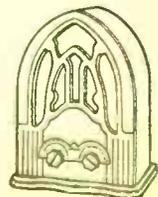
DUO-CHIEF
Model 44



DUO-MODERN
Model 49



GOthic
Model 194



Men in the Month's News



R. I. PETRIE has been appointed sales manager for the Kelvinator Corp., succeeding J. S. Sayre. Mr. Petrie is well known to the Kelvinator organization, having been connected with the company in 1924 as manager of the Cleveland branch. Later he was made an executive of the Kelvinator financing company, leaving that position to become regional sales manager. For the past two years he has been sales manager of another division of the Kelvinator business.

Mr. Sayre, the retiring sales manager, will become an executive in the merchandising division of the Montgomery Ward organization.

HENRY C. FORSTER, popular Utah executive, was one of the many veterans of the radio industry attracted by the Radio Show in Madison Square Garden in September. Henry, as he is known to his friends throughout the industry, hasn't missed a New York Radio Show since 1923 and his enthusiastic commendation of the Madison Square Garden Show was, therefore, a matter of keen gratification to the Show management. At the Utah booth Henry Forster and Jack Price presented all the latest Utah and Carter radio products to manufacturers, jobbers and dealers who dropped in to say "Hello."



E. F. STEVENS, JR., general sales manager of the Columbia Phonograph Co., Inc., New York City, and one of the "veterans" of the record industry, was married on September 19 at Chicago to Miss Sue Fossum, daughter of Dr. and Mrs. Clark Fossum, of Aberdeen, S. D. "Steve," as he is known to his host of friends throughout the industry, has not only been receiving congratulations and felicitations but also expressions of wonderment that the trade's most popular bachelor should finally desert the ranks and join the army of the benedicts.

Mr. and Mrs. Stevens, Jr., are at home to their friends at Woodstock Towers, Tudor City, N. Y.

GODFREY STRELINGER, formerly manager of branches for the Kelvinator Corp., has been appointed sales manager of the Leonard Refrigerator Co., of Detroit and Grand Rapids. He succeeds R. I. Petrie. Mr. Strelinger, since his graduation from the University of Michigan, has been actively engaged in the sales end of the automotive and electric refrigeration industries. In 1926 he organized the Strelinger-Copeland Co., of Detroit, and for three years distributed electric refrigerators. In 1929 he joined Kelvinator and took over supervision of all the corporation's branches. He next became manager of the Kelvinator Detroit branch.



LEO A. MEYER has been appointed general sales manager of the May Radio & Television Corp., New York City and Newark, N. J., Mohawk refrigerator and washer distributor. D. W. May, who made the announcement, has known Mr. Meyer for the past fifteen years and was enthusiastic in having acquired his services. Mr. Meyer has been successfully identified with the radio and refrigeration industry since 1921. For ten years he was connected with North Ward Radio as sales manager and for the past two years as New Jersey representative of the Norge Corp. He states that a vigorous selling campaign is now being planned.

F. J. WESSNER has been appointed assistant general sales manager of the National Union Radio Corp., New York City. He has been engaged in sales promotional work with the National Union organization since its formation. Up to this time he had gained a broad experience in sales direction and promotional work in previous posts as Eastern sales manager of the Ypsilanti Reed Furniture Co. and assistant general sales manager with one of the country's outstanding cotton goods houses. In recognition of the services he has rendered, he has been assigned to his present post by H. A. Hutchins, general sales manager.



THE ANNOUNCEMENT OF EVERY NEW COMPETITIVE LINE MAKES THE ZENITH LINE HOTTER!



Here's the reason this franchise is the best bet in the industry — Zenith stays ahead. New lines come and new lines go, but Zenith has stepped so far out in front that no one has yet caught up. That's why Zenith dealers are always sure of profit.

True, it takes courage and leadership to maintain this pace. But it's worth it. Competition can't obsolete a Zenith dealer's inventory. He's always the first to be selling new features that click with the public.

Zenith cabinets are masterpieces of craftsmanship. We won't build any other kind. Let any Zenith dealer tell you what this cabinet quality means to *women!*

And nowhere else do prices like these buy radio performance at all comparable. Six, eight, nine new type tubes . . . advanced superheterodyne circuits . . . Shadowgraph and vernier tuning . . . special dynamic speakers . . . and prices that will *soon be history.*

Line up with a winner. Your Zenith distributor has a proposition you will like. Write us for his name.

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



MODEL 760—Console of modern design. 9 tube advanced type AC superheterodyne circuit. Automobile (dash-type) esutcheon including *Shadowgraph Tuning* . . . visual tone indicator . . . visual volume indicator . . . automatic volume control . . . twin 8" dynamic speakers. An exceptionally beautiful cabinet of modern design—top side panels are of California maple burl separated with genuine imported marquetry. 38 3/4" high; 23 3/4" wide; 23" deep.



MODEL 755—8 tube advanced type AC superheterodyne circuit. *Shadowgraph Tuning* . . . automatic volume control . . . 8 inch dynamic speaker . . . dial calibrated in kilocycles . . . tuning range 1750 to 535. Cabinet is 6 legged console of graceful design. Front panel of butt walnut with pilaster panels of butt walnut. Top arch of California maple burl. 40" high; 24 1/2" wide; 14" deep.



MODEL 715—8 tube superheterodyne; *Shadowgraph* tuning; advanced type automatic volume control. 8 inch dynamic speaker. The cabinet has matched butt walnut front with pilasters inlaid with genuine marquetry and overlaid with maple burl. Reeded ends. Hand rubbed, hand polished finish. Size: 19 1/2" high; 16" wide; 9 1/2" deep.



"YOUR CONCEPTION OF RADIO VALUES WILL BE COMPLETELY CHANGED WHEN YOU SEE THIS NEW ZENITH LINE!"

ATWATER KENT RADIO

Now presents THE SILENT SUPERHETERODYNE CIRCUIT



MODEL 510. This truly beautiful console cabinet houses the same improved 10-tube chassis as Model 310, shown at the right. It is strikingly, beautifully modern—but not “modernistic.” It has “eye value” plus and sells itself the minute you place it on your floor. **\$109⁰⁰**



MODEL 310. The truthful tone of this remarkable 10-tube receiver sets new standards in radio enjoyment. 4-gang condenser, automatic volume control, 4-point tone control, “shadow” tuning, silent tuning, police and amateur signals. Six-legged cabinet of interesting design and richly finished wood. **\$99⁰⁰**



MODEL 711. 11-tube combination broadcast and short wave superheterodyne. 4-gang condenser, automatic volume control, 4-point tone control, silent tuning and “shadow” tuning, auditorium type speaker, 4-point switch for all wave tuning. **\$160⁰⁰**

ATWATER KENT RADIO

THE REASON for the unparalleled superiority of Atwater Kent 1934 models in every price class is that ATWATER KENT ENGINEERS HAVE REDESIGNED THE SUPERHETERODYNE CIRCUIT. They have simplified construction and at the same time reduced static and interference noises to a minimum.

For five years, radio engineers have tried to ADD parts that would muffle interfering noises. Atwater Kent engineers dared to eliminate. They redesigned the superheterodyne circuit and LEFT OUT THE NOISE. The new type circuit has fewer parts—better reproducing qualities—and less unwanted noise than ever before. Its simplicity makes it more foolproof. Atwater Kent precision workmanship and rugged strength for every part make it longer lived—with less service—than ever.

What goes into a radio determines its cost. What comes out of it determines its quality—its sales value!

That's why the new Atwater Kent Radios with SILENT superheterodyne circuits offer every buyer EXTRA value for every dollar of their moderate cost.

That's why every dealer who pushes Atwater Kent this year is headed for profits.

THESE SMALL RADIOS ARE THE TALK OF THE YEAR



MODEL 165. Remarkable tone and great volume for so reasonably priced a set. 5 tubes, automatic volume control, police signals. Full-size speaker in this artistic small cabinet of beautifully figured walnut. **\$34⁹⁰**



MODEL 275. For those wanting the very latest in design there is this new, smart, modern small radio. 5-tube A. C. and D. C., only 8 1/8" high. Exceptional tone due to improved and larger speaker. This real quality radio is surprisingly low-priced at **\$34⁹⁰**

ALL PRICES SHOWN ARE F. O. B. PHILADELPHIA AND ARE SUBJECT TO CHANGE WITHOUT NOTICE

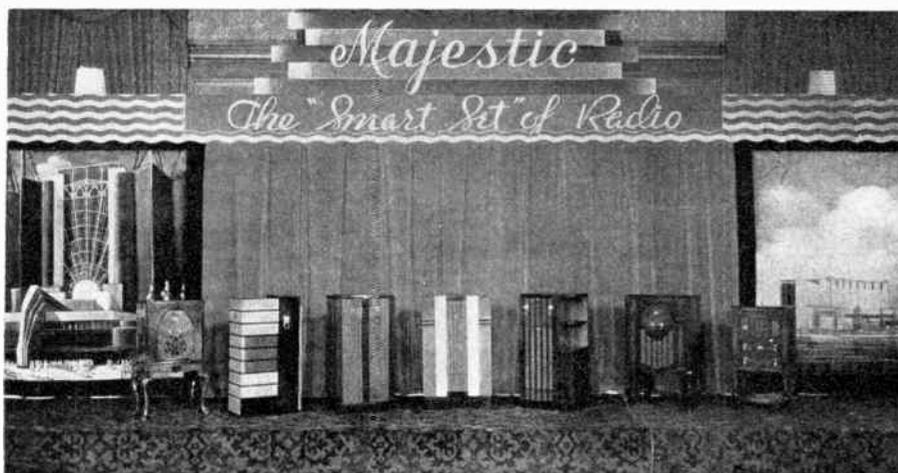
ATWATER KENT MANUFACTURING COMPANY
A. Atwater Kent, President Philadelphia, Pa.

With the Jobbers and Dealers

New Majestic Models Introduced at Four Regional Jobber Meetings

The first of four regional Majestic distributor meetings was held at Chicago on September 27, when John F. Ditzell, assistant vice-president and general sales manager, introduced several new Majestic radio models. The meeting, which lasted only one day, was followed in the evening by a banquet and entertainment. The new modernistic cabinets which

troit, Mich.; Midwest Timmermann Co., Dubuque, Iowa; Harry Moll, Inc., Denver, Colo.; Midland Distributing Co., Billings, Mont.; The Chas. T. Naddy Co., Columbus, O.; Nashville Chair Co., Nashville, Tenn.; Northern Illinois Division Grigsby-Grunow Co., Chicago; John Pritzlaff Hardware Co., Milwaukee, Wis.; R. S. Proudft Co., Lincoln, Neb.; Radio



Stage Setting in Which New Models Were Displayed

were shown for the first time were enthusiastically received by the distributors and are fully described elsewhere in this issue.

Immediately following the Chicago meeting Mr. Ditzell left for Philadelphia, where he conducted the meeting at that city on October 2, assisted by Harry Alter, assistant sales manager; Earl L. Hadley, advertising manager; H. M. Pauley, service manager; A. A. Trostler, assistant to sales manager, and E. R. Rutledge, J. A. Doyle, J. J. Doherty, B. L. Kulick, C. C. Choate, field representatives.

The Dallas meeting, held on October 9, was in charge of George T. Bryant, field sales manager, assisted by Floyd D. Masters, H. M. Pauley, M. O. Beckham and Leo Ravitt.

The San Francisco meeting, October 3, was in charge of L. M. Willis, C. F. Bouldin and Edward Power.

The meetings were attended by the following distributors: Chicago—Air-Ola Radio Co., Huntington, W. Va.; W. B. Davis Electric Supply Co., Memphis, Tenn.; Delta Hardware Co., Escanaba, Mich.; Electric Lamp & Supply Co., St. Louis, Mo.; F. C. Hayer Co., Minneapolis, Minn.; The Otis Hidden Co., Louisville, Ky.; Jenkins Music Co., Kansas City, Mo.; Michigan Majestic Co., De-

Equipment Co., South Bend, Ind.; Schuster Electric Co., Cincinnati, Ohio; State Radio Co., Indianapolis, Ind.; Toledo Majestic Co., Toledo, Ohio, and J. A. White, Grand Rapids, Mich.

Philadelphia—Howe & Co., Boston, Mass.; Stern & Co., Hartford, Conn.; Ignition Service & Supply Co., Albany, N. Y.; Horrocks Ibbotson, Utica, N. Y.; E. M. Wilson & Son, Newark, N. J.; Jos. M. Zamoiski Co., Baltimore, Md.; Woodhouse Electric Co., Norfolk, Va.; Shaw Distributing Co., Charlotte, N. C.; H. D. Taylor Co., Buffalo, N. Y.; Erie Radio Supply Co., Erie, Pa.; Hamburg Brothers, Pittsburgh, Pa.; Majestic New York, Inc., New York City, N. Y.; Peirce-Phelps, Philadelphia, Pa.; Capital Electric Co., Atlanta, Ga., and Southern Hardware & Bicycle Co., Jacksonville, Fla.

Dallas—Harbour-Longmire Co., Oklahoma City, Okla.; Voss-Hutton Co., Little Rock, Ark.; Modern Appliance & Supply Co., New Orleans, La.; Star Electric & Engineering Co., Houston, Texas; Southwest Appliance Co., San Antonio, Texas; McLendon Electric & Radio Co., Waco, Texas, and Wadel-Connally Hardware Co., Tyler, Texas.

San Francisco—California Majestic, Inc., Los Angeles, Calif.; Thompson & Holmes, Inc., San Francisco, Calif.;

Kimball-Upson Co., Sacramento, Calif.; The Cronin Co., Portland, Ore.; North Coast Electric Co., Seattle, Wash.; Brown-Johnson Co., Spokane, Wash.; United Electric Supply Co., Salt Lake City, Utah, and Imperial Valley Hardware Co., El Centro, Calif.

New Crosley Distributor Gratified With Business

D. H. Straus, of the Straus-Bodenheimer Co., Houston, Tex., recently reported that the company was gratified with the business it is doing on the Crosley radio line. The firm was appointed a Crosley distributor on August 1 of this year and the volume done since that time inclines Mr. Straus to believe that this will be the best radio year of the past three or four years. In addition to Crosley radios Straus-Bodenheimer distributes Kelvinator refrigerators.

Stern & Co. Business Jumps

R. P. Roberts, sales manager of Stern & Co., Inc., Hartford, Conn., is enthusiastic over the increased business being done by Majestic radios and refrigerators and Thor washers throughout New England territory. He reports that practically all dealers are on their toes and that there is no trick in selling and collecting if policies and merchandise are good.

Hieb Business Brisk

The Hieb Distributing Co., Crosley distributor of Des Moines, Ia., reports that radio business has been especially brisk during the last month or more, and at the present time more than 500 radio sets are back ordered. Herbert Hieb, president of the company, reports that the 32-volt battery sets are moving nicely.

Intermountain Electric Co. Sold

The Intermountain Electric Co., Salt Lake City, Utah, has been purchased by the Westinghouse Electric Supply Co., and D. M. Salsbury, formerly sales manager at San Francisco, is managing the new branch. A complete line of Westinghouse refrigerators, ranges, washers and smaller appliances are carried, as is the Emerson radio line.

F. H. McKnight in New Post

F. H. McKnight has been appointed sales manager of the Albany Distributing Corp., Albany, N. Y. This company recently added A. B. C. oil burners to lines carried. Other products distributed include Atwater Kent radio, ABC washers, Cunningham tubes and Royal vacuum cleaners.

The Leading Stars of Broadway RECORD EXCLUSIVELY for Brunswick

BING CROSBY

GUY LOMBARDO

MAE WEST

RUTH ETTING

THE LAST ROUND UP
Recorded 3 Ways
BING CROSBY - Vocal
GUY LOMBARDO - Orch
VICTOR YOUNG - Orch
With Novelty Chorus
By the Songsmiths

FOLLOW
The Stars
on
BRUNSWICK
RECORDS

EXCLUSIVE BRUNSWICK ARTISTS

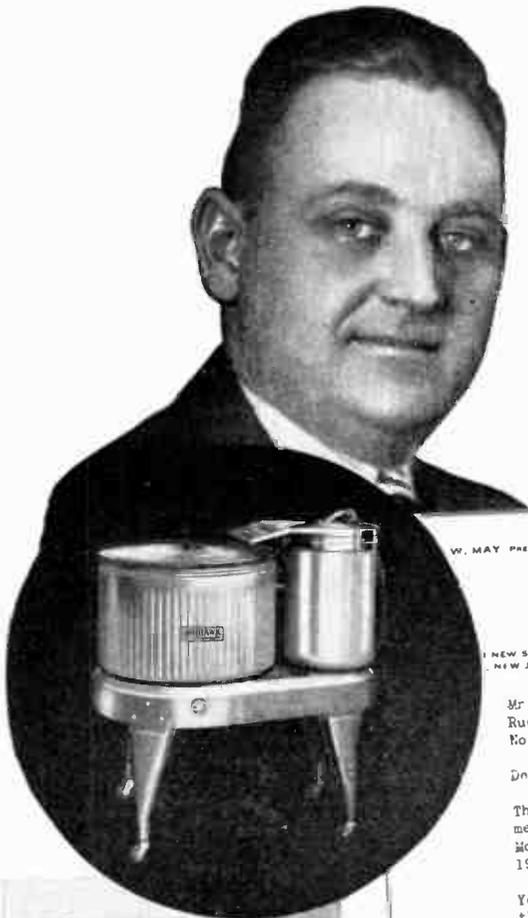
GUS ARNHEIM	GLEN GRAY and THE CASA LOMA ORCHESTRA	RED NICHOLS
MILDRED BAILEY	WAYNE KING	DICK POWELL
BOSWELL SISTERS	AL JOLSON	DON REDMAN
CONNIE BOSWELL	ABE LYMAN	LEE SIMS
DORSEY BROTHERS	FREDDY MARTIN	KATE SMITH
TED FIO RITO	MILLS BROTHERS	ANSON WEEKS
HAL KEMP		VICTOR YOUNG

Brunswick Records are the Best

Brunswick dealers sell the most records because Brunswick features the greatest celebrities of the stage, screen and radio when they are at the HEIGHT of their popularity.

BRUNSWICK RECORD CORPORATION
1776 BROADWAY
NEW YORK CITY

Branches: NEW YORK; CHICAGO; DALLAS; LOS ANGELES; NEW ORLEANS; SAN FRANCISCO



D. W. May tells

W. MAY, PRESIDENT

TELEPHONE
NEW YORK VANDERBILT 3-7670
NEW JERSEY MARKET 3-2150

May Radio and Television Corporation

351 FIFTH AVENUE
NEW YORK CITY

September 25, 1933

Mr. Homer Capehart, General Sales Manager,
Rudolph Wurlitzer Mfg. Co.,
North Tonawanda, N. Y.

Dear Mr. Capehart:

The deal is signed -- May Radio & Television Corporation becomes the exclusive metropolitan New York and northern New Jersey distributor for Wurlitzer Mohawk Washers and Refrigerators, effective at once, and for Wurlitzer Lyric 1934 Radios, effective January 1934.

You, as well as distributors and dealers, may be interested in the reasons that prompted us to select the Wurlitzer line. Here is what I wanted for my dealers and here are the things dealers and distributors all over the country should look for in the lines they sell:

1. First, I wanted a line that dealers could sell easily - a line with distinctive eye appeal. Wurlitzer Mohawk Washers and Refrigerators have both eye appeal and mind appeal to the housewife and her husband. Unquestionably your new 1934 Lyric radios, with the 27 models, starting from the midgets designed by Russell Wright and running up to the consoles, furniture models and auto radio, have instant spontaneous eye appeal.
2. I wanted a line with right prices and a liberal margin for the dealer. All three of the Wurlitzer lines have these.
3. I wanted a line with a name. WURLITZER has for years been an outstanding name to the American public.
4. I wanted a line backed by a financially strong company. Wurlitzer, with its large, sound organization, gives me this.
5. I wanted to sell a line of washers, refrigerators and radio sets put out by a plant with adequate designing, production and testing facilities. Your mammoth Wurlitzer factories fill the bill.
6. Finally, I wanted a line backed by aggressive sales promotion and advertising. The advance plans you have shown me for the Wurlitzer advertising campaign convinces me that with Wurlitzer my dealers and their salesmen will get real sales help.

None of the May organization have confidence that we will set new sales records with the three Wurlitzer lines - Mohawk washers, Mohawk refrigerators and Lyric radios. We believe our success can be duplicated, profitably, by distributors and dealers in other sections of the nation.

With kindest regards, I am, Cordially yours,

D. W. May
President

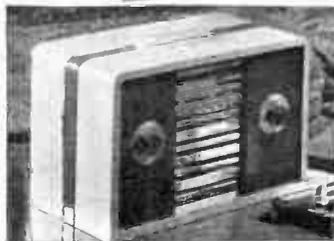
D. W. May



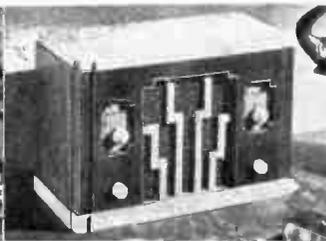
Model SW-89—8 Tubes



Model SA-6-L1 Queen Anne—6 Tubes



Model P5-L—5 Tubes (Universal AC-DC and Auto Set)



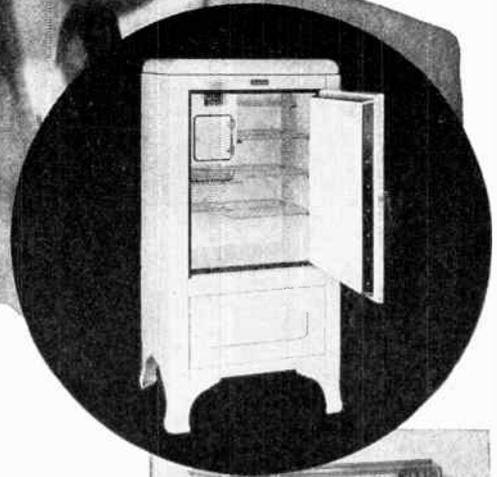
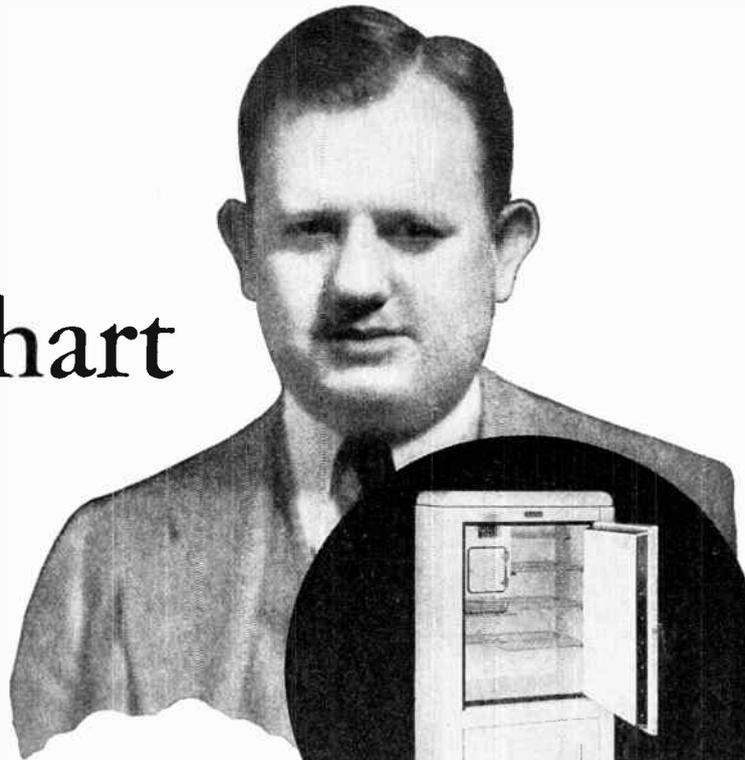
Model SU-5-L—5 Tubes (Universal AC-DC Set)



Model U-5-L1—5 Tubes (Universal AC-DC Set)

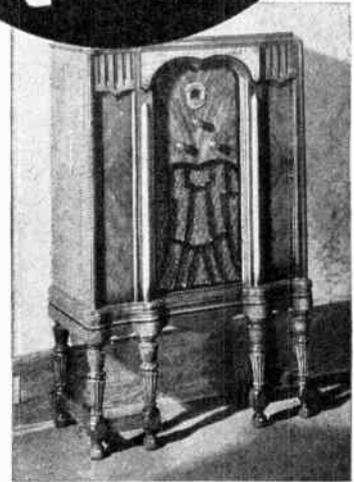
Homer Capehart

Why!



