

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

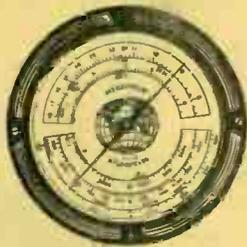
Formerly "The Talking Machine World" (Est. 1905) = = Including "The Music Trade Review" (Est. 1879)

3 efficient new  
**SHORT WAVE**  
 Models from  
**RCA VICTOR**

*All specially designed for European and domestic entertainment in the short wave band . . . "the world is at your finger tips"*

**N**OW you can offer your customers three of the finest short wave models just produced . . . by "Radio Headquarters", meeting the demands of every short wave fan.

Model 121 is a six-tube selective table set with a special new airplane tuning dial, for either short wave or standard broadcast signals. The performance is excellent, the sensitivity and selectivity high. This interesting model is sure to be an outstanding success.



This new full-vision "airplane" dial will make selling twice as easy.

Model 210 is an eight-tube all-wave console, and marks a definite advance in this type

Model 240—All-Wave Console. Frequency range 16 to 555 meters, 18,740 KC to 540 KC, frequency range divided into 4 bands. Automatic volume control, tone control, 10" dynamic speaker, full vision airplane dial. Price, with RCA Radiotrons, list, \$128.75.



Model 121—6-Tube Selective Short Wave Receiver. Table model. Full-vision airplane dial—normal broadcast range from 540 to 1500 KC and from 5400 KC to 15,500 KC. Price with RCA Radiotrons, list, \$54.50.

of apparatus, with performance characteristics far superior to previous instruments available in this price range.

Model 140 (not illustrated here) is an eight-tube all-wave table set possessing many of the features of Model 240 for those who wish a smaller set. It has, also, the new full vision airplane dial for easy tuning. Priced, list, at \$92.50 with RCA Radiotrons. You are urged to get full details from your RCA Victor distributor immediately . . . thus be ready for the fall market.

List prices quoted as F.O.B. Camden. Prices subject to change without notice.



**RCA VICTOR CO., INC.**

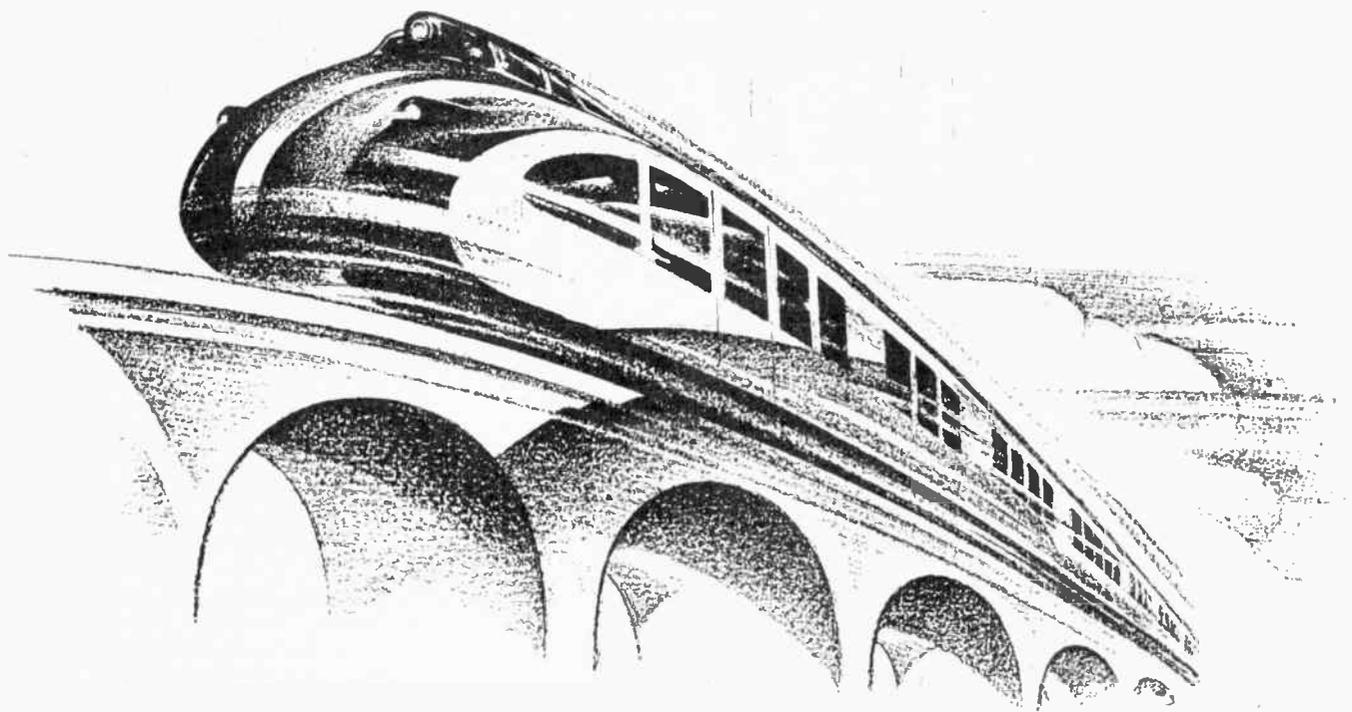
*A Radio Corporation of America Subsidiary*