When the world's largest distributor of radio sets selects WURLITZER . . . that's NEWS!

THE reasons that prompted May to take on the three Wurlitzer Lines—Mohawk Washers, Mohawk Refrigerators and Lyric Radios—are of vital interest to distributors and dealers everywhere, particularly now at the start of the new selling season. *Read every word of D. W. May's letter to Homer Capehart.* Think about your own problem in terms of the experience of the world's largest distributor of radio sets, then get in touch at once with our factory or district managers. Time is short. Wurlitzer Mohawk-Lyric distributors and dealers are going to make big profits. The new Wurlitzer Lyric Radio Line has 27 separate and distinct models to meet every need. Wurlitzer Mohawk Washers include both Spinner and Wringer models. Wurlitzer Mohawk refrigerators feature the famous Duozone Unit. *If you want to climb on the bandwagon, you must do it now.* WRITE OR WIRE today!



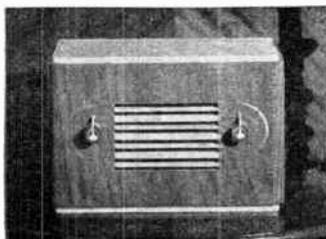
Model SA-6-L—6 Tubes



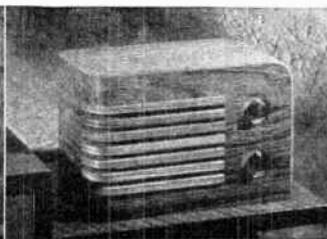
Model SA-120—12 Tubes

THE RUDOLPH WURLITZER MFG. CO.

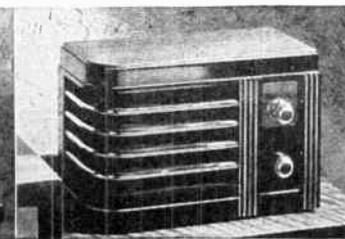
North Tonawanda, N. Y.



Model C-4-L1—4 Tubes

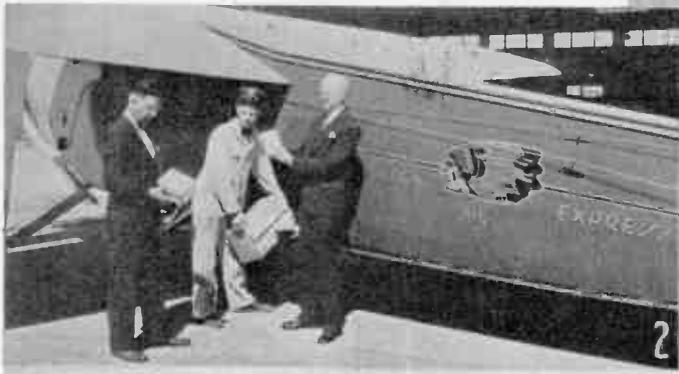


Model M-4-L—4 Tubes



Model M-4-L1—4 Tubes

Trade News in Pictures



1. Stromberg-Carlson exhibit at the Toronto, Canada, exposition held last month. 2. The gentleman in the white suit is holding a package containing eight Kadette, Junior, models destined for delivery to Knight-Campbell's, Denver. 3. W. J. Mooney, of Mooney-Mueller-Ward, signs the contract whereby that company becomes wholesale distributors of the Stewart-Warner radio line for the Indianapolis territory. 4.

Dave Trilling, of Trilling & Montague, Philadelphia, Zenith distributor, presents Blatt, of Lit Bros., with check en route to Chicago convention. 5. What does this conference hold in store for radio in the future? l. to r. David Sarnoff, president Radio Corp.; Marchese Marconi, in library of yacht "Mizpah" of E. F. McDonald, president of the Zenith Radio Corp. 6. Bill Grunow gave David Goldman of North American Radio Co.,

New York City metropolitan distributor, such a large quota of Grunow radios to sell that he went out and bought a suit of "hard working" clothes. 7. This Dymaxion automobile, which is being used by the Gulf Refining Co. in a nation-wide sales promotion campaign, is equipped with a General Electric model B-40 auto radio. 8. Jesse Crawford, stage, radio and record star, at console of the Wurlitzer organ.



RED SEAL RECORDS

All the great stars
present and past



STOKOWSKI and the Philadelphia Orchestra
John Charles Thomas · Lawrence Tibbett
Yehudi Menuhin · Rose Bampton
George Copeland · ProArte Quartette
... and many others

And the
Greatest Stars
in popular
music

★ Now exclusively Victor ★
CAB CALLOWAY and his Orchestra
DUKE ELLINGTON and his famous Orchestra
PAUL WHITEMAN · LEO REISMAN · ISHAM JONES
RAY NOBLE · RAMONA · CONRAD THIBAUT
DON BESTOR · LOUIS ARMSTRONG
JAN GARBER · EDDY DUCHIN
HOAGY CARMICHAEL
AND MANY OTHERS

VICTOR

VICTOR

For best results
use Victor Records
V 20034 B
FINSKA RYTTARIETS MARSCH

VICTOR RECORDS

A product of RCA Victor Company
Camden, N. J.

RCA VICTOR
COMPANY, Inc.

Dept. R.M. Camden, N. J.

Please give us full information
about the Victor Record proposition.

Name

Address

City State



Also Blue Bird—the fastest selling low price record

Radiobar

DATA

The equipment included in Model 210B consists of 24 beautiful topaz glasses of special design; chrome plated combination spoon and measuring cup; special bottle opener and cork screw; 6 shaded topaz liquor decanters with 6 machined turned stoppers; 40-ounce polished cocktail shaker; polished funnel; very large, deep ice container (highly polished); polished refuse container; stainless steel knife and 2 electric lights. Space is provided for 12 bottles of ginger ale or charged water.

Radiobar is encased in beautiful walnut cabinet with genuine carvings of solid walnut. It supplies round-the-world reception with fidelity of tone and a complete bar with heavy chrome plated fixtures. Mounted on rubber-tired wheels and can be moved from one room to another.



Radiobar

Reg. U. S. Patent Office—Patents Pending

“The Sensation of the New York Radio Show”

You owe it to yourself to know all about this product, especially if you are a financially sound jobber or “a good dealer.”

Radiobar Company of America

E. J. Krause, Sales Mgr.

440 Park Ave.
3582 Wilshire Blvd.

New York, N. Y.
Los Angeles, Cal.

MAIL COUPON NOW FOR COMPLETE DETAILS

Radiobar Company of America
E. J. Krause, Sales Mgr.
410 Park Ave., New York

R.M.

Send us the details of The Radiobar at once.

Name

City State

Jobber Dealer

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

The Show as a Barometer

THE tremendous success scored by the National Electrical-Radio Exposition held at Madison Square Garden, New York City, last month, provided ample evidence that the upswing of the radio industry is still in progress. More than \$1,500,000 of business was written and more than 200,000 members of the buying public attended the show. Not only did they attend but these hundreds of thousands exhibited a keen interest and an eagerness to examine the various radio receivers, electrical refrigerators, oil burners and kindred products, displaying an attitude which presaged buying.

THERE can be no doubt but that the residents of every city, town and hamlet throughout the United States are motivated by the same impulses as are the men and women of New York City. They have the same desires to live in comfortable homes surrounded by those articles of merchandise which make life worth the living—up-to-date radio receivers to bring the world to their living rooms, electric refrigerators for the proper preservation of foods, washing machines and vacuum cleaners to relieve household drudgery, and the dozens of other appliances, the possession of which marks the modern home. So the New York exposition may be taken as a barometer. Those attending it may be regarded as representatives of the buying public of the United States. They showed clearly that the country is in a buying mood and that first consideration is being given to modernizing the home.

IF further proof that the public is buying, and is in a better position to buy than was formerly the case, let us ponder the following items recently released by the NRA as evidences of the upturn which is in progress: "August factory sales in automobiles were 236,000, as against only 90,000 last year," "Reemployment in September showed an estimated increase since March of 2,500,000 workers in all branches of trade and industry," "August department store sales in 214 leading cities were 16 per cent ahead of sales in August last year," and there are dozens of equally heartening statements proving that the upward trend is far flung.

GRANTED then that the recovery program is succeeding, that the efforts of the Administration to induce people to buy are achieving results, let us not forget that every manufacturer and every merchant who sell to the public are directing giant

efforts to secure their share of the public's dollar. The automobile industry is waging an intensive campaign to win its share of the money being spent and is succeeding, as witness the statement above. The furniture dealers are out to get their share, as are hosts of other trades. *Money is being spent, the public is buying, but radio merchants must be everlastingly on their toes to compete, not only with one another, but with every merchant in town if they are to be successful in wooing their full share of the business.*

The Record Business

RECORDS are coming back! This statement, uttered by many close to the phonograph industry many times during the past six or eight months, can now give way to the assertion that the "Record industry is back" and is proving a profitable business for thousands of dealers in all sections of the country. In this issue of RADIO MERCHANT the three major record manufacturing companies are represented with full page advertisements listing the latest releases. A glance at these pages will show that the record industry has been revamped to meet current conditions and the artists and the compositions featured are those which have a wide appeal and immediate sales value. The listings are fewer but a quicker turnover is assured. The record business is not only profitable but is on a cash basis. The small investment required, the rapid turnover, the cash features are but a few of the appeals of record selling which should interest the wide-awake merchant who has overlooked the profit potentialities of records.

"Assuming Broad Proportions"

UNDER the caption, "Recovery of Radio Industry Assuming Broad Proportions," Dun & Bradstreet have issued the results of a survey which might be said to summarize the announcements of the trade which have appeared in these columns during the past few months. It points out that orders are running ahead of production despite the fact that production has almost trebled since May; that sales are the largest since 1930 and that expectations are that unit sales for the last quarter of the year will be from 35 to 50 per cent better than a year ago; that the price level is rising and that the industry is in a stronger financial position with the failure record improving.

Are Radio Policies at

RICHARD ADAMS LOCHE is the only man of whom I ever heard who went mooning and brought home the bacon. He wrote a story for the old New York *Sun* of how Sir John Herschel with his new telescope had discovered manbats on the moon and the hoax pushed the *Sun's* circulation up to the then largest in the world. But such imagination seldom pays dividends in business. We may keep our eyes on the stars but our feet must be on the ground.

Assumption and hunch were excusable during the era of expanding markets. Many companies then guessed right and won. But business is no longer a guessing matter. Stabilized market, pioneering resistances, tough competition,

By F. G. Cramer, President
The Cramer-Krasselt Co.
Milwaukee, Wis.

constantly in touch with dealer and consumer desires. Research is both the sounding board and telescope which should be persistently used if a manufacturer expects to stay in the parade.

WHENEVER an enterprise gets out of tune with consumer and dealer desires in franchise terms, promotional program, product design, price, advertising appeal or any of the other important elements of a marketing attack, then it can expect to lose competitive position. Changes often occur with bewildering swiftness. Research alone can forewarn and forearm. It is, therefore, a most important requirement of sales insurance.

Oftentimes an industrial leader, pressed by some predicament, will establish policies at variance with consumer and dealer desires. Competitors will follow this lead to the point where the entire industry gets out of step with its market. This has happened to the radio industry, as subsequent data will show. The most dangerous error a manufacturer can make is to keep his eyes too much on competitors rather than upon consumer and dealer desires. Yet, this error will usually be made if research is not a regular policy.

Much research is valueless because of methods used. Uncontrolled interviews result in inflections which may be misinterpreted. The wrong type of question creates variable opinions that defy analysis. Certain methods are slow; others too fractional to support general conclusions; others more costly than necessary.

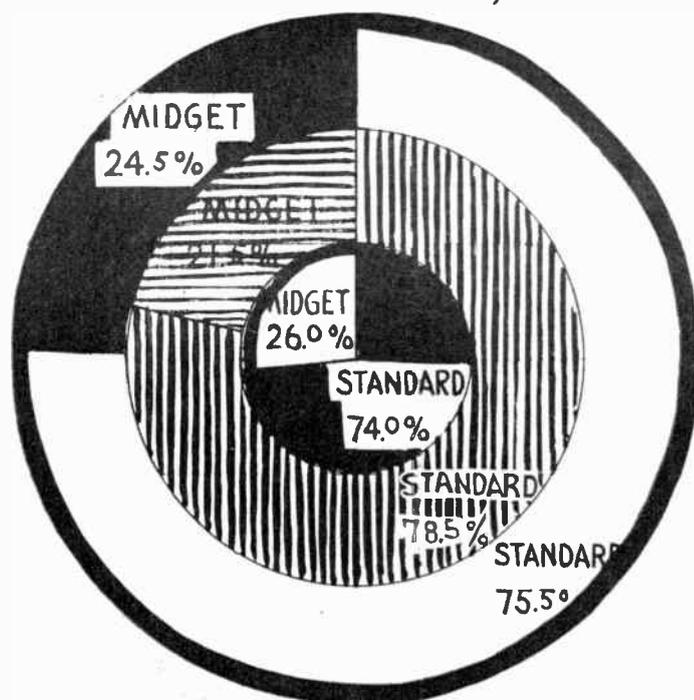
Research is an engineering job. Its methods must be such as to gain quick, complete, accurate and comparable facts. It must permit comparison of conditions between territories and different population groups. It should allow competitive comparisons to be made. And it should focus upon major considerations without being unwieldy or complex.

We have evolved a research method from which we have made some spectacular readings of consumer and dealer desires. This method has been tried in a number of markets and I feel that as finally evolved, it represents a simple, quick, economical and accurate technique.

In the process of developing research methods, we tackled the radio industry. Over 5,000 radio owners and 750 leading radio dealers in 105 cities were questioned; probably the most comprehensive research ever made on radio from the consumer and dealer standpoints. Since this study gives invaluable information to the radio industry, I have consented to give RADIO MERCHANT exclusive right to publish

FAVORED MODEL

The Cramer Krasselt Radio Study



Consumer Preferences: Outside Circle, Entire United States; Middle Circle, Cities Over 250,000; Inside Circle, Cities Under 250,000

surplus desires, informed consumers, replacement demand; myriad conditions make it necessary to "get the facts" and any company is foolhardy that attempts to start or continue any movement marketwards without them. The times call for the engineer and not the dreamer in merchandising.

It becomes increasingly evident that the average company in any industry has lost its once comfortable offensive position. The consumer and dealer really run a manufacturer's business today. It is therefore highly important to keep

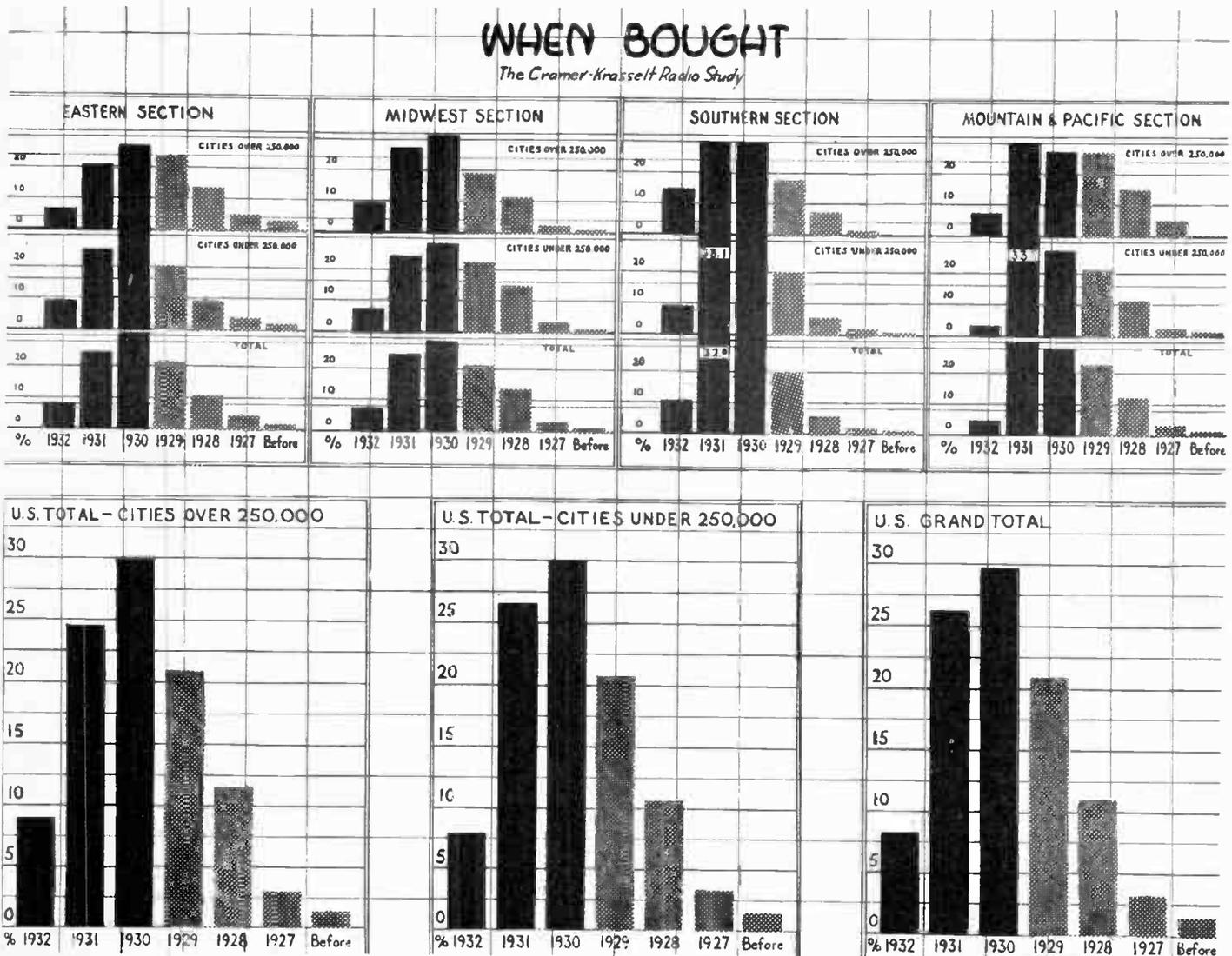
Variance *with* Consumer Desires?

the attendant findings. My point is that it is a practical example of good research technique.

REPRESENTATIVES in 105 cities were furnished sufficient work sheets to report fifty telephone questionnaires to radio owners and five personal inter-

petitors. The range of data covers everything important. The method permits such speed that less than thirty days elapsed between mailing instructions and charted interpretation; yet the accuracy is apparent in the close correlation between the varied interpretations.

One of the main objects of this (or any) market research



Assuming that sets purchased prior to 1930 are obsolete this chart shows the huge replacement possibility. The shaded bars provide an accurate estimate of probable replacement demand when buying power is restored

views with leading radio dealers. The questions were carefully prepared to avoid inflective variables. Results were compared by population groups, territories and com-
Radio Merchant, October, 1933

was to compare the relative positions of leading radio manufacturers in present consumer ownership. Space prevents describing all the detailed interpretations possible from the

Has the radio industry, by blindly following competition, gotten out of step with its market? The article which appears on this page and those preceding it is Part 1 of a nation-wide survey and treats of consumer desires as expressed by 5,000 radio owners. It shows their price preferences, favored type models, and indicates what the probable replacement market promises.

The second section of the survey, which will be published in the November issue of RADIO MERCHANT, based on interviews with 750 leading dealers, will treat of the number of brands being carried. Charts will indicate the "Best Selling Model" and the "Best Selling Price". Dealer answers to the query "What Is Wrong with the Radio Business" should prove of great value. Other phases of the survey treat of "Trends" as regards "Models", "Prices" and "Discounts"; "Sales Improvement Requirements"; "Present Selling Methods" and "Public Awareness to Radio Improvements since 1929".

compiled figures. It is significant that others than the leading twelve makes represented 27.5 per cent of present ownership, indicating that a good amount of low-resistance replacement volume exists. The survey also shows that 42 per cent of radio owners would not consider their present brand in any new purchase which shows that brand goodwill is relatively low. In other words, a new manufacturer with right methods and appeals should not be too frightened

by entrenched competition. The graphs show sectional peculiarities. Others than the twelve leaders are a bigger factor in the West because of freight difficulties, no doubt. Brand fidelity is greater in the South. A new manufacturer would have greatest chance to win in the East and Midwest. There are many other possible interpretations which show the value of research.

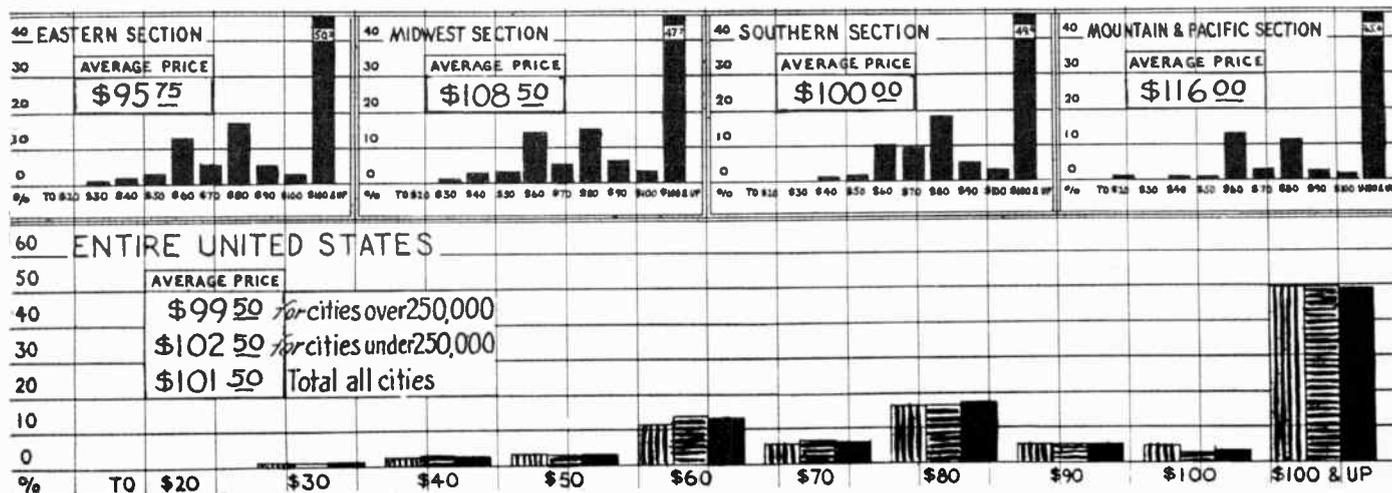
The chart "When Bought" is significant in that it shows a huge replacement possibility that has been dammed up, undoubtedly, by depressed buying power. It is assumed that radio has been so improved in the past three years as to make sets purchased prior to 1930 obsolete and waiting replacement. This opportunity appears to be greater in the West and East. The shaded bars provide an accurate estimate of probable replacement demand, once buying power is restored. Since radio has always held such magic favor with the public, this replacement demand can be expected to spill over fast with any major business recovery.

One of the most interesting interpretations is that of "Probable Purchase" in that it accurately measures intent and shows how various manufacturers have built up protective goodwill that can eventually be capitalized in new purchase. The data is based on the question, "What four makes would you listen to if you were buying today?" The average prospect would usually compare three makes before buying. While other than the twelve leaders under comparison represented 27.5 per cent of present ownership, on any future purchase these others would account for only 8.5 per cent of sales. In other words, a tremendous concentration influence has gone on which will make it difficult for other than nationally recognized manufacturers to survive. Any new entrant, then, must be known.

AN attendant chart shows "Price Preference". Although the average price in the industry was less than \$35 when the survey was made, the grand average which owners said they would pay for a new model was \$101.50. (Continued on page 27)

PRICE PREFERENCE

The Cramer-Krasselt Radio Study



Price Preferences in Lower Chart—Vertical Stripe Bars, Cities Over 250,000; Horizontal Stripe Bars, Cities Under 250,000; Solid Bars, Total

Visualized Appeals

Make Refrigerator Sales

By

Fred Merish

“VISUALIZED salesmanship has helped us close many electric refrigerator sales,” said George Brooks, of George Brooks & Co., Stromberg-Carlson radio and Frigidaire refrigerator retailers, Somerville, N. J. “The ordinary selling talks about food spoilage, savings, steady temperatures, bacteria, sanitation and convenience have been used so often that they no longer click as they did at first. Unless the appeals are clothed in different attire they sound like ‘old stuff.’ We visualize these appeals so that the prospect actually sees the picture and we find that this type of salesmanship is most effective in combating sales resistance.

“For example, we know that our refrigerator will save a prospect \$9.96 every month on food over the old ice-box method. To put over this idea we bought exactly \$9.96 worth of canned and packaged groceries, then arranged them on a table on the display floor. On top of this display we placed a placard reading, ‘You save these groceries every month when you use electric refrigeration instead of ice.’ This visualized appeal sold many of the prospects coming into the store.

“AT another time we hung a mammoth thermometer in the showroom. On the wall beside the thermometer above the 50-degree mark we painted the words, ‘Too warm—spoilage.’ On the wall below the 32-degree mark we painted the words, ‘Too cold—spoilage.’ Beside the 32- and 50-degree marks we lettered the words, ‘Safe temperatures.’ A prospect had little difficulty understanding our statements regarding safe temperatures after we led her to the thermometer and visualized the difference between the steady temperatures of electric refrigeration and the varying temperatures of ice refrigeration.

“An old ice-box is another good medium with which to visualize a sales talk on electric refrigeration. Last summer we procured an ice-box, placed it on the sales floor beside a new model electric refrigerator and this contrasted the difference between the old-fashioned ice-box and the modern electric refrigerator more effectively than the ordinary sales talk.

“The savings on large quantity food purchases is another appeal we stress. Our salesmen carry copies of a chart listing various perishable foods, with the average prices charged for small quantities and for large quantities. Some of the savings on large quantity purchases are marked and do much to convince a prospect that electric refrigeration is an income-conserving—not an expense.

George Brooks presents his selling arguments to the eye as well as to the ear by visualizing the appeals of electric refrigerators in eye-arresting displays

“WHEN we contact a prospect who talks cheaper-priced machines, we tell her that the motor in a refrigerator runs more in a year than the motor in an automobile runs in its lifetime. Usually this statement is challenged until we prove it with pencil and paper. We state that an electric refrigerator averages eight hours’ operation a day, which totals 2,920 running hours yearly. We put down the speed of the average car at 30 miles hourly, and when we multiply 2,920 running hours by 30 miles it totals 87,600 miles, which is more mileage than the average automobile registers in its lifetime. This visualizes the necessity of buying quality refrigerators and registers with a prospect because it is a selling appeal out of the ordinary.

“The radio dealer who gives a little thought to the subject can find ways to visualize a sales talk, but it is wise to change the comparative matter from time to time. We change our selling appeals every six months and do not allow them to get stale with prospects or salesmen.

“We began selling radios when they first came on the market and have been selling electric refrigerators for four years. We have four outside salesmen, all coached in the art of visualized salesmanship. The men all make substantial incomes. Up to the past year we had one salesman averaging \$5,000 yearly on electric refrigerators. He made enough money to go into the hotel business at a summer resort. Eighty per cent of our refrigerator sales for the past year have been cash sales, which indicates that money is not as scarce as some people imagine.

“I believe that visualized salesmanship is the secret of our success with the electric refrigerator because it puts over the selling appeal in a different and forceful manner.”

The Record Business Today

By

John F. Ditzell

President Columbia Phonograph Co.



John F. Ditzell

Records merchants have adjusted their merchandising methods to meet present-day conditions—so have manufacturers—with the result that the industry has made a remarkable comeback

“OH! Do people still buy phonograph records? I thought the radio had killed that business—” We, in the record industry, have heard those words, or their equivalent, many times during the last few years. Sometimes it’s rather irritating because it is emphatically not the truth. Of course, the record business has suffered, and suffered badly since 1929—but the economic experience of nearly every other industry in the world shows battle-scars in the form of declines that are at least equal to that of the record industry.

A chart of the decline in record sales and a chart of the decline in general business are so much alike that they could almost be interchanged. That means something—doesn’t it?

Of course, radio has had an effect on the record business, but the effect has been greatly exaggerated. 1928 and the first part of 1929 were radio’s peak years thus far. If radio killed the record business, those years would have been consequently bad for record sales—yet during 1928 and 1929 unit record sales actually reached heights that had been touched in only a few years of the history of the business. We believe that means something, too.

One of the most important reasons for the survival of the record business has been its constant changes to meet current conditions. In the old days dealers carried huge stocks and circularized tremendous mailing lists. Things are much different now. Record dealers watch their stocks carefully and carry only the record they know will sell. They buy in lesser quantities and more frequently so their turnover is rapid and profitable.

THIS is the day of classified record business. If a dealer is in a college town he carries only the latest things in dance music and the most modern kind of vocal record. He completely ignores all other kinds that he knows he cannot sell. If his is a railroad town his stock consists primarily of hill-billy and race records. That kind of dealer is still making money in records.

Furthermore, the coming of more sensible merchandising has seen the passing of much so-called “high class” music business where the dealer enjoyed a lot of imaginary “prestige” which didn’t contribute greatly to his profits. Selling records is a business just as the selling of furniture or clothing. Dealers who realize this fact are making money and will continue to make money.

In other words, the smart dealer has adjusted his merchandising methods to present conditions—and instead of bucking the current, he is riding the waves of a profitable business.

The record manufacturer, too, has changed his methods. In the old days the monthly lists were long and imposing and included records of practically every tune written. Now things are different. No records are released without reason. Each artist and each tune is carefully considered for its musical and commercial value and only if it passes certain set standards is it recorded and released for sale. In that way the dealer can reasonably assume that every record he buys has some definite selling value, and his old-time fear of great stocks of unsalable merchandise is practically eliminated.

BRIEFLY, then, there is a complete new deal in the record business. The dealers and manufacturers both realize the problems with which they are confronted and are working together more effectively than they have ever done before in the record industry. That’s why records continue to be a most important item on the counters of progressive dealers in all parts of the country. It’s now a clean, quick-turning business that is profitable for smart dealers.



new

IN HOLLYWOOD OR ON BROADWAY

Columbia has it!

The hits of the musical shows, the sensation numbers from the motion pictures, are caught while they are hot . . . for you, by Columbia! America's best-known orchestras record them—for Columbia Royal Blue Records. Here are some of the latest releases:—

EARL CARROLL'S "MURDER AT THE VANITIES"
2810-D { Me for You Forever Fox Trot
Savage Serenade Fox Trot
GEORGE OLSEN and His Music

PARAMOUNT PICTURE "TOO MUCH HARMONY"
2815-D { The Day You Came Along Fox Trot
Thanks Fox Trot
MEYER DAVIS and His Orchestra

PARAMOUNT PICTURE "TAKE A CHANCE"
2811-D { Night Owl Fox Trot
It's Only a Paper Moon Fox Trot
GEORGE OLSEN and His Music

FOX FILM "MY WEAKNESS"
2814-D { Be Careful Fox Trot
Gather Lip Rouge While You May Fox Trot
FRAN FREY and His Orchestra

INSPIRED BY THE UNITED ARTISTS' PICTURE
"EMPEROR JONES"
2813-D { Emperor Jones Fox Trot
BEN SELVIN's Orchestra—
Carroll Gibbons, Guest Conductor

DEDICATED TO M.G.M. PICTURE "DINNER AT EIGHT"
2813-D { Dinner At Eight Fox Trot
BEN SELVIN's Orchestra—
Carroll Gibbons, Guest Conductor

WARNER BROS. PICTURE "FOOTLIGHT PARADE"
2816-D { By a Waterfall Fox Trot
Honeymoon Hotel Fox Trot
MEYER DAVIS and His Orchestra



THE GREATEST RECORD TODAY
(By the Originator)
The Last Round-Up Fox Trot
George Olsen and His Music
Record No. 2791-D

Columbia Records

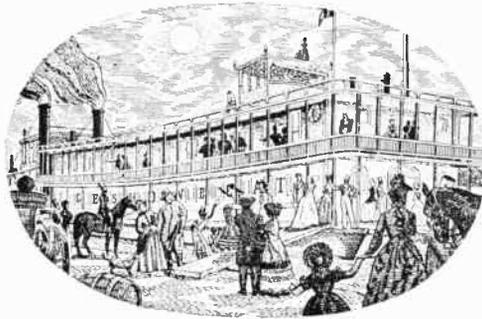
COLUMBIA PHONOGRAPH COMPANY, Inc.
55 Fifth Avenue, New York City

RM-10-33

Please send complete information, prices, etc., on Columbia Royal Blue Records and Masterworks* Series.

Name.....
Street & No.....
City..... State.....

*Reg. U. S. Pat. Off.



Here's the Headliners on the G-E Radio Show Boat!

New G-E All-wave Sets—a smashing hit wherever they've been shown!

THE G-E Radio Show Boat has already visited New York, Boston, Philadelphia, Chicago—scores of cities.

And what a reception the headliners—the new G-E All-wave sets—received . . . everywhere!

The enthusiasm, like old man river, “just keeps rollin’ along.”

Leading dealers can't wait to spotlight them. Here's their verdict:

“They'll bring 'em all in—for-
eign and American programs—

aviation, amateur and police calls—and *customers, to see, hear, marvel, and buy.*”

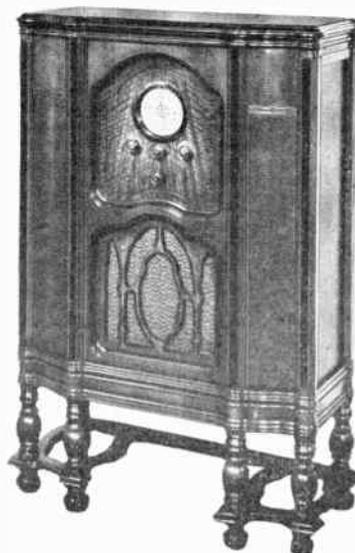
Maybe you're radio-calloused. But just wait till you hear them. You're going to get a kick out of them as you switch the dial from WEAJ or WGN to London . . . Paris . . . Rome.

What reception! You'll say these new G-E All-wave sets bring in real foreign entertainment when other sets only bring in faint and clouded foreign signals.

Spotlight these new G-E All-wave sets. Cash-in on them. They're the answer to the radio-dealer's prayer.



MODEL K-64—Dual-band table model with a short-wave band from 19 to 49 meters and a standard broadcasting band from 540 to 1500 kilocycles. A-c. superheterodyne circuit. American broadcasts, foreign stations, amateur and aviation signals. Cabinet of two-toned walnut and Oriental wood veneers.



MODEL K-85—All-wave console model. A-c. superheterodyne circuit. Featured by an airplane-type dial—divided into four bands: “A” for American programs, “B” for police calls, “C” and “D” for foreign stations and amateur and aviation signals. Renaissance design. Walnut and Oriental wood veneers.



MODEL K-80—All-wave table model. Uses the same chassis and dial as the All-wave console (Model K-85). Broadcasting range from 540 kilocycles to 18,000 kilocycles. The cabinet is most impressive in appearance. Simple and dignified in design. Made of two-toned walnut and Oriental wood veneers.

GENERAL ELECTRIC

Ear appeal . . . Eye appeal . . . Price appeal

Feature the Complete G-E Line



MODEL K-63—Standard broadcasting-range table model. A-c. superheterodyne circuit with a police call band from 1400 to 2800 kilocycles. Has vernier tuning control and automatic volume control. Cabinet of old mantle clock design, fashioned of two-toned walnut and Oriental wood veneers.

MODEL K-126—An impressive console model that covers the standard broadcasting range. A-c. superheterodyne circuit with all G-E "color radio" features. Tambour doors of mahogany give color and character to a cabinet of California walnut veneer, following the Renaissance motif in styling.

MODEL K-79—Automatic phonograph-radio combination. Plays nine 10-inch or eight 12-inch records without stopping. A-c. superheterodyne circuit with automatic tone compensation. The two-toned walnut and Oriental wood veneer cabinet is of 18th Century English design



WF.L.I. feature the new all-wave sets in our national advertising, of course. Just as you'll headline them in your store.

But they're only the leaders in a distinguished G-E line that includes popular-priced table models, handsome and improved radio-phonograph combinations, and a group of smartly-styled, golden-toned consoles that are loaded with come-hither and buy.

And every set in the line, from the table model to the most expensive combination, is a blood-brother of the famous G-E sets that "won the tone-tests." In other words, brilliant, outstanding performers all.

They're handsome too—right down the line. Smartly styled. Simple and dignified in design. Two-toned walnut cabinets, rich in color and strikingly grained.

The prices, like the sets, are right. In key with the NRA code yet in harmony with the times. See your G-E distributor today, or write for complete details. Address General Electric Co., Section R-4310 Merchandise Dept., Bridgeport, Conn.

Prices slightly higher Denver and West

RADIO



Merchandising Ideas

• Post-Card Follow-Up Plan Proves Profitable

WITHIN three months after purchasing a radio at the Knight-Campbell Music Co., 1617 California street, Denver, the customer receives a post-card. He takes it at its face value and is pleased. But that he has been selected to supply the company with three or four new radio prospects he does not know.

The card reads:

FREE SERVICE INSPECTION

It is the policy of our company to inspect our merchandise at regular intervals.

We are sending our representative in the next few days and he will go over it thoroughly to be sure that it is giving satisfaction.

(NO CHARGE)

Adjustments made today.....Condition.....
Repairs neededWhen.....
Model.....How oldSerial.....Date.....
KNIGHT-CAMPBELL'S
Representative

1617 California Street, Denver.

The representative named on the card calls within the specified time. He is not a service man. He is a salesman and the real purpose of his visit is to secure the names of the people who have admired the customer's set and have expressed a desire or hope to own one. He does this tactfully after he has inspected the set and made any minor adjustments necessary and called the owner's attention to any major repair needs. He does not make any sales emphasis on this point because the service de-

partment will handle any follow-up needed in this respect. The post-card report which the salesman turns in keeps the service department informed of sales prospects for parts. His job is to use the call for the sole purpose of getting set prospects. Because of the double role they are expected to play all Knight-Campbell salesmen must know something about servicing a set.

"This plan," says Claude B. Beidler, manager of the department, "has given us sales results which no other promotion to date has equaled. It gives each salesman all the prospects he can handle, and the list is self-renewing."

Experience has taught the department how many of the cards to send out in one mailing. They are sent only in such quantity as will permit the salesman to make his follow-up call promptly while the post-card notice is still fresh in the customer's mind.

Especially valuable is the post-card plan, it has been found, in the case of new salesmen for it immediately builds up their prospect lists and provides an opportunity for sales almost at once.

Knight-Campbell carries Atwater Kent, American Bosch and Stromberg-Carlson radios, Frigidaire refrigerators and Easy washers.

• Unusual Record Promotion Paid Big Dividends

HOW an enterprising record salesgirl tapped some of the enormous sales potentialities from only one class of Victor records was disclosed in a report from Miss Marion Swift, of M. Steinert & Sons Co., of Springfield, Mass.

Miss Swift, who has a reputation for being one of the outstanding record salesgirls in the country, simply wrote a letter to all the priests in charge of parishes in Greater Springfield, informing them that during the week of September 25-30 Steinert's record department would have on hand all the music of the church which is recorded on Victor records. Calling attention to the value of these records for study, she invited the priests, together with their organists, choir and interested members of their congregation, to come into the store and hear any of this music during the entire week. She also announced a special lecture on Gregorian Chants, illustrated with the fine Red Seal records made by the monks of the Abbey of Solesmes. A local priest who was also an excellent musician, well versed in liturgical music, had consented to give this lecture and it need hardly be said that this lecture was well attended, and so enthusiastically received that Steinert's was asked to repeat the performance.

From the record sales standpoint, Miss Swift reports



Attractive and tasteful record salon of the Platt Music Co., RCA Victor record dealer of Los Angeles, Cal., which was recently opened under the direction of Miss Rakel Johnson. It is reported that an excellent business is being done on album sets and on the new picture records

That Have Proven Profitable

that more liturgical records were sold during this one week than during the entire previous year; and that, moreover, invaluable relations had been established between the store and the members of the church who represent a market which more often than not is overlooked. The expense of the entire proceedings was only the cost of a few stamps and letters and a number of telephone calls.

• Are Radio Policies at Variance With Consumer Desires?

(Continued from page 20)

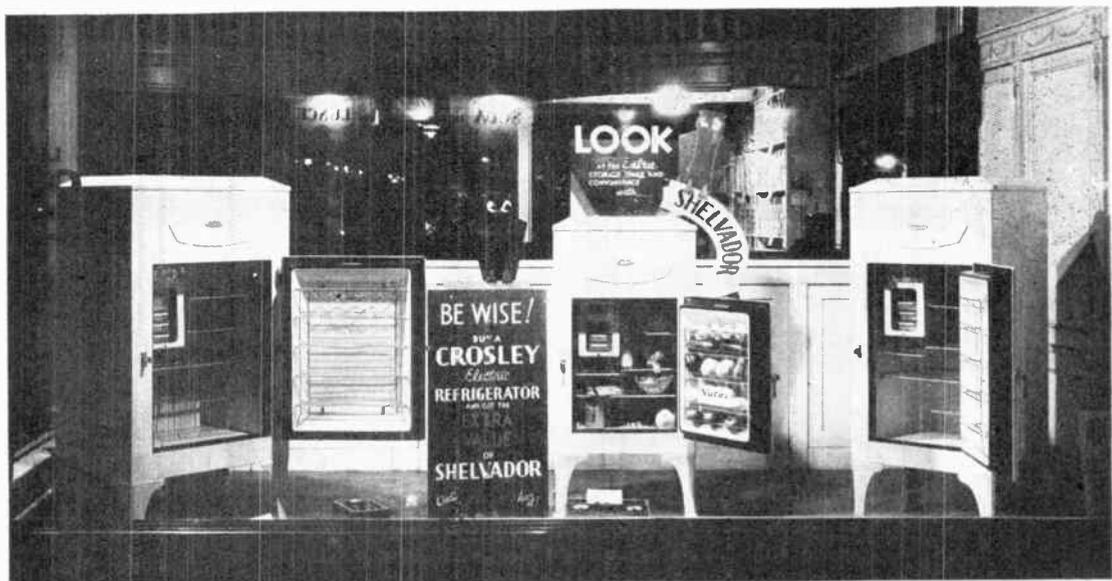
This shows how much the entire industry got out of price line with the consumer to its own disadvantage. What probably happened is that some one manufacturer wanted to hog the market with a needless price inducement which made everyone follow suit. It is also interesting to note the natural brackets of price preference into which consumer desires fall. Some manufacturers are pricing in the \$50 brackets when there is a more natural response to \$60. It is further illuminating to find that nearly 50 per cent of radio owners would, on any new purchase, be willing to pay \$100 or over, if given a chance. Of course, before NRA, the retail salesman started out by selling them a lower price than they would otherwise be willing to pay. But it does show that a quality manufacturer with courage can find plenty of business at profitable prices.

Another indication that the industry is somewhat out of line with consumer desires is revealed in the chart "Favored Model." From the overall standpoint, it is shown that midget models hold only a 24.5 per cent preference, yet certain manufacturers are reported to have based over 50 per cent of their production expectancy on midgets.

One of the most valuable interpretations made possible by a survey of this kind is "The Relation of Advertising to Mar-

ket Domination." Magazine and newspaper advertising expenditures of twelve leading radio manufacturers are compared in relation to the present and probable ownership revealed by this research. The degree in which probable ownership has declined in relation to present ownership is a definite measure of lost market position. Contrariwise, the degree in which probable ownership exceeds present ownership shows the gains which certain manufacturers have made in preferential recognition and goodwill. Comparing these differences with the advertising investment, a significant relationship is established. Where a manufacturer used a greater amount of advertising or more effective advertising appeals, improved market position has been a definite result.

It is possible to measure the effectiveness of advertising themes. In this survey, a question was asked by which we could measure the recall of a certain manufacturer's advertising appeal. It is understood that that company had spent \$2,000,000 promoting the appeals under test. Yet, it was found that 82 per cent of all radio owners failed to recognize the appeal while 11.9 per cent named it as being used by the wrong manufacturer. In other words 93.9 per cent of the value of its promotional investment was valueless. Only 6.1 per cent of those interviewed recognized the appeal and, of this number, nearly half recognized it because they owned that make. The point is that it is necessary to select appeals which have been pre-tested as being interesting to the consumer. Otherwise, much of the advertising investment turns out a valueless expense.



This display has sold Crosley Shelvadors for R. G. Sceli, of Hartford, Conn.

New Products

GENERAL ELECTRIC CO., Bridgeport, Conn. Four complete lines of radio receivers, namely—short wave, DeLuxe, combination and low price. The short-wave line includes two all-wave sets and two duo-wave, a table model and a console of each. These receivers use a superheterodyne circuit on all broadcast bands and operate without the use of a converter. A distinctive feature is the new airplane type, full range, illuminated tuning dial and a double reduction Vernier tuning control.