"RADIO HEADQUARTERS"

CAMDEN, NEW JERSEY



NOVEMBER, 1933



# PROGRESSIVE

## AS THE NEW STREAMLINED TRAINS!

**T**ODAY, the forerunners of a new era in transportation are being installed in actual service. Tomorrow, these lighter, faster streamlined trains will completely supplant the present type! Science has anticipated needs of the future!

With equal progressiveness Hygrade Sylvania pushes research and development in the radio tube field. It was Hygrade Sylvania who pioneered in the development of the new 6.3 volt tubes that made automobile radios practical . . . and later in the complete 6.3 volt group of tubes!

By cooperating with leading set manufacturers in solving circuit and design problems also, Hygrade



Sylvania has been enabled to make numerous other contributions to the radio industry. Requests for service of this type are welcome. Our engineers stand ready to work with manufacturers in their own plants or in Hygrade Sylvania's modern laboratories. No obligation is incurred.

Dealers and jobbers who handle Sylvania Tubes realize substantial advantages in a line that always offers highest, up-to-the-minute engineering. They are assured, as well, sound merchandising support, fair price policies, and the backing of an organization whose credit rating has remained Aaa1 throughout all business booms and depressions! Hygrade Sylvania Corp., Emporium, Pa.

# Sylvania

REGISTERED & PAT. OFF.

THE SET-TESTED  RADIO TUBE

© 1933, T. H. S. C.

# Value is still the Buy word!

COMPARE THIS VALUE!

## That's why these great sets smash all sales records



With Tenby Fabricator & legged console cabinet, as illustrated, list \$109.

Net Price: Sets sold direct to you at less than usual jobber prices. A big profit and lower list prices.

- 10-tube superheterodyne dual tuning range, adjustable noise eliminator.
- Automatic volume control
- Combined automatic base compensation and manual tone control.
- Push-pull output.
- Completely shielded, full floating, rubber mounted chassis.

Victory Series 10-tube superheterodyne, complete with chassis, tubes, dynamic speaker, and 4 legged Georgian walnut console cabinet.

**Z-10**  
7-Tube All-Wave Round-the-World Superheterodyne offers the thrill of foreign programs at a price comparable to that of ordinary 7-tube broadcast receivers.

**Z-DELUXE**  
13-Tube All-Wave Hand Built Superheterodyne is a real money maker to sell prospects who want the ultra in radio reception.

**12-TUBE DELUXE**  
Hand Built Broadcast Superheterodyne with pin point selectivity, super-power output, and gleaming chromium chassis, is a profit-builder that lifts sales out of the price rut.

There are over thirty-three attractively priced receivers in the complete Silver-Marshall Manufacturing Company Line. Write for catalog and confidential net price list.

### An Open Letter To All Radio Dealers . . .

Chicago, Illinois, November 15, 1933.

Silver-Marshall Manufacturing Company is enthusiastically back of the NRA in principle and in detail.

—But a nation-wide survey has shown us that the American public still knows value and refuses to buy at over-stuffed prices. NRA, AAA, and all other governmental agencies are fighting to free buying.

We know the answer is bigger values. Fitting action to our beliefs, we offer these receivers—the finest we have ever built—at prices that will compel purchase.

Despite these prices, every Silver-Marshall Manufacturing Company set is built under the NRA, and we shall invoke every resource to see that they are sold in accordance with NRA requirements.

There still is time for a big Christmas season. Get these sets on your floor and see how they move. Immediate shipment obviates the necessity for large commitments. Write or wire today.

*W. J. Halligan*

General Sales Manager.

WRITE OR WIRE FOR THE NEW 1934 SALES PLAN!