Model K-64 is a dual-wave table model with short wave range of from 6,000 to 16,000 kilocycles. Cabinet is of authentic 18th Century mantel clock design.

Model K-75 is a dual-wave superheterodyne console with a short-wave range of from 6,000 to 16,000 kilocycles which include the 19, 25, 31 and 49 meter bands. Dial is calibrated in both kilocycles and megacycles. The cabinet, of Renaissance origin, is a full-sized console with doors and is in brown walnut with hand-rubbed wax finish.

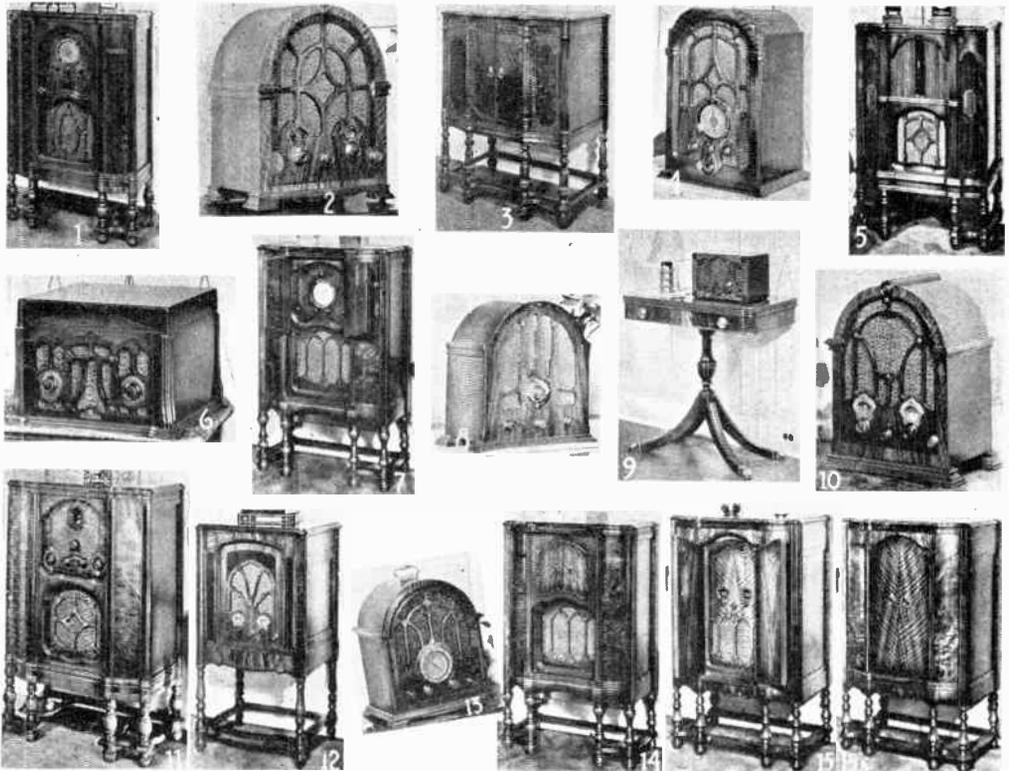
Model K-80 is all-wave table model with four frequency bands as follows: 500 to 1,500 kilocycles, 1,500 to 3,900 kilocycles, 3,900 to 10,000 kilocycles, 8,000 to 18,000 kilocycles. Features include twin-push amplification, full-sized dynamic speaker, continuously variable tone control, automatic volume control and a cabinet of Queen Anne design.

Model K-85 covers same wave bands as model K-80. Has twin-push amplification, full-length GE tone equalizers, full-sized dynamic speaker and automatic volume control. Cabinet is of Renaissance design.

The DeLuxe line includes two models. Model K-107 is a superheterodyne console with dual automatic volume control, double-action, color tone control, visual tuning control, color-radio noise silencer and volume control, a new high-power dynamic speaker and GE tone equalizers. Receives police calls and some amateur and aircraft transmissions; range 1,400 to 2,800 kilocycles. Cabinet is of William and Mary design.

Model K-126. This De Luxe Color-Radio includes among its manifold features twin-push amplification, dual automatic volume control, high power dynamic speaker, improved automatic low-tone compensator, GE tone equalizers, color-radio double action tone control, visual tuning control, color-radio noise silencer and volume control and a Renaissance design cabinet with mahogany tambour doors. There is an additional range for police calls, amateur and aircraft transmissions from 1,400 to 2,800 kilocycles.

The GE combination line includes four sets covering a wide price range. Model K-48 is a phonograph and radio combined at a price one is accustomed to pay for an ordinary mechanical phonograph. It plays both 10- and 12-inch records, dynamic speaker, a new type synchronous phonograph motor, a ball-bearing, manual starting turntable, an improved pick-up tone arm and graduated tuning scale. Some police calls are included in the extended tuning range of from 540 to 1,712 kilocycles. The cabinet is of Humidor type in brown walnut with a hand-rubbed wax finish. The lid is removable to make for easy phonograph operation.



General Electric models: (1) K-85; (2) K-55; (3) K-79; (4) K-80; (5) K-126; (6) K-48; (7) K-75; (8) K-63; (9) K-53; (10) K-43; (11) K-107; (12) K-58; (13) K-64; (14) K-75; (15) K-78; (15A) K-78.

Model K-58 plays 10- and 12-inch records of both the standard and long-playing variety. It has a dynamic speaker, vernier tuning, continuously variable tone control, and an illuminated and calibrated volume control dial. The police call range is from 1,400 to 2,800 kilocycles. The cabinet is an apartment console of Early English origin, finished in two-tone walnut. The stretcher provides space for record albums.

Model K-78 is a full-size radio phonograph combination with twin-push amplification, a new type output tube, automatic volume control, vernier tuning, and tone control. The police call range is from 1,400 to 2,800 kilocycles. An automatic lo-tone phonograph compensator makes possible finer tone at low volume. The phonograph plays 10- or 12-inch records, both standard and long-playing. The phonograph is equipped with an automatic record stop, a new inertia type tone arm and a felt lined record pocket with a capacity of eight 10-inch records. The Renaissance Cabinet is in brown walnut with a hand-rubbed wax finish. Six reeded legs of through-post construction and a moulder frame stretcher are used. The lid of the cabinet is hinged and "noise-sealed."

Model K-79 is a new type automatic radio-phonograph combination including many engineering advances and enclosed in a lowboy console cabinet. Chief among its phonograph features is the new type automatic record changer which may be used on either 10- or 12-inch records. There is also an automatic lo-tone phonograph compensator a new inertia type tone arm, an automatic stop for playing records singly, and an illuminated phonograph compartment.

both standard and long-playing records. It has twin-push amplification, a new type output tube, vernier tuning, automatic volume control, tone control and a police call range from 1,400 to 2,800 kilocycles. The cabinet is an authentic 18th Century Lowboy in brown walnut with a hand-rubbed wax finish. The lid is hinged and "noise-sealed."

In the low price field General Electric offers a full line of high quality receivers—all having some police call bands—all in handsome cabinets. This grouping includes four attractive table models.

Model K-43 superheterodyne table model has a dynamic speaker, a two-point tone control, a police call range of from 1,500 to 3,500 kilocycles, an illuminated full-range tuning dial calibrated in kilocycles, all of which is included in a brown walnut cabinet of Byzantine origin with a hand-rubbed wax finish.

Model K-52 superheterodyne table model has a dynamic speaker, a continuously variable tone control, an illuminated tuning scale calibrated in kilocycles and vernier tuning. Receives police calls, amateur and aircraft transmissions, with a tuning range of from 1,400 to 2,500 kilocycles. The cabinet in two-tone walnut with a hand-rubbed wax finish.

Model K-53 chest model radio is ideal for bookshelf or desk installation. While not modern in design it harmonizes well with modern furniture. It has a continuously variable tone control, a police call range of from 1,400 to 2,800 kilocycles and vernier tuning. The cabinet is in brown walnut with a hand-rubbed wax finish.

Model K-63 superheterodyne table model has a dynamic speaker, a continuously variable

tone control, a police call range of from 1,400 to 2,800 kilocycles, automatic volume control, a tuning scale calibrated in kilocycles and a vernier tuning control. The brown walnut cabinet has a hand-rubbed wax finish. RADIO MERCHANT, 1933.

Further information on General Electric radio products appears in advertisement on pages 24, 25.

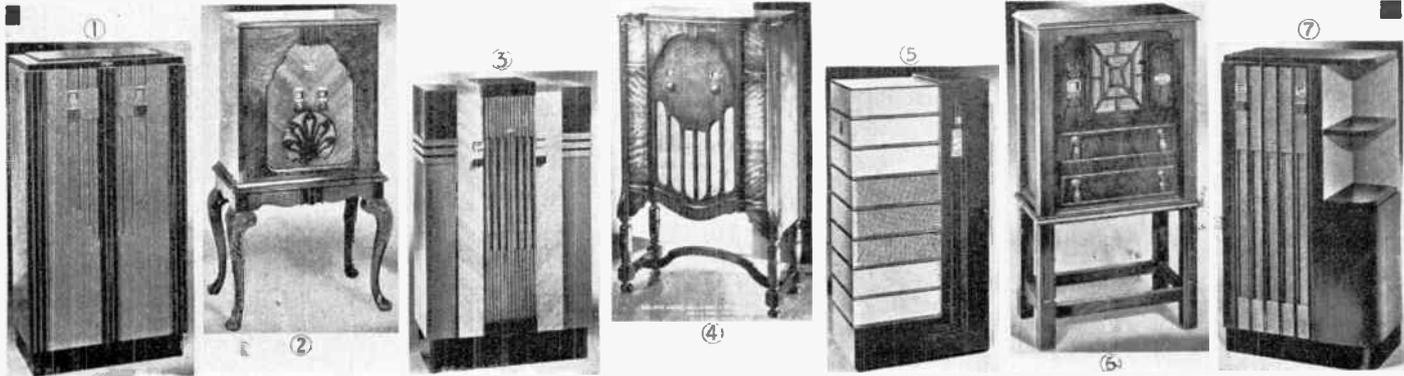
GRIGSBY-GRUNOW C O., Chicago, Ill. Seven new Majestic models: Model 666—Ritz—6-tube receiver providing tone control, automatic volume control, illuminated dial. Receives police calls. Piano finish modernistic cabinet, center panel and sides are of striped walnut, pilasters of dark walnut. Dimensions: height 38 3/4 inches, width 20 inches, depth 10 1/2 inches.

Model 776—Lido—6-tube receiver, with tone control, automatic volume control, illuminated dial. Receives police calls. Piano finish modernistic cabinet with five different tones of woods, from natural to ebony. Dimensions: height 38 3/4 inches, width 22 1/2 inches, depth 10 1/2 inches.

Model 886—Park Avenue—6-tube receiver, with tone control, automatic volume control, illuminated dial. Receives police calls. Piano finish modernistic cabinet of red and white birch, finished in natural and ebony. Dimensions: height 38 3/4 inches, width 20 1/2 inches, depth 11 inches.

Model 996—Riviera—6-tube receiver, with tone control, automatic volume control, illuminated dial. Receives police calls. Piano finish modernistic cabinet, with two side shelves. Four different tones of woods are used—rosewood, walnut, natural and ebony. Dimensions: height 38 3/4

New Products



Majestic models: (1) No. 666; (2) No. 75; (3) No. 776; (4) Nos. 493, 560, 95; (5) No. 886; (6) No. 566; (7) No. 906.

inches, width, 20 inches, depth 10½ inches.

Model 566—Tudor—5-tube receiver providing dual range. 1st: 535 to 1,550 K.C. 2nd: 1,480 to 4,400 K.C. Has automatic volume control, illuminated dial. Receives police, aircraft, amateur, commercial and marine calls as well as the regular broadcast band. Entire cabinet is of American oak with an all-

over antique finish. Dimensions: height 34½ inches, width 18 inches, depth 10½ inches.

Model 75—Queen Anne—5-tube receiver providing dual range. 1st: 535 to 1,550 K.C. 2nd: 1,480 to 4,400 K.C. Has automatic volume control, illuminated dial. Receives police, aircraft, amateur, commercial and marine calls as well as the regular broadcast band. An authentic

period piano finish cabinet of matched butt walnut, with center panel of V-matched oriental wood. Dimensions: height 37 inches, width 20½ inches, depth 11 inches.

Model 560—Chatham—5-tube receiver providing dual range. 1st: 535 to 1,550 K.C. 2nd: 1,480 to 4,400 K.C. Has automatic volume control, illuminated dial. Receives police, aircraft, ama-

teur, commercial and marine calls as well as the regular broadcast band. Cabinet has cross-banded sliced birch side panels, butt walnut overlay on center panel, and all-over walnut finish. Dimensions: height 38 inches, width 23 inches, depth 11 inches. RADIO MERCHANT, October, 1933.

Further information on Majestic products appears in advertisement on pages 4, 5.

STROMBERG-CARLSON TEL. MFG. CO., Rochester, N. Y. No. 55 Stromberg-Carlson Telek-tor-et is a remote control system consisting of a small selector case containing all tuning and control apparatus, and a reproducing cabinet containing loud speaker and amplifying equipment, the two being con-



Telek-tor-et Selector

nected by a narrow ribbon which can be run beneath a rug. The selector case is finished in center-matched burl walnut and



Speaker-Amplifier

measures 7¼ inches long by 6¼ inches deep by 6 inches high. It is completely portable and from

Radio Merchant, October, 1933

it the owner can tune in or out any of a pre-selected group of eight favorite stations. Provision is made for reception of any stations not set up on the pre-selector mechanism. The speaker-amplifier cabinet is intended to be placed wherever furniture arrangements or acoustics require.

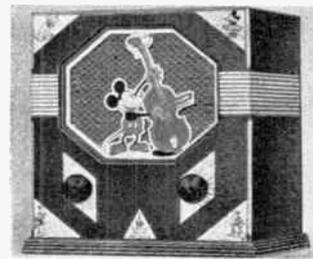
Outstanding features of this receiver are a thermostatic oscillator control which insures audio quality and a distortionless electrical remote control of volume and automatic volume control. The receiver employs eight tubes in superheterodyne arrangement, features of which are high image suppression, high sensitivity and sharp selectivity. RADIO MERCHANT, October, 1933.

EMERSON RADIO & PHONOGRAPH CORP., New York City. Emerson Mickey Mouse radio available in three models: Models 410, 409, 411. Measures 6¼ by 6¼ by 4¾ inches. Models are strikingly designed showing the irresistible Mickey Mouse characters. Sets operate on either AC or DC, 110 to 120



Mickey Mouse No. 411

volts, 25 to 60 cycles; also adaptable for 220-volt operation. Employs the new type dual tube 6F7 and a specially-designed speaker. Model 411 is housed in a walnut cabinet with carved raised Mickey Mouse characters. Model 410 housed in black cabinet finished with silver trimmings. Model 409 is an ivory cabinet with light green trimmings. List prices, all models, complete with tubes, \$25. Radio



Mickey Mouse No. 409

MERCHANT, October, 1933.

Further information on Emerson products appears in advertisement on outside back cover.

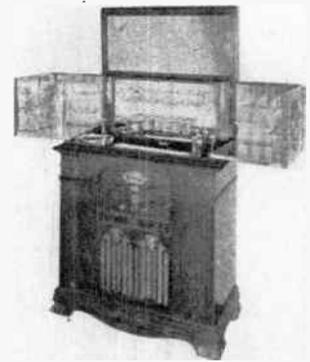
UNITED AMERICAN BOSCH CORP., Springfield, Mass. De-Luxe Vibro-power model No. 160 car radio. This is a 6-tube receiver using the new double action and triple action tubes with separately housed speaker. The speaker is a floating coil electro-dynamic with large diaphragm contained in a bell-shaped housing of non-metallic, non-vibrating material, the face of which is protected by an attractive steel grill plate. Steering post control or instrument board control are available. Both types have non-glare dials, calibrated in kilocycles. List price, \$59.95, Eastern; \$61.95, Western. RADIO MERCHANT, October, 1933.

RADIOBAR CO. OF AMERICA, Los Angeles, Cal. Three models of Radiobar, combination home bar and radio receiver. Model 210 B is a completely appointed bar equipped with an all-wave radio receiver. It is mounted on rubber-tired wheels and can be moved from one room to another. The equipment consists of 24 glasses of special design; chrome-plated combination spoon and measuring cup; special bottle opener and corkscrew; six liquor decanters; 40-ounce cocktail shaker; polished funnel; large ice container; polished refuse container; stainless steel knife and two electric lights. Space is provided for 12 bottles of ginger ale or charged water.

List price complete, \$295.

Model 310 A is supplied with all-wave radio receiver employing eight new type tubes. Except for four glasses, two decanters and electric lights the equipment is the same as model 210 B. List price complete, \$169.

Model 410 A is supplied with a 6-tube AC-DC superheterodyne receiver with super-dynamic



Radiobar

speaker. The interior of the model is identical with model 310 A in equipment and is mounted on rubber-tired wheels. List price, \$149.

The Radiobar models are encased in walnut cabinets with carvings of solid walnut. The bar has heavy chrome-plated fixtures. RADIO MERCHANT, October, 1933.

Further information on Radiobar products appears in advertisement on page 16.

H. H. EBY MFG. CO., INC., Philadelphia, Pa. Rubber-capped plugs which, when used with the newer rubber-covered cables, will stand severe usage. They are intended for service where moderate current carrying capacity is desired and where voltages are not in excess of 500 volts. They are supplied for 4, 5, 6 or 7 prong conductor cables with a selection of various styles and sizes of black rubber cap. RADIO MERCHANT, October, 1933.

New Products

KATO ENGINEERING CO., Mankato, Minn. Low current drain radio converter for operating AC sets from 32 and 110-volt DC lighting plants. Comes complete with attachment cord and remote control switch; in-



Kato Konverter

stallation is simple as it is only necessary to plug radio attachment cord into Konverter receptacle and radio is ready to operate. 32-volt "A" and "B" eliminators are also part of the new line. List price of Kato Konverter, \$49.50. RADIO MERCHANT, October, 1933.

Further information on Kato products appears in advertisement on page 30.

REPUBLIC INDUSTRIES, Ashland, O. Sky-Hawk models SL-5D, SL-6D and the SL-6. Model SL-5D is a 5-tube super-heterodyne with automatic volume control, tone control covering a range from 535 to 4,000 kilocycles. Uses latest type tubes and is housed in a cabinet of American burl walnut. Model SL-6D is a 6-tube AC-DC receiver with automatic vol-



Sky-Hawk

ume control, tone control covering broadcast and short-wave bands from 535 to 4,000 kilocycles. Uses latest type tubes, 5-inch speaker and is housed in a cabinet of American burl walnut.

Model SL-6 is designed for export purposes and covers a range of from 200 to 2,000 meters on AC or DC. Has automatic volume control, tone control. Uses six latest type tubes and is housed in a cabinet of American burl walnut. RADIO MERCHANT, October, 1933.

32 VOLT RADIO

power units



An AC set operated by a low current drain

Kato Konverter

is the only satisfying radio for the light plant owner. Write for new deal.

Also 32 volt "A" and "B" Eliminators and AC and DC light plants.

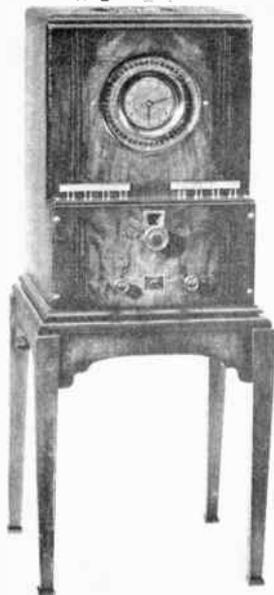
Kato Engineering Co.
MANKATO MINN.

also
Lancaster Pennsylvania

KINGSTON RADIO CO., INC., Kokomo, Ind. Gipsy two-purpose receiver for use in car or at home. Is a 5-tube super-heterodyne with Vernier tuning, dynamic speaker, high vacuum rectifier, perfected volume control and no internal heat. The model is 5 inches by 7 inches by 9 inches overall. The Gipsy "auto kit" complete with converter, suppressors, etc., can be installed in a car in two hours or less and can be removed in less than five minutes. The list price of the auto kit which converts the set to a car radio is \$14.50. RADIO MERCHANT, October, 1933.

Further information on the Kingston line appears in advertisement on page 35.

TUNE-O-MATIC RADIO CO., 1735 Diversey Blvd., Chicago, Ill. Model "A" Tune-O-Matic is an automatic self-tuning radio receiver. The self-tuning, automatic feature, as well as the RCA licensed 7-tube super-



Tune-O-Matic

heterodyne are compactly housed into a small walnut cabinet, which is quickly converted into a console table as illustrated.

With the "Tune-O-Matic" self-tuning feature, it is possi-

ble to "pre-select" seven favorite broadcasting stations with as many as fourteen different programs, so that all of these programs will tune in, one after the other, automatically, and for any period of time around the clock, without the touch of a human hand. It will also shut off the current at any future time desired. RADIO MERCHANT, October, 1933.

PALMER ELECTRIC & MFG. CO., Toledo, O. Complete line of Du-Wa aerial eliminators designed to permit better station separation, build up signal strength, eliminate objectionable noises as well as eliminate the use of an outside antenna. The Du-Wa Deluxe is a double coil condenser equipped aerial with visible graduated dial and separate sliding tuners. List price \$1. Du-Wa Senior is a double coil aerial with individual tuning arms. Designed for mounting inside of set. List price, 75 cents. Du-Wa Junior is a low-priced double coil aerial with single tuning arm, giving dual adjustment. List price, 50 cents. Du-Wa midget is a single coil aerial eliminator. List price, 25 cents. RADIO MERCHANT, October, 1933.

AUTONATOR LABS., INC., Chicago, Ill. New Autonator furnishes 110 volts AC in automobiles, trucks, busses, etc., taking no drain from the auto battery and having no brushes, collector rings, commutator or wire-wound armature that requires service. It is also an ideal AC power supply for stationary installations to operate from gasoline engines and DC motors. It furnishes a source of portable AC current for oper-



Autonator

ating AC radio sets, portable sound trucks, public address systems, etc. Is easily and quickly installed to operate from the fan-belt of any motor vehicle or by direct coupling to a stationary engine. Provision is made for regulation of voltage at all speeds. Is available in six sizes—50, 100, 150, 250, 350 and 450 watts. Has but one movable part on ball-bearings. Cannot burn out and cannot be overloaded. RADIO MERCHANT, October, 1933.

TOBE DEUTSCHMANN CO., Canton, Mass. Tobe auto radio filterizer designed to prevent noise pick-up by providing a shielded aerial lead to the radio without allowing them to become mixed with radio noise. Further noise reduction is obtained by an inductive-capacitive Filterette connected in series with the dome light wiring, at the dash to keep noise from being carried up to the dome light wiring and radiated to the roof aerial. When other types of aereals are used similar

provisions can be made to reduce noise. Kit includes one combination dome light or tall light Filterette, one Ammeter Filterette and one special receiver Filterizer with a ten-foot filterized shielded aerial lead. List price complete, \$4.95. RADIO MERCHANT, October, 1933.

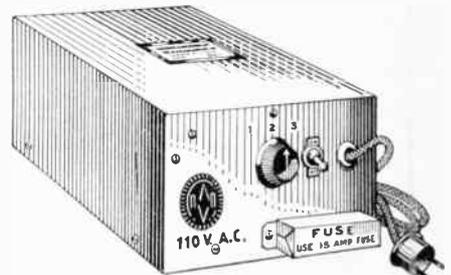
NATIONAL VITA LITE CORP. (affiliate of National Union Radio Corp.), New York City. Lederer Ultra Violet Lamps. Two types of lamps, both of which are the same in basic construction, the difference being in the kind of glass used



Lederer Lamp

in the bulbs. They are designated as the Lederer D-30, medium fast tanning, and X-30, fast tanning. They operate at low voltage and therefore require the Lederer type T-50 transformer for use on 110-120 volts 60 cycle AC current. RADIO MERCHANT, October, 1933.

ELECTRONIC LABORATORIES, INC., Indianapolis, Ind. 32-volt DC converter with an output of 110 volts AC at 100 watts; a 32-volt DC eliminator for battery-operated radio sets outputting 200 volts DC at 40 milliamperes, and a 110-volt DC converter which outputs 110 volts AC at 200 watts. These items with the 6-volt eliminator round out the line. All items are equipped with the new Electronic full-wave interrupter



Converter

which is identical for 6, 32 and 110-volt operation except for the actuating coil. The two Electronic eliminators utilize the patented load delay circuit. The converters are unique due to their small size, quiet operation and to the fact that they have complete filters inside, a switch to vary the output voltage and wattage and that their efficiency varies between 75 per cent and 82 per cent. These converters may be used to operate any AC appliance coming within the wattage rating. RADIO MERCHANT, October, 1933.

Radio Merchant, October, 1933

Radio Servicing

Conducted by **PAUL J. McGEE**

President,

Institute of Radio Service Men, Inc.

THE "Rebuild Prosperity"

Convention of the Institute of Radio Service Men, held at the Hotel Pennsylvania, October 2 to 4, was an innovation so far

as the service men of the New York area were concerned. It was hard for them to grasp the significance of the whole affair right at the start, but as the meeting progressed and the word spread that there was something beneficial and devoid of the ballyhoo that ordinarily accompanies such affairs, the attendance climbed until on the last night, according to the Executive Officers of the Institute, the show took on aspects of a similar meeting held last winter in Chicago.

Technical lectures of the highest type were presented for the enlightenment of the service men. Engineers and others versed in the problems of service men in the field presented discussions of pertinent subjects.

The following is a program of events staged during the convention:

Monday, October 2.

"Problems in Short Wave Installations and Servicing."

—Louis Martin, Technical Director, "Short Wave Radio."

"Quiet Automatic Volume Control Systems."

—E. H. Rietzke, President, Capitol Radio Engineering Institute.

"Auto Radio Interference."

—E. O. Johnson, RCA Victor Co.

"New Tubes and Their Applications."

—Walter Jones, Hygrade Sylvania.

"Should a Service Man Remain a Service Man?"

—John F. Rider.

Tuesday, October 3.

"Test Equipment Symposium."

—C. W. Burton, V. S. Church, Apparatus Design Co.

"Readrite Meter Works."

—F. E. Wenger.

"Supreme Instruments Corp."

—Bruce O. Burlingame.

"Weston Electric Instrument Corp."

—J. H. Miller.

"The Decibel—How to use it—What it should mean to a radio service man."

Service Men Hold "Rebuild Prosperity" Convention

—F. L. Horman,
RCA Institutes.

"Music, if Any."

—Dave Grimes,
RCA Licensee
Laboratories.

Wednesday, October 4.

"Noise Reducing

Antennae Systems for Broadcast and Short Wave Bands."

—Arthur L. Lynch, Lynch Mfg. Co.

"Last Minute Information About the NRA Code for Radio Service Men."

—Ken. A. Hathaway, Exec. Sec. I.R.S.M.

"Tube Characteristics as Viewed by Tube Mfrs., Set Mfrs., Radio Service Men."

—E. W. Temple, Raytheon Products Corp.

"Public Address—Fundamental Circuits—Line Balancing."

—Clifford E. Denton, Federated Purchaser, Inc.

TWENTY-FIVE firms occupied thirty-three booths in the Exhibit Hall in the Roof Garden. Among the exhibitors were:

Aerovox, Inc., B. & O. Radio, Inc., Burton-Weber Co., Tobe Deutschmann Corp., H. H. Eby Mfg. Co., Federated Purchaser, Inc., Galvin Manufacturing Co., General Transformer Co., Hygrade Sylvania Corp., P. R. Mallory Co., Inc., National Union Radio Co., Ohmite Manufacturing Co., RADIO MERCHANT, Raytheon Products Co., RCA-Victor Co., Inc., Readrite Meter Works, Rossiter, Inc., Short Wave Radio, Supreme Instruments Corp., Weston Electrical Instrument Corp., and Wholesale Radio Service Co.

The General Office of the Institute of Radio Service Men announces that plans are being laid for the next convention to be held in Chicago during the winter. The exact dates have not been established, but it is quite likely that either the last of January or the last of February will be selected.

In addition to attracting visitors from New York City and adjacent territory the registration lists showed that many service men traveled many miles to participate in the discussions and to view the latest accessories and equipment which were on display. Exhibitors expressed themselves as being well satisfied with business done and interest displayed.

Service Questions and Answers

Edison Model R-1

Q. Please supply me with schematic wiring diagrams for Edison Model R-1 and Freed-Eisemann Model 55.—L. E., Idaho Falls, Idaho.

A. The circuit for Edison Model R-1 appears in Figure 1. In Figure 2 you will find a diagrammatic layout of the power unit for the same model, in which is shown color code for the filter condenser leads

SOCKET VOLTAGES
EDISON MODELS R-1-2

SOCKET	TYPE	E_F	E_P	E_G	I_P	E_H
1st R.F.	26	1.45	120	9.5	3.5	
2nd R.F.	26	1.45	120	9.5	3.5	
3rd R.F.	26	1.45	120	9.5	3.5	
DET.	27	1.9	33		1.5	-9.5
1st A.F.	26	1.35	115	8.5	2.5	
2nd A.F.	50	7.2	320	55	38	
RECT.	81	7.2			65	

and connections of the five condenser leads. The condenser illustrated in Figure 2 is the latest type supplied by the factory for replacement use. Earlier receivers of the same model were supplied with filter condensers having six leads which is sometimes confusing when making replacement. Drawing of Freed-Eisemann Model 55 will appear in our next issue.

Peter Pan Receiver

Q. Kindly send us a diagram or any data that you may have on the four-tube Labell radio and on the four-tube Peter Pan.—E. E. S., Salem, Ohio.

A. The Peter Pan receiver was manufactured by Gilfillan and is known as their Model 84. Schematic wiring diagram is shown in Figure 3. Other information requested will be supplied in a later issue.

Resistance Wire

Q. Kindly advise us of manufacturer of Manganin and Constantan resistance wires.—S. S. S., Schenectady, N. Y.

A. Manganin and Constantan may be procured from either of the following concerns. Walter Gilby Alloy Co., 850-854 Mt. Prospect Ave., Newark, N. J., or Driver Harris Co., Harrison, N. J. Constantan is listed by Driver Harris under the trade name "Advance."

Tube Impedance

Q. At what frequency are tube impedances measured.—C. R. S., Granville, Ohio.

A. Radio tube impedances are measured at 1,000 cycles.

Send in any questions regarding Radio Servicing to Paul J. McGee. Answers will appear on this page.

Figure 1

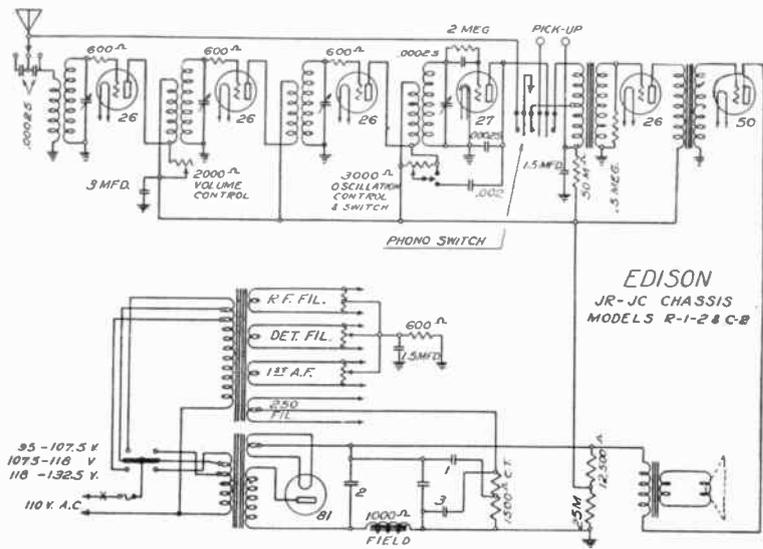
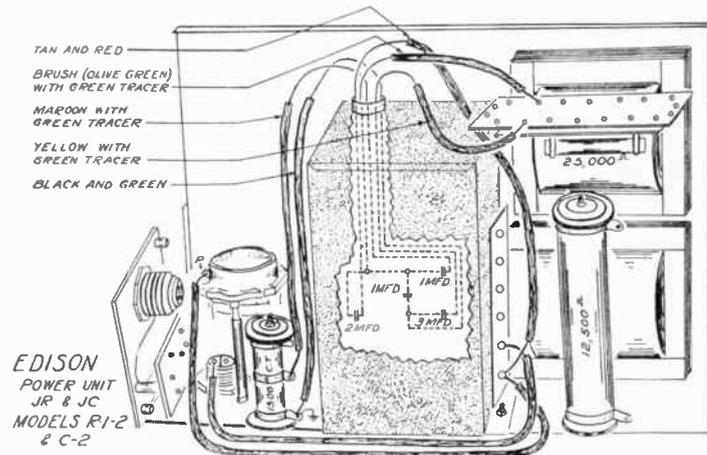
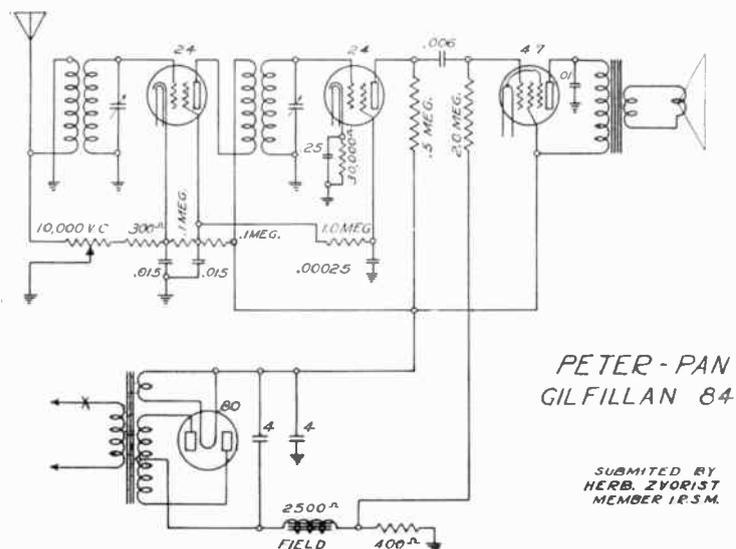


Figure 2



SHOWING COLOR CODE AND CONNECTIONS FOR FILTER CONDENSER

Figure 3



PETER-PAN GILFILLAN 84

SUBMITTED BY
HERB. ZYBIST
MEMBER I.R.S.M.

Sprague "600" Condenser Line Is Introduced

A new idea in replacement condensers has been launched by the Sprague Sales Co., North Adams, Mass. These units are known as Sprague "600 Line" condensers and take their name from the fact that they are of one standard voltage—600 volts. In other words, the serviceman need consider only capacities when using Spragues. He is always sure that the voltage will be right—the highest he will ever need on any set. No longer need he figure out voltages or run the risk of replacing burned out condensers with new ones just as low in voltage and just as likely to burn out.

The Sprague "600 Line" condensers also have the distinction of being the smallest condensers made at the highest



Sprague Condenser Line

voltage for radio service purposes. With them there is seldom any difficulty getting a replacement condenser to fit even in the smallest of midget sets.

A feature of the line is the Sprague Emergency Kit, a convenient box of ten specially designed, unusually compact "600 Line" units in five capacities and from which any filter condenser combination may be obtained. This kit has been developed for quick, economical replacements and will prove invaluable to the serviceman who carries it with him on every job. Sprague Emergency Units are unconditionally guaranteed for use as replacements of uncased paper sections in paper filter blocks; single sections of multiple electrolytic condensers and for replacing single standard dry electrolytic capacities. Units are made flat for taping together and two of them used in this manner will still be as small as the

original unit of ordinary design. Like all Sprague "600 Line" condensers, Emergency Units are guaranteed for use on any surge voltage up to and including 600 volts.

The complete Sprague line includes Aluminum Can Type and Cardboard Dry Electrolytics, Bathub Type By-Pass Condensers, Tubular Condensers, Auto Radio Condensers and the Famous Sprague Midgets, of which more than twenty million have been sold in the past seven years.

Meeting National Ass'n of Radio Parts and Accessories Distributors

During the progress of the servicemen's convention a meeting of the National Association of Radio Parts and Accessories Distributors was held at the Hotel Pennsylvania on October 3, and was attended by representatives of the following firms: B & O Radio, Inc., Newark, N. J.; H. Jappe Co., Boston, Mass.; Wholesale Radio Service Co., New York; Coast to Coast Radio Co., New York; Cameradio, Inc., Pittsburgh, Pa.; Federated Purchaser, Inc., New York; Sound Systems, Inc., Huntington, W. Va.; Geo. D. Barbey Co., Reading, Pa.; American Sales Co., New York; Radio Service Laboratories, Manchester, N. H.; Baltimore Radio Co., New York; K. A. Hathaway, executive secretary.

Plans of the association to establish equitable practices in the parts distribution field were discussed, and those who attended the meeting who were not already members of the association signified their intention to forward their applications and thereby support the program to place the parts distribution business on an equitable and profitable basis.

Contents of the proposed code of fair competition were also discussed.

Mr. Chase Golenpaul, of Aerovox, Inc., was a guest of the meeting and spoke at length upon the conditions in the parts field and how they had been brought about.

H. M. Pauley Is Majestic General Service Manager

H. M. Pauley, formerly radio service manager, has been advanced to the position of general service manager of the Grigsby-Grunow Co., manufacturers of Majestic radios, refrigerators and tubes.

In his new position Mr. Pauley will have complete charge of both refrigeration and radio service, assisted by A. H. Kessler, who continues as service manager of refrigeration, and R. H. Figard, who now occupies Mr. Pauley's former position.

Carl Wilking, son of F. O. Wilking, president of the Wilking Music Company, Indianapolis, Ind., has been elected vice-president of that company. Mr. Wilking, Jr., will be in charge of sales and sales policies.

Radio Servicing

JOBBERS DEALERS

*Thousands
selling now!*



Selling on performance. An easy "extra profit" item with other purchases and service calls. Get your share of extra profit!

GT VARIO-AERIAL

Get our Discounts

Low-priced for easy volume sales—and a handsome profit for you! Write or wire today!

GENERAL TELEVISION, Inc.
Dept. B, 5744 Grand River Ave., Detroit, Mich.

RCA Victor Service Schools

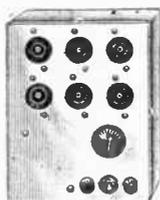
The RCA Victor Company is conducting service schools in the key cities during the latter part of the month of October. The sessions will continue throughout the afternoon and the evening hours, and will cover sets and tubes. Close cooperation is being maintained with the local units of the Institute of Radio Service Men.

Rudick Opens New Store

The Akron, Ohio, Times Press recently devoted an entire section to a description of Rudick's new music store recently opened at 143-145 South Main street, that city. Mr. Rudick has gathered about him a capable staff of assistants in all departments of the store which in addition to musical instruments of all types from pianos to radios also handles jewelry. A number of leading manufacturers of musical instruments took advertising space in the supplement.

White and Howe With Bailey

Emery White and Elwood Howe have joined the sales staff of the James Bailey Co., RCA Victor distributor of Portland, Me. H. P. Tozier reports that approximately fifty new dealer accounts were opened recently.



A. C. TUBE REJUVENATOR

Guaranteed Results
Will pay for itself in short time. Every Radio shop and Service man should own one. \$2.50 delivered. Weight 5 lbs. Agents Wanted—Hot Seller, unlimited field. Write
Rejuv-A-Tube Mfg. Co.
850 E. 63rd St., Chicago, Ill.

Radiobar Line Accorded Hearty Reception by Trade and Public

E. J. Krause, President and Founder of Radiobar Co. of America, Announces Appointments to Staff

With but three states more needed to complete the rout of Prohibition, and with the assurance that early next month the requisite votes of thirty-six states banishing the eighteenth amendment will be recorded, the market for Radiobar, the combination home bar and radio receiver, will be of unlimited proportions. Already this unique instrument



E. J. Krause

has taken hold throughout the country, particularly in California, where the home office of the manufacturer, the Radiobar Co. of America, is located at Los Angeles.

E. J. Krause, founder and president of the company, directed the design and production of the Radiobar line which includes three models ranging in price from \$149 to \$295. Illustration and description of the line appear in the New Products Section of this issue of RADIO MERCHANT. Mr. Krause is widely known in business and banking circles, having been for years general sales manager of the Fairbanks Scale Co. and a California correspondent for the banking house of Kidder, Peabody & Co., at Beverly Hills.

The display of the Radiobar line at the recent Madison Square Garden Exposition was accorded such an enthusiastic response that Mr. Krause has under consideration the opening of a plant in New York in addition to the one now in operation on the Pacific Coast.

With reference to his organization, Mr. Krause announced the appointment of William Green as general service manager with headquarters at the factory in Los Angeles. Mr. Green has been identified with the radio business for the past ten years, both in the wholesale field as well as factory engineering.

His retail service activities included the servicing of radio sets for practically 90 per cent of the moving picture stars at Beverly Hills and he is exceptionally well qualified for his new work.

C. T. Hillman, who was for a number of years identified with the Fairbanks Co., well-known manufacturing organization, has been appointed assistant to Mr. Krause with headquarters in New York and will be in charge of important executive duties.

Edward A. Feigenbaum has been appointed district sales manager by Mr. Krause, covering Western Pennsylvania, Ohio and West Virginia territory.

Mr. Krause is familiar with the radio industry, having built and operated station KMPC, formerly known as KEJK in Los Angeles. He realized that thousands of dealers would welcome an original item which represented a profitable unit of sale. The parade of states for prohibition repeal suggested to him the thought of combining a radio receiver with a home bar and his foresight has been proven correct.

The Radiobar line consists of three models, walnut moderne, Venetian and antique French in design. One model contains a six-tube AC-DC superheterodyne while the other two styles are equipped with eight-tube, all-wave receivers. The equipment in model 210 B is twenty-four glasses of special design;

chrome plated combination spoon and measuring cup; special bottle opener and cork screw; six liqueur decanters with six machined turned stoppers; forty-ounce polished cocktail shaker; polished funnel; large ice container; polished refuse container; stainless steel knife and two electric lights. Space is provided for twelve bottles of ginger ale or charged water.

A. P. McCoy Dead

Alvia P. McCoy, president and treasurer of McCoy's Music Store, Inc, Hartford, Conn., died on September 27 from the results of a fall down the elevator shaft of the store. Mr. McCoy was one of the best-known members of the music trade in Connecticut. He had long been active in association work and at the time of his death was president of the Hartford Radio Dealers' Association. He had long been active in the old Connecticut Piano Dealers' Association. Mr. McCoy was born in Rheinbeck, N. Y., and was 56 years old. He is survived by his wife, Mabel A. McCoy, a son, Alvin C. McCoy, two brothers and two sisters.

Kiefer Music Co. Opens

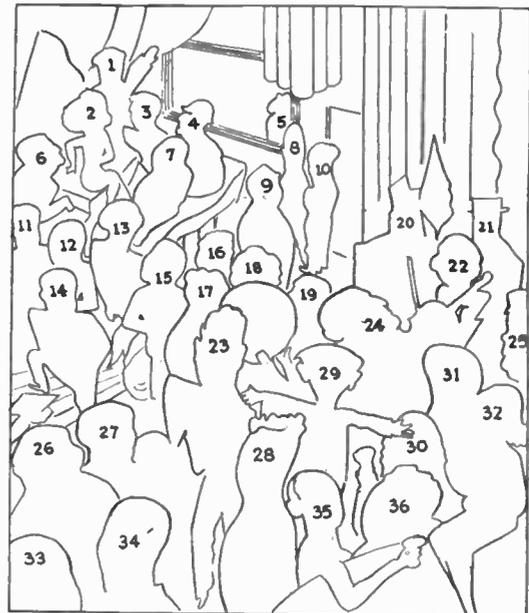
The H. M. Kiefer Music Co., 119 West Broadway, Brunright, Okla., are new dealers in that city. They handle Wurlitzer and Shaeffer pianos and other types of instruments.

Whittle Music Co. Chartered

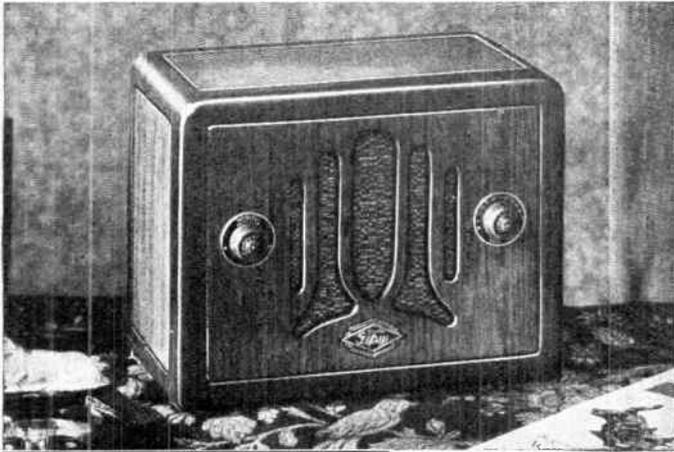
The Whittle Music Co., Dallas, Texas, has been incorporated with capital stock of \$25,000 by William Howard Beasley, R. D. Fry and David Durhan.

KEY TO THE "STUDIO PARTY"

1. Bert Lehr
2. Betty Boop
3. Walter Winchell
4. Sherlock Holmes
5. The Shadow
6. Walter Damrosch
7. Morton Downey
8. Graham McNamee
9. Irvin S. Cobb
10. Ted Husing
11. Lowell Thomas
12. Guy Lombardo
13. Ethel Shutta
14. Al Jolson
15. George Olsen
16. Harry Richman
- 17.
18. } Clara, Lu 'N' Em
- 19.
20. Colonel Stoopnesle
21. Budd
22. Jeannie Lang
23. Rudy Vallée
24. Rubinoff
25. Captain Henry
26. Paul Whiteman
27. Bing Crosby
28. Jack Pearl (Baron Munchausen)
29. Eddie Cantor
30. Kate Smith
31. George Burns
32. Gracie Allen
33. Molasses
34. January
35. Fanny Brice
36. Heywood Brown



How many of the outstanding radio stars did you recognize on page 1? Check up on yourself!