## SILVER-MARSHALL MANUFACTURING CO.

Silver-Marshall Manufacturing Co.,  
417 N. State St., Chicago, U. S. A., Dept. C

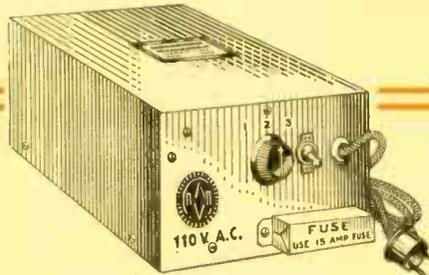
Furnish complete information on the new Silver-Marshall Manufacturing Co. sales plan and complete line of receivers that guarantees the dual benefits of attractive values that build sales, yet assure an ample margin of profit.

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_

# CONVERTERS AND ELIMINATORS

This line is a NATURAL. Investigate it at once.

Absolutely new—vibrator principle—efficient—satisfactory.



**TYPE 338—32 VOLT D.C. CONVERTER**— This converter will operate from a 32 volt D.C. electric system and will efficiently and satisfactorily convert 32 volt D.C. to 110 volt A.C. It can be used to operate a standard A.C. radio receiver and 110 volt A.C. electrical appliances including 110 volt universal motors in vacuum cleaners, kitchen mixers, etc. Output can be varied to meet requirements of apparatus used.

Size 4 7/8" x 4 3/8" x 8". Maximum capacity 100 watts. Shipping weight, 11 lbs.

Special kits for manufacturers.

**LIST PRICE \$25.00**

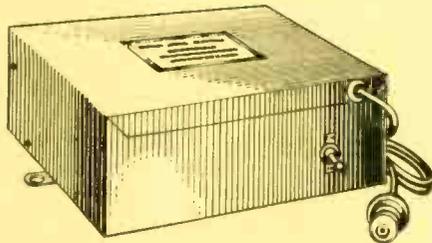
**TYPE 339—110 VOLT D.C. CONVERTER**— This converter will operate from 110 volt D.C. electric current and

will convert 110 volt D.C. current to 110 volt A.C. For use with radio receivers, surgical instruments, electrical appliances, etc. Output can be varied to meet requirements of apparatus used.

Now you can economically sell standard A.C. radios in those obstinate D.C. districts. Opens up new and profitable markets for alert dealers.

Size 4 7/8" x 4 3/8" x 8". Maximum capacity 200 watts. Shipping weight, 12 lbs.

**LIST PRICE \$25.00**

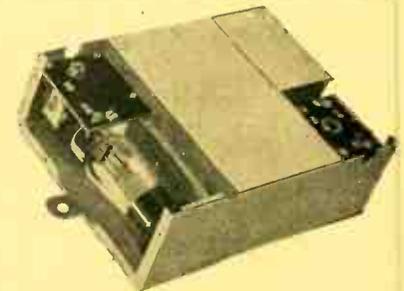


**TYPE 332 — 32 VOLT ELIMINATOR** — For battery radio receivers — operates from 32 volt D.C. electric system.

Size 7 1/2" x 6" x 2 5/8". Shipping weight, 8 lbs. Special kits for manufacturers.

**LIST PRICE \$20.00**

**TYPE 331 — 6 VOLT ELIMINATOR** — For 6 volt auto radio—delivers 200 volts at 40 milliamperes. Assembled ready for installation. Size 7 1/2" x 6" x 2 5/8". Shipping weight, 7 lbs.



Type 331-H. Same as type 331 except it delivers 200 volts at 50 milliamperes. Same weight, size and price. Special kits for manufacturers.

**LIST PRICE \$15.00**

Electronic Laboratories, Inc.  
122 W. New York St.  
Indianapolis, Indiana

Please send descriptive literature explaining your complete line of vibrator type converters and eliminators.

I am:

- Manufacturer
- Jobber
- Dealer
- Service Man

Interested in:

- type 338
- " 339
- " 331
- " 332

Name .....

Address .....

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

**THIS** is the first presentation to the trade of our new complete line of vibrator type converters and eliminators. This merchandise has been developed at considerable engineering expense during the past year.

We are now offering the radio and electrical industries a line that has tremendous sales and profit possibilities.

Jobbers, dealers and service men are urged to write for complete information at once. Special attention to radio manufacturers' requirements for built-in equipment for home and auto radio receivers.