GIPSY is the PROFIT-LEADER among A.C.-D.C. RECEIVERS

Compare the features packed into the handsome walnut cabinet of the Kingston Gipsy. Compare it for tone quality and sensitivity with any receiver near its list price.**\$21.95**

The Gipsy is small enough—5" X 7" X 9"—to serve handily anywhere in the house. It's an ideal travelling companion, for it weighs only eight pounds and plugs into any outlet. Actually easier to move than an electric fan. Yet it will perform with many sets twice its size and price.

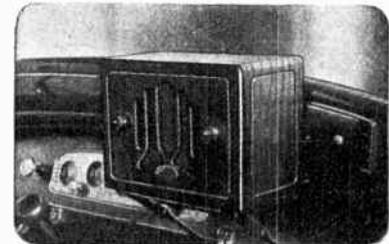
There are new profit possibilities in the Kingston Gipsy. The set will prove it in your stock. Write for complete information, or order samples—NOW.

- SUPERHETERODYNE
- 5 TUBES . . . 2 - 77'S, 1 - 7B, 1 - 3B, 1 - 1-V
- VERNIER TUNING
- FULL DYNAMIC SPEAKER
- PERFECTED VOLUME CONTROL
- SELF-CONTAINED AERIAL

KINGSTON RADIO CO., Inc.

A Subsidiary of the
KINGSTON PRODUCTS CORPORATION
KOKOMO, INDIANA

The Gipsy is also adaptable to motor car service when used in conjunction with the Auto Kit listing at \$14.50. (No "B" batteries are required as the kit is complete with converter, suppressors, cables and mounting brackets.)



Conrad Thibault to Record Popular Hits

Is First Victor Artist to Hold Two Contracts Simultaneously — Has Won Great Radio Favor

About a year ago RCA Victor discovered a young singer who, they believed, possessed every quality that makes for greatness and popularity. He was signed up and his very first Red Seal Records proved his extraordinary gifts. Today Conrad Thibault, virtually unknown when he first sang for Victor, is a star of four major national broadcasting programs—Maxwell House "Show Boat," Philip Morris, Buick motors, and another 50-station hook-up soon to be announced.

Mr. Thibault is a Red Seal artist in every sense of the word. But in order to bring this great voice and personality within the reach of everyone, Victor has made another contract with him so that from now on he will be featured on Black Label records in popular selections. He is the first Victor artist to hold two contracts simultaneously; the first whose appeal made it necessary to list his records in several classifications; the first Red Seal artist whose popularity and universal appeal made his public demand his records under the Black Label.

RCA has prepared advertising, posters, streamers, featuring Mr. Thibault, and a succession of the fastest-selling hits ever made by any popular artist, which should make his name and his voice known from coast to coast. His Red Seal recordings of more serious music will be



Conrad Thibault

continued, but he will show to countless thousands that a great singer, schooled in the art to the highest degree, can make a popular song better, a good

song great and a great song marvelous!

Conrad Thibault's first record under his new contract is "The Last Round-Up," with Ferde Grofe and his Orchestra, coupled with "Shortnin' Bread." This first record of one of the most popular songs of recent years is sung in a way which is already being talked about.

Sentinel Radio Corp. Moves to New Quarters

The Sentinel Radio Corp., formerly at 9705 Cottage Grove avenue, moved a few weeks ago to a new plant at 2222 Diversey Parkway, Chicago, Ill. In its new home the company has greatly increased facilities for the production of Sentinel radio sets and at the present time it is turning out a complete line of AC-DC radio receivers, automobile sets and battery type sets. Ernest Alschuler, head of the company, is one of the pioneers in the radio industry, having been identified with some of the country's leading radio manufacturing organizations and is recognized generally as one of the most successful manufacturing executives in the trade. Under his direction the demand for Sentinel products is steadily increasing and Mr. Alschuler and his organization are now completing sales plans for the coming year that promise a greater sales volume than at any time in the company's history.

More Than 200,000 Visited Electrical-Radio Exposition

Show at Madison Square Garden, New York, Voted Tremendous Success—Exhibitors Report Business of More Than \$1,500,000

The National Electrical-Radio Exposition held at Madison Square Garden, New York City, from September 20 to 30, attracted an attendance of 206,000 and was eminently satisfactory to exhibitors, who reported business of more than \$1,500,000. The exhibition was most successful, viewed from both trade and public angles. In point of attractiveness it possessed more eye-appeal than did any previous show and the features prepared by the Madison Square Garden management under the direction of Joseph Bernhart were most satisfactory to the public.

Col. John R. Kilpatrick, president of the Garden, stated that he was so pleased with the success of the event that a Show Department had been organized to promote similar expositions. Members of the trade commented that the show indicated a substantial pick-up in radio and the electric appliance business and it was reported by the management that manufacturers and distributors had requested that a similar show be held in September, 1934. Mr. Bernhart stated that sufficient exhibits had already been engaged to make such an exhibition a certainty. He also reported that the Madison Square Garden management had been requested to consider the operation of a similar show in Chicago in 1934.

Among the exhibitors at the New York exposition were: Altorfer Bros. Co.; Apex Rotarex Corp.; Atwater Kent Mfg. Co.; Campbell Metal Window Corp.; Conover Co.; Continental Diamond Fibre Co.; Crosley Radio Corp.; Delco Appliance Corp.; Domestic & White Sewing Machine Co.; Electrical Testing Labs.; Electrol, Inc.; Emerson Radio & Phonograph Corp.; Empire Electric Products Co.; Eureka Vacuum Cleaner Co.; Fada Radio & Electric Corp.; Fay Co.; Fitzgerald Mfg. Co.; Frigidaire Sales Corp.; General Electric Co.; General Household Utilities Co.; Gibson Electric Refrigeration Corp.; Graybar Electric Co.; Grigsby Grunow Co.; Halson Radio Mfg. Co.; "Health" Ray Mfg. Co., Inc.; E. Ingraham Co.; Ironrite Eastern Corp.; Kelvinator Corp.; The Kitchenaid Mfg. Co.; E. B. Latham & Co.; A. J. Lindemann & Hoverson Co.; May Radio & Television Corp.; Nineteen Hundred Washer Co.; Norge Corp.; Perfection Stove Co.; Petroleum Heat & Power Co.; Philco Radio & Television Corp. of N. Y.; Premier Vacuum Cleaner Co., Inc.; Proctor & Schwartz Electric Co.; Pierce Airo, Inc.; RADIO MERCHANT, Royal Eastern Electrical Co.; RCA Victor Co., Inc.; Radiobar Co. of America; Sessions Clock Co.; Studner Distributing Co.;

Super Oil Heater Sales Co.; Singer Sewing Machine Co.; Sparks-Withington Co.; Bushwick-McPhilben Corp.; Stewart-Warner Corp.; Stromberg-Carlson Tel. Mfg. Co.; Times Appliance Company, Inc.; United American Bosch Corp.; Utah Radio Products Co.; U.V.R. Laboratories, Inc.; Waters-Genter Co.; Westinghouse Elec. & Mfg. Co., Whirl-dry Corp. and York Automotive Distributing Co.

Brunswick and Bing Crosby Renew Contract

Dealers Report Big Sales of Records of Hits from "Too Much Harmony"—"The Last Round-Up" Sells Big

The Brunswick Record Corp., New York City, recently renewed the contract of Bing Crosby. From all indications the successful combination of Bing and Brunswick will continue for a long time to come.

His success in the recent Paramount picture "Too Much Harmony" is now a



Bing Crosby

matter of record and he is at present at Hollywood working on several new pictures which will be produced in due course. In the meantime Brunswick dealers throughout the country are cashing in on sales of the Bing Crosby recordings of "Thanks," "Black Moonlight," "The Day You Came Along" and "I Guess It Had to Be That Way," the hit songs from "Too Much Harmony."

Another hit song recently recorded by Bing Crosby at Hollywood and which is a "natural" for him is "The Last Round-Up."

Brunswick dealers express gratification at the sales they have made on recordings of "The Last Round-Up" due to the promptness with which Brunswick released records under such names as Guy Lombardo, Bing Crosby, Victor Young and the Songsmiths.

Majestic Shipments Continue to Soar

September Represented Best Radio Month Since 1931—More Than 51,000 Sets Shipped During Month

September represented the fourth consecutive monthly increase for Majestic radios and the best month since 1931, according to a statement issued recently by Le Roi J. Williams, vice-president and general manager of the Grigsby-Grunow Co., Chicago.

"We shipped over 51,000 sets in the month of September," said Mr. Williams, "and our daily shipments reached a total of over 4,000 sets per day. At present we are producing at the rate of about 3,500 a day.

"Our unfilled orders total over 64,000 radios, and we now have 5,800 employes working night and day shifts in order to fulfill the demand for our new merchandise. Volume of distributors' orders approximates three times that of last year," continued Mr. Williams, "and in the face of our tremendous production there is a great sustained demand for both radios and tubes."

Mr. Williams attributed the demand for Majestic products to the radical change in styling of cabinets recently introduced by Majestic, which are decidedly modernistic, and also to the success of the NRA program, which has been an important factor in the recovery of the radio industry as a whole. The October production schedule for Majestic radios represents a thirty per cent increase over that of September.

Stewart-Warner Shows Tremendous Sales Gain

Definite progress has been made by the Stewart-Warner Corp. since the change in management on May 1. Sales of all divisions have turned up sharply with the second quarter, showing an increase of about \$1,000,000 over the preceding quarter. By September 16 sales for the third quarter were about \$350,000 ahead of the entire second quarter and about 100 per cent ahead of the third quarter last year. The radio and refrigerator divisions have both shown substantial improvement in sales. Plants are now operating on a 35-hour week basis and since May 1 employment has been increased to 3,350 from 850 people.

Murray and Muter Are Code Supervisors for Radio Industry

Membership Meeting of Radio Manufacturers' Association Decides to Maintain Identity of the Industry

At a meeting of over one hundred RMA members on September 26, at the Hotel Commodore in New York City, important decisions to maintain the identity and interests of the radio industry, including industry administration of the electrical code, were made.

Following a meeting of the RMA

Murray and Muter as code supervisors for the radio industry, the RMA members adopted unanimously a resolution offered by Paul B. Klugh, of Chicago, an RMA director, providing for immediate and aggressive enforcement of the code. This resolution, previously adopted by the RMA Board of Directors, declared



Leslie F. Muter



Arthur T. Murray

Board of Directors, the association's membership meeting approved an agreement, previously made with the National Electrical Manufacturers Association, arranging for active administration and supervision of the electrical code by a radio industry supervisory agency nominated by RMA.

Arthur T. Murray, of Springfield, Mass., chairman of the RMA Set Division, and Leslie F. Muter, of Chicago, RMA treasurer and chairman of the Association's Parts, Cabinet and Accessory Division, were named as the code supervisors for the radio industry. Another separate code supervisor for tube manufacturing will be named later. The general code supervisory powers, under the electrical code approved by President Roosevelt, rests with the National Electrical Manufacturers Association, but the code provides and NEMA has agreed to appointment of the radio industry supervisors as chosen by the RMA at the association's membership meeting in New York last Tuesday.

The meeting of RMA members, called to deal almost solely with many problems of the code and its administration, was well attended. President Fred D. Williams, of Indianapolis, presided. Following the arrangements naming Messrs.

that "the Board of Directors of the Radio Manufacturers Association declare that the electrical code as approved by the President, or any amendments thereof, will be aggressively enforced in the radio industry by a supervisory administrative power to be immediately created and the radio industry is hereby notified that it must adhere to such electrical code and that violations thereof will be reported to the Government."

Messrs. Murray and Muter, the code supervisors, went to work at once. They are making arrangements for enforcement and detailed administration of the code, including collection of monthly manufacturers' reports, trade statistics, etc., with the National Electrical Manufacturers' Association, and RMA members will be advised promptly by Messrs. Murray and Muter.

Until necessary procedure and report forms are available, in their own interests and for their own protection in connection with code operations, especially on employe overtime requirements during the recent seasonal peak period in radio manufacturing, RMA members are advised that they should send reports to the National Electrical Manufacturers Association at New York soon after October 1 regarding overtime employ-

ment from August 18, when the code became effective, to September 30, inclusive. This action was recommended by the membership meeting. Later Messrs. Murray and Muter, the radio supervisors, will advise members of further reports, statistics and other data to be furnished under the code operations.

In addition to the RMA membership and directors' meetings at New York last Tuesday, there were separate meetings of all four main divisions of the association, the Set, Tubes, Parts, Cabinet and Accessory, and the Amplifier and Sound Equipment Division. While maintaining their RMA memberships, the tube manufacturers on September 16 decided to also form a radio tube section in NEMA and have a separate code supervisor appointed for the tube industry. All other RMA divisions, however, and the membership meeting last Tuesday determined it was unnecessary to affiliate with NEMA or secure individual or group memberships in NEMA, and the membership meeting gave strong expression toward maintaining the identity and independent action of the radio industry in RMA. At the membership meeting General Counsel Van Allen of the association advised the members of the options under the code, (1) of self-administration by NEMA, (2) of administration by an industry committee nominated by the RMA, or (3) individual membership in NEMA. The RMA membership decided (on the second plan) for administration of the code by an industry committee nominated by the RMA—Messrs. Murray and Muter—and without joining or affiliating with NEMA.

In addition to the presentations by President Williams and General Counsel Van Allen, of the complex code problems, W. Roy McCanne, of Rochester, N. Y., chairman of the RMA committee which had charge of the original radio industry code before it was decided to operate with NEMA and other separate trade associations of the electrical industry under the electrical code, also addressed the membership meeting and detailed the many advantages for radio manufacturers by accepting the electrical code and thus avoiding separate hearings at Washington of a radio code.

Labor problems and development of information and statistics in connection therewith were discussed at the RMA members' meeting and the matter was referred to the association's executive committee with complete powers to take action required and as may develop.

Simple Jobber Contract

The International Radio Corp., Ann Arbor, Mich., manufacturer of the Kadette radio line, recently entered into contracts with its jobbers using perhaps the simplest form ever yet devised. It reads as follows: "Contract with International Radio Corp.—We agree that our entire sales organization consisting of salesmen will carry and show the Kadette Jr., radio to each customer they call upon for weeks beginning, 1933."

Powel Crosley, Jr., Reports 43 Per Cent Employment Increase

Records Show 2,156 on Crosley Payrolls as of September 1—Set
Production Being Increased to 3,500 Daily

An employment increase during the month of August of more than 43 per cent at the Crosley Radio Corp. was announced by Powel Crosley, Jr., president, Friday, following a final check on his company's employment figures for its first month under the NRA banner.

These records show a total of 2,456



Powel Crosley, Jr.

men and women on the Crosley payrolls as of September 1—746 having been added during the preceding 31-day period. This exceptionally large increase places the Crosley company in a ranking position among local concerns as to actual numbers of persons added to payrolls during this period.

Strict conformance to NRA codes under which his company has been operating since August 1, together with an increasingly active retail market in the radio receiving set field are the chief factors responsible for the addition of these 746 employes to the payrolls of this Cincinnati concern, according to Mr. Crosley.

Crosley production in the radio receiving set division at present has been keyed to the point where approximately 2,500 radios are being manufactured daily. This represents a manifold increase as compared to production during the same period last year. Additional men and women are being employed daily, Mr. Crosley said, and every effort is being made to speed production still further. He expects his production lines to be assembling from 3,000 to 3,500 sets daily within the next two weeks.

"During the past six weeks orders have been pyramiding so rapidly that it has been humanly impossible for us to keep

our production anywhere near the level of demand. As the result, today we have a backlog of unfilled radio orders totaling approximately 30,000 sets," Mr. Crosley stated, adding that the peak of the current radio season was still several months distant.

Mr. Crosley attributes this marked stimulation of radio sales to a general betterment in business conditions and to a psychological "about face" on the part of a heretofore pessimistic buying public.

Touching on the current activities of the electric refrigerator division of the Crosley Radio Corp., Mr. Crosley said that although this product was in the past considered a seasonal one, Crosley Shelvador sales at present are far above expectations, with this department now two weeks behind in shipments.

Seventy Years of Radio Experience in One Group

The radio business is no longer an infant industry and some companies can claim a lot of radio experience. This was well illustrated at a round table discussion at the factory of the International Radio Corp., at Ann Arbor, Mich., recently, when seven men pooled their years of designing, sales and laboratory experience in radio, and found that, for mutual discussion they made seventy years of radio as a vocation to draw upon.

The men whose combined radio experience aggregates seventy years are: C. A. Verschoor, president; Robert Wuerfel, chief engineer; Ellsworth Lau, factory superintendent; Paul Gebhardt, production engineer; O. De L. Underwood, purchasing agent; W. Keene Jackson, sales manager, and P. A. Ware, sales promotion manager.

A. E. Garmaize to Practice Law

Arthur E. Garmaize, for many years general counsel, director and executive of Columbia Phonograph Co., Inc., has severed connection with that company to reenter the general practice of law. He has become associated with the firm of Wachtell Manheim and Grouf, with offices at 67 West 44th street, New York.

Mr. Garmaize became identified with the Columbia company immediately after his graduation from college. During 1916 and 1917 he was export manager, following which he resigned to give full time to his law practice. However, in 1920 he rejoined the company to become general counsel, which post he held until 1925, when he was made export manager also.

Raytheon Issues "Police Radio Mysteries"

Authentic Police Stories in Which
Radio Played Part to Be Distributed
to Public by Dealers

Through the cooperation of police chiefs in several cities in the United States, the Raytheon Production Corp. is offering to radio dealers The Raytheon Book of Police Radio Mysteries, to be used in building sales of Raytheon tubes.

The Raytheon Book of Police Radio Mysteries consists of forty-eight pages of authentic police stories, in which short wave police radio systems figure, together with a detailed description of short wave police radio transmitters and how they work. In addition the book contains a complete list of police transmitters in the United States, with their call letters, wave lengths and kilocycle frequencies.

The crime stories, among which are "Three Karats of Lead," "Battalion of Death," "Man Hunt," and "In Cold Blood," are based on actual happenings, taken from police records in New York City, Cleveland, St. Paul and other cities. This feature of the book, in showing the efficiency of police radio, has won it the unqualified approval of police heads throughout the country.

To dealers who will distribute The Raytheon Book of Police Radio Mysteries, the Raytheon Production Corp. is recommending that they be offered selectively, so that only those who are actual customers or who show themselves to be good prospects receive them. It is suggested by the company that they be given with each sale, service call, tube test, etc.

The books are being offered to dealers in a special deal with new orders for Raytheon tubes.

Majestic Dealers Receive Novel Sales Message

The Grigsby-Grunow Co., Chicago, Ill., manufacturer of Majestic radios and refrigerators, recently sent to its dealers an unusual and attractive message over the signature of John F. Ditzell, assistant vice-president and general sales manager. The front page of the message bore an amusing cartoon by Lawson Wood, showing an elderly monkey distributing fruit to his offspring with a great disparity of size in the fruit given. The picture carried the caption "There Ain't No Justice." In his letter Mr. Ditzell elaborated on this theme and pointed out that "If the fruit of your labors is less than you think it should be, given a second look at the kind of job you did."

The Lundquist Hardware Co., Jamestown, N. Y., has added the Sylvania line of radio tubes and is pushing them aggressively.

Sentinel

NOW DELIVERING

SENSATIONAL NEW MODELS

DISTRIBUTORS AND DEALERS WRITE FOR DETAILS

AN ENGINEERING PRODUCT OF  ELECTRICAL RESEARCH LABORATORIES, INC.

Sentinel Radio Corporation • 2222 Diversey Parkway, Chicago, Ill.

Aeolian Co. Adds the Pan Harmonic Metaphone Line

H. C. Abbott, vice-president and general manager of the Pan Harmonic Corp., New York City, recently announced the appointment of the Aeolian Co., 54th street and 5th avenue, New York City, as a Metaphone dealer. Percy R. Bowers, manager of the radio division of the Aeolian organization, is enthusiastic over the prospect for Pan Harmonic Metaphone sales and he expects that the \$495 combination will find a wide market among music lovers. Mr. Bowers has won an enviable position in the retail radio-music field because of his success in developing a high unit of sale. He states that the sales policy of the Pan Harmonic Corp., stressing clean merchandising and price maintenance, merits the support of every dealer.

William Hill With Wahn Co.

William Hill, formerly with RCA Radiotron, has joined the staff of the George H. Wahn Co., Boston, Mass., and is concentrating his efforts on the sale of the International Radio Co.'s Kadette line of radio receivers.

Hamburg Bros., distributors of Majestic radios and refrigerators for the Pittsburgh territory, recently opened a branch office at 88 Ash street, Akron, O., to be managed by Philip Katz.



Cab Calloway and his Orchestra, an acknowledged leader of all "rhythm" bands, has been added to the constantly growing roster of ace bands recording for Victor. His first Victor record is "Evenin'" coupled with "Harlem Hospitality," both of which are said to be packed with all of the sizzling "hot stuff" that has made this band stand out.

Brunswick Poster of "The Man on the Flying Trapeze"

The Brunswick Record Corp., producer of Brunswick and Vocalion records, has just issued a most catchily designed window streamer featuring "The Man On the Flying Trapeze," the breath-taking waltz time Walter O'Keefe song. The Anson Weeks Orchestra is responsible for the record. The poster being issued seems to indicate that no one is responsible for the man on the flying trapeze. This streamer is supposed to make the sales total of this Brunswick record a high flyer, too.

Zenith Reports Profit for Quarter Ended July 31

The Zenith Radio Corp., Chicago, Ill., manufacturer of Zenith radio receivers, in its report for the quarter ended July 31, 1933, showed a profit of \$8,336 after expenses, depreciation, etc., but before Federal taxes. This compares with a net loss of \$75,842 for the quarter ended July 31, 1932.

Open Band Instrument Section

The McClure & Derwaldt Music Dealers, of Albany, N. Y., have opened a new band orchestra instrument department, handling a number of leading makes of instruments.

International Sales and Administrative Staffs Plan Campaign

Two-Day Convention at Ann Arbor Devoted to Discussions on Ways and Means of Merchandising the Kadette Junior

One of the most unusual radio conventions ever held occurred at Ann Arbor, Mich., last month, when twenty-five men, comprising the administrative and sales staff of the International Radio Corp., met in a two-days' convention, to discuss methods of merchandising a radio weighing only two pounds and measuring about two inches thick and four and



Merchandising Package

one-half inches high. Earlier in the week a preview was given local and Detroit newspaper men, and because of the unusual utility of this small set, even the Detroit Associated Press correspondent saw the importance of putting a description on the press wires which circled the globe.

The entire two days' deliberations were confined to this miniature of miniatures in radio, and in this respect alone the convention was distinctly different from the average manufacturers' sales meeting, where up to a score of models of varied design are introduced. The new Kadette Junior was shown in various color designs. Nothing is standard. The two-gang tuning condenser was specially designed by International engineers. The by-pass condensers are special. A new type tube is used. The volume control is different from anything ever seen before.

The meeting was opened by C. A. Verschoor, president of the International Radio Corp., who outlined briefly the manner in which the Kadette, the first compact model brought out by this company, attained a world market faster than what perhaps has ever been achieved by any specialty. Mr. Verschoor described the company's advertising plans in the

leading popular magazines. He outlined a recent direct mailing to dealers and dealer prospects numbering 50,000 which is believed to be the largest direct mailing campaign ever made on the retail trade.

W. Keene Jackson, sales manager, in a brief and forceful address, stressed the variety of uses to which the new little set may be applied and described it "as handy as a fine wrist-watch and nearly as portable."

One of the most interesting phases of the meeting was a talk given by Robert Wuerfel, chief engineer, who holds the patents on the original AC-DC compact set, and who explained additional patents which had been taken on the new set.

W. C. Grunow Reports Company's Earnings

Net Earnings of \$20,000 for Fiscal Year Compare With Loss of \$209,700—Outlook Is Promising

Net earning of \$20,000 for the fiscal year ending July 31, 1933, compared with a loss of \$209,700 for the preceding year, were announced on October 10, by William C. Grunow, president of the General Household Utilities Co., Chicago, Ill., manufacturer of Grunow electrical refrigerators and radios, at the annual stockholders' meeting.

The ratio of current assets to current liabilities is approximately three to one, while the net working capital totals \$1,871,000. Current assets are \$2,853,254 compared with current liabilities of \$982,968. Cash and United States Treasury certificates total \$1,203,218.

Appraisal of the fixed assets of the company made as of May 31 of this year showed the value of the assets to be \$155,000 in excess of the book value.

The company's outlook for the current year is given as promising in the statement, for the reasons listed as follows:

"1—The acquirement of the Grunow Corp. has given the company a line of refrigerators which has had an unusually favorable reception by the public. It is our belief that our sales volume of refrigerators will be very substantial during this year.

"2—The company has developed a new line of radios for which it has received an unusually large volume of orders for immediate delivery.

"3—Present indications are that the market for radios during the current year will be in excess of that of the past year.

The fact was brought out that 150 new dies and molds were devised to make the new set possible, and he gave an interesting description of tube operation, demonstrating that the tube equipment of the small set contained new principles which made it the most powerful compact yet produced. In showing the set parts Mr. Wuerfel exhibited by-pass condensers specially designed and no thicker than a lead-pencil. The chassis was described as being highly engineered and the space utilization in itself was called an achievement.

P. A. Ware, sales promotion manager, outlined sales promotion plans and described the attention the company will devote towards helping the dealer merchandise. In referring to a standard compact package of assorted models, Mr. Ware stated this package would contain full equipment to set a dealer up in Kadette Junior business, as it included folders, counter display cards, etc.

The visiting members of the sales department were entertained at luncheons at the Michigan Union Club, and on Friday night at an elaborate dinner at the Huron Valley Fish and Hunt Club.

"4—The joining of the management of the United States Radio & Television Corp. and the management of the Grunow Corp. has made possible the development of an unusually strong executive staff which it is believed will increase the efficiency of the management of the company.

"5—The acquirement of the sales volume of the Grunow Corp. will provide for a more uniform sales and production volume throughout the year which will lead to operating economies."

Total assets of the company are \$4,196,000.

The General Household Utilities Co. resulted from the merger of the two above-named companies.

Congratulations, Mr. Worthington

Everett Worthington, pioneer radio cabinet designer with headquarters in the Tribune Building, Chicago, creator of the mammoth Coca-Cola exhibit at the Century of Progress and at one time associated for a number of years with the Victor Talking Machine Co., is buying the drinks and cigars around the Windy City these days. On September 19 John Ellsworth Worthington made his debut at the Worthington home in Chicago and there are now four Worthington heirs who are all ready to follow in the footsteps of their distinguished father—after all is said and done four kings still represent a mighty fine poker hand.

Mott Music House Incorporates

The Mott Music House, Inc., Paterson, N. J., has been incorporated with capital stock at \$50,000 to engage in the retail music business. The incorporators are Vincent L., Helen C. Z., and Dr. Joseph E. Mott.

Music Dealers Voice Praise of the Pan Harmonic Metaphone

H. Curtiss Abbott, Vice-President of Pan Harmonic Corp., States That Plants Are Now in Production for Early Delivery

Music dealers from all parts of the country are arranging, through H. Curtiss Abbott, vice-president of the Pan Harmonic Corp., New York City, to represent this company exclusively in their communities. Mr. Abbott states that his offices were swamped during the recent electric and radio exposition. Despite the fact that Pan Harmonic's Metaphone was not exhibited at Madison Square Garden, scores of music dealers were anxious to hear this new musical instrument and to learn more of the coordinating dealer policy of cooperation and ready returns through which Pan Harmonic offers established music dealers the exclusive privilege of conducting their business with freedom from the abuses that have come with the growth of radio.

Many radio dealers also visited Pan Harmonic in the course of the show. Almost without exception, Mr. Abbott states, they praised the new tonal qualities of the instrument. Their queries centered largely on its technical features, however, a factor that was secondary to production qualities among music dealers.

"The reaction of radio dealers is not surprising," Mr. Abbott explained. "Radio grew up on an ever-changing diet of new contraptions. And the recent show indicates that radio still is entrenched as a division of the electrical industry, more so, anyway, than as a branch of the arts that produce fine violins, pianos and other instruments for the interpretation and reproduction of good music. It is our belief that the public is nowhere nearly as interested in circuits and gadgets as manufacturers seem to believe. The mystery of radio and what makes it work is over. People want results. What is inside the cabinet is immaterial so long as quality of performance is there.

"The expressions by music dealers visiting us are gratifying. The qualities that impressed them are evasive, difficult of definition, but existent in the Pan Harmonic Metaphone as in no other reproducing musical instrument. Some of the actual comments may be interesting.

"That's a tone that I can carry away with me, just as I can from a real orchestra," one man said.

"This music is dimensional. You can get around it. And it gets around you. It is the musical stereoscope contrasted with the ordinary flat photograph of a musical selection," another commented.

"Still others said that, if they closed their eyes, they were transported right to the place where the music is being played. Several spoke of feeling that tones came to them from all sides, not

just from a cabinet over against the wall.

"It is the complete materialization, again and again, of the spirit and form of tones once played but never lost," still another stated.

"One dealer expressed his reactions by saying that he could feel the music all through him, instead of just hearing it, just as when he sits in a concert hall. 'I don't know how you do it and I don't care,' this dealer continued. 'And I know that many people won't care a rap about what produces it so long as they can have the impression, right in their homes, of sitting in Carnegie Hall, Academy of Music, Hollywood Bowl, Symphony Hall or Lewisohn Stadium.'

"Music, when played under the best acoustic conditions, is felt and seen, not only heard," Mr. Abbott claimed. "Music is an emotional experience, not just an auditory function.

"Without realizing it, we have been content in the past to listen to reproduced music as it comes from one directional source, the physical phonograph or radio set. It has been as if we breathed air only when facing in one direction.

"Pan Harmonic has accomplished the all-dimensional quality of music as it is heard under the best acoustic conditions of the concert hall. At a concert the orchestra's tones vibrate every unit of air in the hall and affect every unit of matter in the hall. Music reaches the senses of the listener from all dimensions, not only from all points of the compass but through the harmonic spaces of thickness, length and breadth. It is as if one sat at the North Pole, where east, west, north and south meet, and as if that one were conscious at the same time of the thickness of the earth beneath him and of the measureless expanses above him in the circling procession of the stars and planets of our solar system—of the cosmic universe.

"One musical visitor was sure that it was a special recording that was responsible for such unusual performance. He was convinced otherwise later when he brought some of his own records. He realized, as have all musically-informed visitors, that this is really a new musical instrument, reproducing both from disc and radio broadcast with new values due to the pooling of the best that science has developed in the fields of electro-acoustic research and technical application.

"Our plants are in production now for early delivery. Within a few days we shall announce the first of our exclusive dealerships in various parts of the country."

Arthur Tracy Now on Vocalion List

"Street Singer," Famous Among Radio Celebrities, Sings "The Last Round-Up"—Window Strips Distributed

Arthur Tracy, famous in the radio world as "The Street Singer," is one of the new stars just added to the rapidly growing Vocalion record list. His first release is a brilliant recording of "The Last Round-Up" coupled with "Just a Year Ago Tonight."

Window strips featuring Arthur



Arthur Tracy

Tracy and this coupling have been prepared and are now being distributed through Vocalion dealers. Vocalion officials feel that with the new retail price at 35 cents, three for a dollar, recordings of the excellence of this and similar releases, Vocalion records will play a major share in bringing the public back into the record buying class.

RCA Upheld in Decision

U. S. Circuit Court of Appeals the Second Circuit recently handed down a decision sustaining the contentions of the Radio Corp. of America in a suit against the Cable Radio Tube Corp. The decision affirms previous decisions of the District Court of the United States for the Eastern District. The case had to do with alleged violation of patents.

Tung-Sol Poster Series

Tung-Sol Radio Tubes, Inc., Newark, N. J., manufacturer of Tung-Sol radio tubes, recently issued to its dealers a series of broadsides designed for use as window posters showing the important steps in the manufacture of radio tubes. Some thirteen broadsides in all were issued, each of which centered interests on one particular phase of tube manufacture.

News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

Grigsby-Grunow Department Heads Hold "Get-Together"

Approximately 100 Members of Various Refrigerator Departments Devote Time to Attendance at Weekly Meetings

In the making of a Majestic refrigerator there are many, many parts, all of which are eventually assembled together into the finished complete product. To assure proper synchrony in performance

heat-treating, gauging, assembly. Heads of departments address the meetings together with certain plant foremen. The illustration shows the large number of men who attended the first meeting sev-



Grigsby-Grunow Department Heads at "School"

eral weeks ago. This development is of vital interest to every dealer because it not only gives him information that he can use in selling Majestic refrigerators, but it increases his own confidence in the dependability of the product by giving him a better understanding of the "back-of-the-scenes" activities in Majestic factories.

it is just as necessary that the departments making these parts coordinate with one another as it is that the parts they make must coordinate and function smoothly. This necessity has inspired a "school" (so-called for want of a better term) which is attended weekly by the various heads of departments and many of their men.

The idea started with R. L. Owen, head of the refrigeration inspection department, who invited his men to assemble one Saturday morning several weeks ago to get more closely acquainted with the various operations and manufacturing steps in the making of a Majestic refrigerator. Other department heads, hearing of the meeting, asked permission to "sit in," and attendance has grown steadily until it is now nearing 100 each week.

One noteworthy feature of this "school" is that it is held Saturday mornings when the plant is closed down in conformance with the NRA Code requirements. All men in attendance devote their own time without pay—thus proving their interest in the program of activities.

What is discussed at these meetings? Departmental problems, to acquaint each man with other departments' difficulties. Careful analysis of refrigerator design. The theory of refrigeration. The cycle of operation. Details of machining,

Rudy Browd in New Post

Rudy Browd has been appointed general sales manager of H. A. McRae & Co., Inc., Troy, N. Y., Sparton and Kadette distributor. He will have complete charge of all sales and advertising of the radio, refrigerator, electric appliance and automotive divisions of the McRae organization. Mr. Browd has been associated with a local radio distributor for the past eight years.

Rosen & Co. Get-Together

Raymond Rosen & Co., Philadelphia, Pa., RCA Victor radio and Kelvinator refrigerator distributor, held a get-together of its dealers at the Bellevue-Stratford Hotel, Philadelphia, on October 12. The occasion was the celebration of the appointment of the company as RCA Victor distributor and the pay-off of the Kelvinator Derby.

Klein Reports Huge Leonard Sales Gain

Wholesale Sales Contest Nears End—Salesmen Exceed Quotas—August Sales Show Tremendous Increase

Walter L. Brous, director of electric refrigerator sales for the Klein Stove Co., Philadelphia, Pa., gives further information on the progress of the Leonard sales contest being conducted by the firm's salesmen, details of which appeared in the September issue of RADIO MERCHANT. A. Seidensticker, Jr., completed the trip to Chicago and back, thus insuring himself of the trip to the Leonard convention and is now on the outskirts of the city on his way back to Philadelphia the second time. Harold Tiley has completed his trip and is now en route to Chicago for the second time. George J. Ellis, who covers the coal regions, is in Sunbury, Pa., on his way back. David Crawford is in Toledo, O., on the return trip and John Brownback is also on the way back and it looks as though he will go along with the rest of the boys.

Mr. Brous also reports that the company's sales of Leonard electric refrigerators for the month of August, 1933, in comparison with the same month of 1932 are exactly five and a half times as great. September also shows a decided increase over September, 1932.

New Products in the Allied Field

CAMERON VACUUM CLEANER BAG CO., Chicago, Ill. New type bag which, instead of permitting dirt picked up by the machine to collect and lodge at the bottom, raises the dirt to the top of the bag and keeps it there, thus permitting easy disposal



New Cameron Bag

without removing the bag from the machine. With the air passage in the bag free of dirt collection it follows that the machine will not labor or overheat, thus the life of the machine is prolonged. RADIO MERCHANT, October, 1933.

B. J. Grigsby Replies to Charges Made by Labor Paper

President of Grigsby-Grunow Co. Refutes Statements Made by Labor Interests—States Relations With Employes Are Pleasant

B. J. Grigsby, president of Grigsby-Grunow Co., Chicago, Ill., has authorized the following comment concerning an article which recently appeared in certain Labor papers, accusing Grigsby-Grunow Co. of "chiseling" wages under



B. J. Grigsby

the NRA code and stating that the company is "in a jam with the NRA."

"Grigsby-Grunow Co. has always had very pleasant relations with its employes. It has always paid wages higher than the average in its industry. During the 'boom' years it paid the highest wages in Chicago and in its industry for the classes of production labor employed.

"This company has had very friendly relations with union labor in Chicago, with the exception of one union local (machinists), whose leaders would not play fair with the company. The controversy occurred in 1930, but their abuse has continued from time to time, in the hope of forcing a change in our stand, which was declared fair at the time by the representative of the American Federation of Labor at Washington.

"The heads of other local unions—Carpenters and Millwrights and Electrical Workers—attested our friendly relations with union labor by letters which are in our files and copies of which can be furnished our dealers on request. We do not believe any other radio manufacturer was employing union labor at that time to the extent that we were."

"With reference to the allegations concerning 'chiseling wages' and being 'in a jam with NRA' the following are the facts:

"1. We were one of the first manufacturers, and we believe we are the first radio and refrigeration manufacturer, to telegraph the President, following his radio broadcast, of our desire to follow his leadership by accepting his Code.

"2. Grigsby-Grunow Co. signed the President's Code on August 2, 1933; again, we believe, the first radio or refrigeration manufacturer to do so.

"3. We are paying wages in accordance with the Code for our industries. No employe, other than a beginner, receives less than forty cents per hour, no beginner less than thirty-two cents per hour. Many of our competitors have taken advantage of the right to pay lower wages, based on their scale at July 15, 1929.

"4. We have never had any complaint whatsoever from the National Recovery Administration. Obviously, if we were in a 'jam,' they would have communicated with us.

"Grigsby-Grunow Co. welcomed the rise in wages and reduction of hours. It had been forced to compete previously with manufacturers paying sweat-shop rates of wages. It welcomed a Code which put all manufacturers in an industry on the same salary basis, with success to those who produced the most efficient and sales-appealing merchandise.

"If you and your customers are interested primarily in the well-being of your fellowmen, the men and women who produce the merchandise you sell, you will not be misled by any agitation put forth by a single unfair organizer.

"Come to our factory and talk to Majestic employes—that is the real answer to whether or not Majestic is fair to its Labor!"

Two New Majestic Distributor Appointments Made

John F. Ditzell, assistant vice-president and general sales manager of the Grigsby-Grunow Co., manufacturer of Majestic radios, refrigerators and tubes, announced the appointment of the City Electric Co., Syracuse, N. Y., and Cummings & Emerson, of Peoria, Ill., as new distributors for Majestic products in Central New York and Central Illinois, respectively.

The North Coast Electric Co., Majestic distributors at Seattle, Wash., have opened a branch office at 703 Pacific avenue, Tacoma, Wash.

Larger Quarters Leased by Emerson

Pioneer Concern Leases Vast New Facilities at Port Authority Building—Outlook Unprecedented

Arrangements have just been completed, states Ben Abrams, president of the Emerson Radio & Phonograph Corp., for new larger quarters in the great Port Authority Commerce Building, 111 Eighth avenue, New York City.

This building provides unequaled facil-



New Emerson Home

ities for manufacturing, experimental laboratory, executive quarters, showrooms, and shipping—with railroad freight cars brought right into the building and up to any floor. It is expected that Emerson's production peak can be doubled and even trebled as soon as the new facilities are in full swing. "And the way orders are pouring in for the Emerson Mickey Mouse Radio, and for all of the fourteen models in the new Emerson line, we'll need to make use of every square foot of our new manufacturing space," declares Mr. Abrams. "Never before in the eighteen years we have been producing radios, phonographs and phonograph records has the outlook been brighter."

Work has already been started in the new plant with a greatly augmented production staff, but executive quarters will remain at 641 Sixth avenue, until the furnishing of the new showrooms and offices is completed.

Harold Marshall in New Post

John Mullins & Sons, Inc., operating four retail furniture stores in Brooklyn, N. Y., and the Mason Furniture Corp., operating three stores, also in Brooklyn, have appointed Harold Marshall as their advertising manager. Mr. Marshall, formerly Bloomingdale assistant advertising manager for four years, was more recently with Gimbel's advertising department. Mr. Marshall is making his headquarters at 84 Myrtle avenue, Brooklyn, N. Y.

May Radio & Television Corp. Distributing Wurlitzer Lines

Well-Known New York Wholesale Company Jobbing Mohawk Refrigerators and Washers—To Distribute Lyric Radios in 1934

One of the most important announcements in the trade during the past month was that of Homer E. Capehart, general sales manager of the Rudolph Wurlitzer Mfg. Co., North Tonawanda, N. Y., announcing that the May Radio & Television Corp., New York City, and New-



D. W. May

ark, N. J., of which D. W. May is founder and president, have been appointed distributor for the metropolitan New York and Northern New Jersey territories of Wurlitzer Mohawk washers and refrigerators, effective at once and for Lyric radio receivers, effective January, 1934.

Mr. May needs no introduction to the trade. He entered the radio business some decade and a half ago as a distributor of battery eliminators and progressed to the position of being the outstanding Philco distributor in the United States. Quite recently Mr. May announced the formation of the May International Corp., which is acting as sole agent in the United States for a number of beer, wine and distilled spirits European firms.

In commenting on his connection with the Wurlitzer organization, Mr. May

summed up his reasons for selecting the Mohawk and Lyric lines as follows: "I wanted a line that dealers could sell easily, a line with distinctive eye-appeal. Mohawk washers and refrigerators have both eye- and mind-appeal. Unquestionably the new Lyric radio line has spontaneous eye-appeal; all three of the Wurlitzer lines are priced right and provide liberal margins for the dealer. Other considerations were the name and financial strength of the manufacturing company. Wurlitzer fulfills both these needs. I also wanted a line backed by aggressive sales promotion and advertising, and the advance plans which I have seen of the Wurlitzer campaign have convinced me that my dealers and their salesmen will receive real sales help."

Due to the large and loyal dealer following which the May organization possesses, it is believed that Wurlitzer home utility sales will increase considerably in the New York metropolitan territory.

Garod Radio Corp. Formed

The Garod Radio Corp., New York City, was recently formed to manufacture a complete line of radio receivers. The company occupies an entire floor at 34 East Twelfth street, where a number of veterans of the talking machine and radio field are making their headquarters. The president of the Garod organization is M. W. Weintraub and H. A. Shooer is factory sales manager. Mr. Weintraub was for many years a talking machine manufacturer and has been associated with radio since its earliest days. Mr. Shooer entered the industry in a sales capacity for the U. S. Music Co. and later was active on behalf of the Crosley line. B. S. Trott, assisted by J. Nisenon, is directing engineering activities.

Cleveland Trade Show Planned

The Cleveland Section of the Institute of Radio Service Men announce a trade show to be held at the Statler Hotel, October 23, from 6:00 p. m. to midnight.

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.

Jobbers Order Over 200,000 Grunow Sets

W. C. Grunow, President of General Household Utilities Co., Says Orders Reflect Confidence of Trade

Orders for more than 200,000 radio sets were received by the General Household Utilities Co., Chicago, Ill., manufacturer of Grunow radios and electric refrigerators at the company's distributor convention here September 11-12, it is announced by President William C. Grunow.

One hundred thousand sets are to be delivered to distributors in various parts of the country during September and October, and 100,000 more sets will be delivered during November and December, Mr. Grunow stated.

"We have enough orders on hand at this moment," he said, "to keep our radio plant on a production schedule of 4,000 sets per day for every working day up to Christmas."

Mr. Grunow said he regarded the volume of orders received during the two days of the meeting as a vote of confidence in business prospects.

"Our distributors and dealers," he asserted, "assure me they will sell anywhere from 40 to 100 per cent more sets this season than last. Their reports show that business is better and that the trend is upward."

PHONOGRAPH

ELECTRIC MOTORS
one and two speeds

SPRING MOTORS
one and two speeds

TONE ARMS

REPRODUCERS

HERMANN THORENS
S. A.
STE-CROIX
SWITZERLAND

AMERICAN
BRANCH
HOUSE

THORENS, Inc.
450 FOURTH AVENUE
NEW YORK, N. Y.

With the Jobbers and Dealers

Lewis & Carnell Co. Holds Dealer Meet

Highly Successful Meeting of 732 Dealers Held—Manufacturers' Representatives Attend

The Lewis & Carnell Co., Philadelphia, Pa., distributor of Crosley radios and refrigerators, Toridheet oil burners, Newton Maid washers and Cunningham tubes, recently sponsored a highly successful dealer meeting at the Bellevue-



M. J. Lewis

Stratford Hotel. Seven hundred and thirty-two dealers registered and were greeted by the following representatives of the Lewis & Carnell Co.: M. J. Lewis, Stanley Carnell, Sam Shuman, David Shuman, M. Polikoff, H. Lewis, E. Srofen, L. Leitman, W. J. Calsam.

Among the representatives of manufacturers who attended were Frank Hogan, Jr., of Crosley Radio Corp.; C. R. King, F. Wanselow, Arthur McGettrick, of E. T. Cunningham, Inc.; Carl Bergman, of Newton Washer Co.; R. S. Beale and J. Lappin, of Cleveland Steel Products Corp., manufacturers of Toridheet Oil Burners, and Mr. Kaiser, of Eureka Vacuum Cleaner Co.

Mr. Lewis reported that the meeting was most profitable from the standpoint of business written. Directly after the meeting Mr. Lewis gave Frank Hogan, Jr., an order for 1,500 Crosley sets. An elaborate entertainment program concluded the meeting.

Logan Collins has been named manager of the new bard instrument department of the Baldwin Piano Company in Louisville, Ky.

Radio Merchant, October, 1933

To stimulate Majestic sales during July, the Jenkins Music Co., Majestic distributor of Kansas City, offered a prize to the retail salesman in their branch stores who sold the most merchandise during the month. Then, in order to get everybody to work, they announced another prize to the employe, not a salesman, who sold the most merchandise. The winner of the latter prize was the negro porter in the Oklahoma City store, Keith S. Dunn, who sold seven Majestic Refrigerators and one Majestic radio during the month of July, totaling \$1,381.00 in sale price.

You can never tell where "extra" business will come from until you make a test. Maybe you have a "prize-winning porter" and you don't know it.

Capital City Distributing Corp. Extends Territory

The Capital City Distributing Corp., Albany, N. Y., distributor of RCA Victor radios, Automatic washers and Gibson electric refrigerators, is entering upon an expansion program.

Business indications point to rapid recovery in the home appliance field and the Capital City Distributing Corp. has been rewarded by the acquisition of extra territory from the RCA Victor Co., namely, counties bordering Springfield, Mass., and including that town.

Showings were held of the new 1934 RCA Victor line of instruments at Albany on September 27, 28 and 29 at the general offices and headquarters of this enterprising and aggressive concern, and at the Hotel Kimball, at Springfield, Mass., on Monday, October 2.

The enthusiastic reception accorded the new 1934 Victor line of "duos" and radios has been so sensational that it is predicted that RCA Victor will lead the field this year.

Max Landay, general manager of the Capital City Distributing Corp., well-known pioneer radio and music merchant, said that the number of orders booked at the meetings reminded him of the old boom days of radio. Mr. Landay felt gratified with the marvelous reception accorded the introduction of this famous line of radio instruments.

The headquarters of the Capital City Distributing Corp. are located at 1039 Broadway, Albany, where the warehouse, general offices, and service departments are all combined under one roof, effecting prompt service in all directions.

Max E. Hegleman, known to many in the radio trade, is sales manager for the local concern.

Morris Distributing Co. Head Visits Zenith Plant

The Zenith Radio Corp., Chicago, Ill., has been host for several days to Maurice Horowitch, president of the Morris Distributing Co., of Binghamton, N. Y.

Mr. Horowitch states that he believes the radio industry is due for a banner year. "People have hesitated in their purchases, but now with the rise in employment and the general betterment of conditions, the families who are gainfully employed are ready to purchase. With the fear of increased prices as in many other lines, prospective buyers are aware that radios will not be exempt from the general increase. Until this time they had hesitated to purchase, but a new feeling of security has swept over the country, and pocketbooks are beginning to open. Sales barriers have been broken down, and those who purchase radios this year are going to get the greatest values that have ever been offered to the public," stated Mr. Horowitch.

"Throughout New York the demand for radios is far better than anticipated. We are getting large orders from dealers who have previously bought only when they were sold out. The increasing popularity of this substantial line is bringing customers to our dealers as never before; and, with Zenith prices in the lower bracket, and with Zenith quality up to that high standard for which they are noted, we expect a banner year."

B. & O. Holds Dealer Meeting

B. & O. Radio, Inc., Newark, N. J., held a dealer meeting on October 12th, styling it the "Norge Dealer Get-Together." M. G. O'Harra, vice-president of the Norge Corp., addressed the meeting which was held at the Public Service Building, Newark, N. J. A buffet supper was served.

Buy Southwest Distributors

Southwest Distributors, Wichita, Kans., have been purchased by Carroll M. Willis and Arlie Siebert, both of whom were formerly with the Sterling Radio Co., Kansas City, and a group of associates. The firm is distributing Grunow refrigerators and radios and Faultless washing machines.

Thearle Music Co. Expands

The Thearle Music Co., San Diego, Cal., recently expanded its services to include a sales and display department of Westinghouse home electrical appliances. Among the items carried are washing machines, vacuum cleaners, ironers, etc.

Kingston Radio Receivers Are Placed on the Market

Harry S. Masquelette Directs Sales and Advertising—F. A. Dawson Is Chief Engineer—"Gipsy" Model Introduced

The Kingston Radio Co., Inc., Kokomo, Ind., a subsidiary of the Kingston Products Corp., is making great strides in securing representation throughout the entire country. At the present time

ion, Ind., as assistant sales manager for the past nine years. F. A. Dawson, in charge of engineering, has been connected with the Kingston organization for ten years, during which time he has



Harry S. Masquelette



F. A. Dawson

it is making but one model, the Kingston "Gipsy," described in the New Products Section of this issue of RADIO MERCHANT.

The parent company, Kingston Products Corp., has been manufacturing electrical specialties for the past thirty years and identified itself with radio in the early days of the industry, producing a "B" eliminator. The company continued to gain prominence in the radio field, becoming a large producer of "A" par units, supplying several prominent manufacturers with this equipment. It is logical, therefore, that it has decided to become actively identified as a set manufacturer.

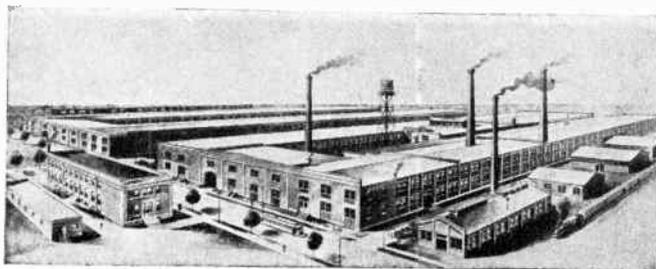
Karl F. Johnson is president of the Kingston Radio Co., Inc. He is ably assisted by Harry S. Masquelette, who is directing sales and advertising. Mr. Masquelette was connected with the U. S. Radio & Television Corp., at Mar-

done considerable research and experimental work with regard to radio receiving sets. This experience, particularly fits him for his new duties of designing and creating new merchandise.

Mr. Masquelette announces that companion models to the "Gipsy" will be brought out shortly to round out a complete line which will be distributed by wholesalers throughout the United States.

Honor Nathaniel P. Bloom

Approximately 200 members of the Adler Mfg. Co.'s staff staged a dinner on October 5th at Louisville, Ky., in honor of the twentieth business anniversary and forty-third birthday of Nathaniel P. Bloom, president of the Adler Co.



Plant of the Kingston Organization at Kokomo, Ind.

"Tune-O-Matic"—Self-Tuning Radio Has First Showing

The first private showing of the "Tune-O-Matic," manufactured by the Tune-O-Matic Radio Co., a newly-formed Illinois Corporation with a capital stock of \$100,000 of which \$50,000 is paid-in capital, was recently held and evoked enthusiastic comments from those who attended. The "Tune-O-Matic" is an automatic self-tuning radio by which it is possible to pre-select seven broadcasting stations with as many as fourteen different programs so that all of the programs will tune in automatically and for any period of time around the clock, without the touch of the human hand. The demonstration was a complete success.

Elmer Schoebel, Chicago musician and composer, is associated with Louis Mandel, pioneer talking machine and radio manufacturer, in the production of this new line of radio receivers. They devised and perfected the instrument and are now ready to market it throughout the United States. Under the supervision of Mr. Mandel arrangements are now being made to train a staff of salesmen who will introduce the "Tune-O-Matic" to a selected list of dealers.

Crosley Radio Set Production Is Unprecedented

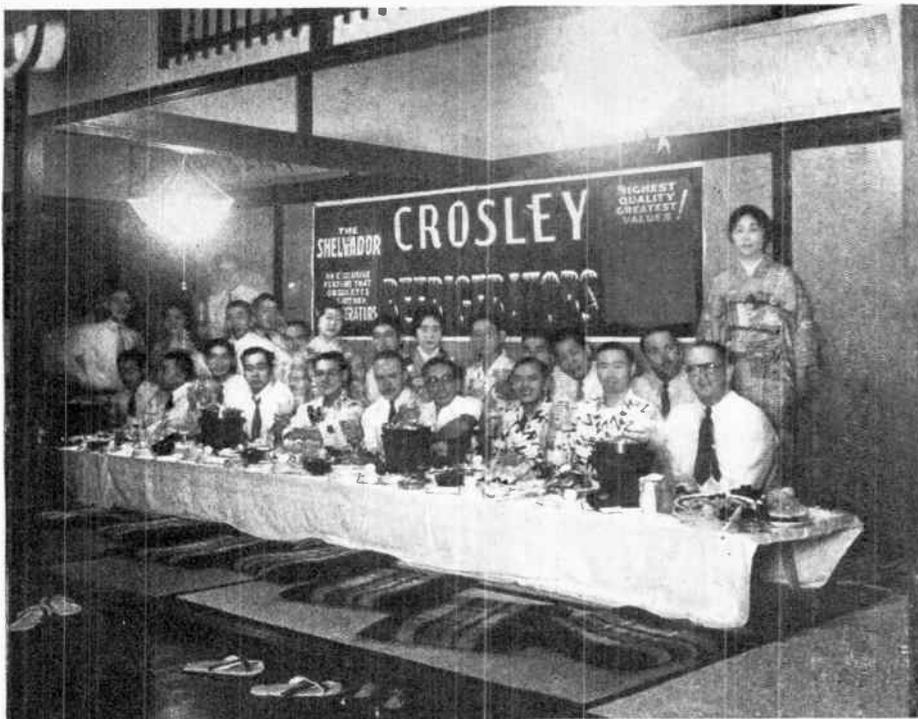
A production in radio receiving sets during the six months ending September 30 greater than that of any similar period in preceding years and an increase in employment payroll of approximately 100 per cent during the two-month period ending September 30, has been announced for the Crosley Radio Corp., Cincinnati, O., by Powel Crosley, Jr., president, following a final analysis of production and employment records during this period.

These figures show, according to Mr. Crosley, that during the month of September the number of radio sets built and shipped exceeded by more than 25 per cent that of the highest September production in the history of this Cincinnati manufacturing concern.

Since August 1, when the Crosley company began operation under NRA codes, 1,310 persons have been added to its payroll, bringing the total, as of September 30, to 2,737. Further additions are being made daily.

Richard Donald Siragusa Born

Ross D. Siragusa, president of the Transformer Corp. of America, Chicago, Ill., manufacturer of Clarion radio receivers, is receiving congratulations of his many friends in the industry on the arrival of Richard Donald Siragusa, third son of Mr. and Mrs. Siragusa. Richard Donald was born at St. Joseph's Hospital, Chicago, recently. Both he and Mrs. Siragusa are doing nicely.



Sales staff of Associated Companies of the Service Motors, new Crosley dealer in Honolulu, Hawaii, attending a dinner in celebration of their entrance into the Crosley dealer organization. Second from the right is Mr. Fukunaga, manager of the Associated Companies.

**To Manufacturers of Radio—
Refrigerators—Major
Appliances**

The Man You Are Looking for May Be This
Advertiser ! ! !

He has been identified with the home amusement and appliance field for fourteen years as territorial representative for important manufacturers and operator of own sales agency. Is well known to distributors and dealers throughout the East.

If you are looking for intelligent representation—if you want a seasoned sales promotion man—a keen merchandiser and one who is an actual producer, you should get in touch with the writer. Write Box No. 1789, care of Radio Merchant, 420 Lexington Ave., New York, N. Y.

**A. V. Duke Transferred
to Zenith Export Division**

E. G. Hefter, general manager, Export Division. Zenith Radio Corp., Chicago, Ill., announces the appointment of A. V. Duke as assistant manager. Mr. Duke has been in the domestic sales department of Zenith for the past six years.

Mr. Hefter reported a tremendous increase in sales in the Export Division during the past ninety days. Jos. A. Hopfenberg, buying agent for Max Glucksman of Argentina, Paraguay and Uruguay, visited the Zenith factory several days last week and expressed complete satisfaction with the new Zenith Challenger models. He says the line is popular in South America.

**Brunswick Record Streamer
of Bing Crosby Hits**

Bing Crosby has scored again, as evidenced by his new Paramount picture, "Too Much Harmony." To give Brunswick dealers full opportunity to cash in on the outstanding success of an exclusive Brunswick record artist, Brunswick Record Corp. has issued an especially attractive window streamer publicizing the Crosby numbers, "Thanks," "Black Moonlight," "The Day You Came Along" and "I Guess It Had to Be That Way."

All-Year Sales of Auto Radios

Year-round automobile radio sales are possible for the dealer who chooses a quality line in the opinion of Ray H. Manson, Chief Engineer of the Stromberg-Carlson Co. He emphasizes the fact that a correctly designed auto set is not seasonal but will afford the owner motoring enjoyment and entertainment throughout the year.

Igrad Co. Purchased

The Igrad Condenser & Mfg. Co., Rochester, N. Y., has been purchased by Continental Carbon, Inc., Cleveland, O. The Rochester plant is being moved to Cleveland and a complete line of paper condensers will be offered by the same sales organization that is now distributing Continental resistors and auto radio suppressors.

These four songs are all recorded with the assistance of Jimmie Grier and his Orchestra and Brunswick dealers can be expected to realize big sales of the two double records covered by this piece of display matter.

If all the streamers distributed by Brunswick to put over these latest Crosby numbers are displayed to the public eye by Brunswick dealers the country will certainly be Crosby-conscious as every effort is being expended to realize to the fullest on the immense and rapidly growing popularity of Crosby.

**C. N. Wolf, Jr.,
With Jackson**

C. Nelson Wolf, Jr., has been placed in charge of the radio tube division of W. E. and W. H. Jackson, Inc., radio distributor of San Francisco, Cal.

This popular distributing firm reports a steady increase in all lines with the outlook bright.

**In Miami Beach its
*The Fleetwood***

Opening for the Winter Season
January first. European Plan.

An Exclusive Winter Resort Hotel, on Biscayne Bay, with Ocean Bathing, a Private Dock and every facility for the comfort and entertainment of its exclusive and discriminating clientele.

Rates Double from \$8.00 to \$20.00 per day.
A la carte service and Fixed Price Meals.



THOMAS CAGWIN
Resident Manager

Other DeWitt Operated Hotels include:

- In Cleveland Its THE HOLLENDEN
- In Chicago Its THE LASALLE
- In Columbus Its THE NEIL HOUSE
- In Akron Its THE MAYFLOWER

FENWAY HALL,
Cleveland's High Class
Residential Hotel is
also under
DeWitt
Management.



Music Merchants Adopt Sliding Scale of Dues to Administer Code

In operating under the Master Retail Code of the NRA, which has been adopted as the code for the retail music trade, it has become necessary that all activities and negotiations under the Recovery Act be handled through the medium of a recognized trade body, in this case the existing National Association of Music Merchants.

It all means that the association must function more actively than for some time past and therefore must receive sufficient financial support to carry on the work, support that has not been realized under the former low scale of dues. The result has been the adoption by the executive committee of the association of a sliding scale of dues based on the annual volume of business and regulated according to the following classifications:

A—Member doing business of under \$150,000 per year	\$10
B—Member doing business of \$150,000 to \$250,000 per year...	15
C—Member doing business of \$250,000 to \$500,000 per year...	25
D—Member doing business of \$500,000 to \$750,000 per year...	50
E—Member doing business of \$750,000 to \$1,000,000 per year...	75
F—Member doing business of \$1,000,000 or over per year....	100

Number of voting memberships on above classification: Class A—1; B—2; C—3; D—5; E—8; F—10.

In a letter to the membership of the association, President Weeks says:

"It is most essential for you to participate in the advantages of membership in your National Association at this time. Membership will insure your having a voice in the administration and enforcement of this code; will provide you promptly with authoritative information and interpretations regarding its provisions, and will supply you with practical counsel and advice on how to adjust your operations to meet the requirements of the code.

"The need for properly financing our association, which was brought out so definitely at the convention in Chicago, last June, has been greatly emphasized by the urgent necessity for much greater activity of the executive office in connection with the Code of Fair Competition under NRA.

"It was voted by the executive committee, appointed by President Weeks, to change the dues to a sliding scale based on net sales of new and used musical instruments, accessories, and sheet music, and net piano tuning and other service charges and rentals, as reported on your last Federal Income Tax return. This will be equitable to all and work a hardship on none."

The members of the executive com-

mittee are: C. H. DeAcres, Sherman, Clay & Co., San Francisco; E. H. Droop, E. F. Droop & Sons, Washington, D. C.; R. E. Durham, Lyon & Healy, Inc., Chicago; E. E. Forbes, E. E. Forbes & Sons Piano Co., Birmingham, Ala.; Jay Grinnell, Grinnell Brothers, Detroit; Otto B. Heaton, Otto B. Heaton Co., Columbus, Ohio; Sid Reardon, Strawbridge & Clothier, Philadelphia; W. W. Smith, J. W. Greene Co., Toledo, Ohio; Edward H. Uhl, Southern California Music Co., Los Angeles; E. J. Walt, Edw. J. Walt & Sons, Lincoln, Neb., and president and ex-officio chairman, Edwin R. Weeks, Weeks & Dickinson, Binghamton, N. Y.

Members of the association desiring a copy of the code may receive one on application to the headquarters of the National Association of Music Merchants, 113 West Fifty-seventh street, New York.

Piano Manufacturers' Code

The official code of the piano manufacturing trade has now been completed and approved by the officials of the National Piano Manufacturers' Association and now only awaits the okeh of the Government officials to be made operative. The code in general is much like the other codes that have been submitted, providing a maximum of 40 hours a week and a minimum wage of \$14.00 a week. The code, of course, gives the employes a right to organize and Frank Kelle, secretary of the International Piano and Organ Workers Union, had been named as labor adviser.

E. B. Allington Dead

Edward B. Allington, proprietor of the Allington Music Store, Freeport, Ill., died in that city recently in his seventy-third year. Mr. Allington was one of the veteran dealers of that section, having opened a music store in Freeport in 1880. He retired a few months ago because of ill health and the business has since been conducted by his son, Glenn W. Allington.

Gulbransen to Make Pianos Exclusively

At a meeting of the stockholders and directors of the Gulbransen Company, Chicago, held recently, it was decided to sell the radio division of the business to the Wells-Gardner Company, from whom it was purchased some years ago. At the same meeting A. G. Gulbransen was elected president of the Gulbransen Co.; George A. MacDermott, vice-president and general manager; S. E. Zack, secretary and treasurer, and Hugh A. Stewart, sales manager.

The election represented an interesting development in that it brought back to the presidency of the company the man who had helped to found the business and who had retired some three years ago. Under the regime the company will devote itself entirely to the manufacture of pianos. The present line of these instruments has proven most successful and with its extensive manufacturing facilities the company is well equipped to take care of the demands that promise to develop in the near future.

William H. Collins Dead

William H. Collins, a well-known piano salesman of Chicago, who will be remembered as a most acceptable entertainer at numerous convention gatherings, died at his home in that city recently. He was born in Litchfield, Ill., in 1863, and entered the piano business in Springfield in 1862. He came to Chicago in 1893 and joined the sales staff of Lyon & Healy and eventually became sales manager. He later was connected with the George P. Bent and Wurlitzer warerooms and then returned to the Lyon & Healy store where he remained until his retirement a year ago. He is survived by his widow, a daughter, and a sister.

McConnell-Walton Open Store

The McConnell-Walton Piano Co. has opened warerooms at 88 South Second street, Memphis, Tenn., both of the heads of the company having had long experience in the piano business in that section. The company handles the Knabe-Chickering, Weber, Steck, Wheelock and Mason & Hamlin pianos as well as the Krakauer, Ludwig, Vose and other makes.

The

DIACOUSTIC SOUNDING POST

This exclusive method of Sounding board construction gives the small grand piano a finer quality and a greater volume of tone.

WURLITZER

SOLE AMERICAN LICENSEE for this IMPROVED METHOD OF CONSTRUCTION

+ COMPLETE INFORMATION ON REQUEST

WURLITZER GRAND PIANO COMPANY - DEKALB ILLINOIS



THERE is one sure guaranty of quality — a good name. There is one sure way to find which is the best—comparison. In the midst of today's upheavals the name Crosley remains the buying guide of the masses. No matter what happens to prices — and they are rising — the name Crosley now, as always, will mean the most for the radio dollar. Crosley was never surpassed in value. Crosley will never be surpassed in value.

It is easy to prove this for yourself. Compare a Crosley with any other radio in the same price range. Count the tubes, listen to the tone, compare the volume and the features. And there will dawn upon you the reason for the tremendous public preference for the Crosley. This preference is something for you to build upon and profit by.

THE CROSLEY RADIO CORPORATION

POWEL CROSLEY Jr., *President*

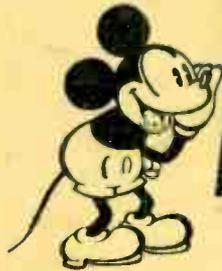
CINCINNATI

Home of "the Nation's Station"—W.L.W

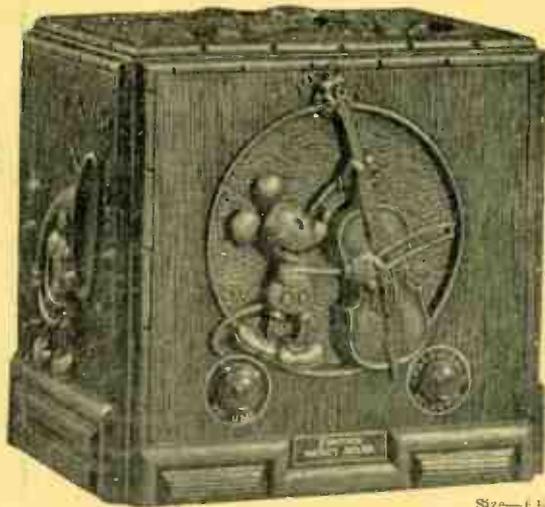
WHATEVER HAPPENS... YOU'RE THERE WITH A CROSLEY

CROSLEY RADIO

THE SMASH-HIT AT THE SHOW!..



Emerson MICKEY MOUSE Radio



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DISNEY
Sole
Licensee:
Emerson
Radio &
Phonograph
Corp.

Size—6 1/2" x 6 1/2" x 4 1/2"

.. and the whole new *Emerson* Line!

Emerson MICKEY MOUSE Radios were the big "scoop" of the Show at Madison Square Garden! The hundreds of thousands of men, women, and children who came to look were ready to buy on sight. Orders were placed right then and there—and dealers from all parts of the country were just as quick to sense the tremendous sales possibilities of this exclusive new Emerson product!

What a Market!

10,000 motion picture houses are showing Mickey Mouse movies to over *one million* persons this year. 250 daily newspapers are bringing Mickey Mouse into

ten million homes! When you show these Mickey Mouse fans their favorite star on an Emerson Radio, your sales will be enormous!

Available in 3 Models

Very strikingly designed—a distinctive set for any room in the home—a handsome gift. Model 411, as illustrated above, carved walnut finished Syroco wood cabinet. Model 410, black and silver; Model 409, ivory and green; with the irresistible Mickey Mouse on the grille in full color.

This is a real radio—not a toy. Operates on AC or DC, 110-120 volts, also 220 volts. Uses new dual tube, Type 6F7. Specially designed speaker, achieving remarkable output and tone quality.

The Complete Emerson Line includes 14 Models

consisting of Universal Compacts, Consolettes and Automobile Sets, priced from \$19.95 up.

WRITE OR WIRE today for prices on the entire Emerson line and name of your nearest distributor. Remember—Walt Disney has appointed Emerson the exclusive manufacturer of Mickey Mouse Radios—no other manufacturer can offer them to you!



Model 33AW



Model 25BAW



Model 321AW



Model 350AW



Model 375

EMERSON RADIO AND PHONOGRAPH CORP., 641 Sixth Ave., N.Y.C.