**ELECTRONIC LABORATORIES, INC.**

122 W. NEW YORK ST., INDIANAPOLIS, IND., U. S. A.

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION



Vol. XXIX. No. XI

New York, November, 1933

Price Twenty-five Cents

## To a Friend

**A**RTHUR A. TROSTLER is dead. It is hard to believe! Those of us who knew Art Trostler over a period of more than two decades will miss his cheery personality, his unquenchable good humor, his keen insight into the home entertainment business, more than words can tell.

But a few weeks ago he epitomized life as he bustled about Madison Square Garden greeting his vast army of friends. Now the thread of his life has been snapped and he has gone to the Valhalla which awaits those who have lived useful lives.

An ardent advocate of air travel even his death was characteristic of the man. Progressive and aggressive to the end.

**V**ALE! Art Trostler, your passing will long be mourned.

LEE ROBINSON.

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Member of Controlled



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*The Selling Sensation!*

Colonial presents the

NEW WORLD  
  
 RADIO

A brilliant, all-surpassing achievement of designing and engineering genius . . . giving the recognized highest quality radio a magnificent modern revolving world globe setting in heavy moulded bakelite and actual gold-plated metals.

Nothing in radio has ever created such an overwhelming sensation . . . or won such an immediate response from the trade and the public as has the NEW WORLD Radio by Colonial. Here is a merchandising "NATURAL"—a selling FORCE which stops the crowds and SELLS—which is, above all, the perfect radio in construction and performance.

Be the first in your city to feature this new leader. Our literature, newspaper mats, publicity and other sales promotion will help you to get the utmost from this outstanding opportunity.



Distributed exclusively by the 73 Branch Houses of the Graybar Electric Co., Inc. Ask your nearest branch for discounts and terms—or write direct to Graybar Electric Co., Inc., Graybar Bldg., New York, N.Y. *Get Demonstration Models NOW. Make Early Reservations for Shipments.*

**COLONIAL RADIO CORPORATION, BUFFALO, N. Y.**

# *The Ultimate in Design...*



## **THREE SUPERB COLOR COMBINATIONS**

**Black and Gold, and Maroon and Gold at \$59.50—Old Ivory and Gold at \$62.50.  
Complete with Radiotrons. Prices slightly higher on West Coast.**

5-tube AC-DC Dual-Wave Superheterodyne receiver with 7-tube performance in power and natural tone. 3-gang condenser, automatic volume control, double-grille dynamic speaker base—all of unusually substantial, shock-proof

construction. Height, 16 inches. Globe and base design covered by U. S. Patent. Licensed under patents of Radio Corporation of America. Fully guaranteed by the Colonial Radio Corporation.

**COLONIAL RADIO CORPORATION, BUFFALO, N. Y.**

# With the Jobbers and Dealers

## Zenith Appoints Six New Distributors

Well Known Wholesale Houses in East and on West Coast Will Distribute New Zenith Models

The Zenith Radio Corp., Chicago, Ill., has augmented its wholesale representation in both the Eastern and West Coast territories. In the East the Wholesale Radio Equipment Co., Newark, N. J., and the Pittsburgh Auto Equipment Co., Pittsburgh, Pa., have been appointed to distribute the new Zenith Challenger models. Both of these companies are long established and are well known to dealers throughout the territories they cover. The Pittsburgh establishment operates four branches at Altoona, Pa., Fairmont, W. Va., Shannon, Pa., and Wheeling, W. Va. In addition the company operates eight service stores in the following cities: Carnegie, Pa.; McKeesport, Pa.; Cumberland, Md.; Newcastle, Pa.; Pittsburgh, Pa.; Warren, O.; Monessen, Pa., and Wilkinsburg, Pa.

On the West Coast the following four distributors were named: Fey & Krause, Los Angeles, Cal.; North Coast Electric Co., Portland, Ore.; Inland Radio Co., Spokane, Wash., and Seattle Hardware Co., Seattle, Wash. All of these distributors are well known on the Coast, having been established many years ago. Fey & Krause have ten salesmen covering 1,200 active dealers in Southern California and Arizona. The North Coast Electric Co. was organized in 1913 and in addition to distributing the Zenith radio line also handles Norge refrigerators and Universal appliances. The Inland Radio Co. was formerly a Zenith distributor for six years and during that time never had to return a

Zenith chassis to the factory for repair or replacement. The Seattle Hardware Co. was founded in 1882 and is capitalized at \$2,000,000. It has a personnel of close to 200 people. Territory covered by this establishment includes Washington, Northern Oregon, Alaska and Hawaii.

## Capital City Distributing Conducts Service Meeting

The Capital City Distributing Co., RCA Victor distributor at Albany, N. Y., recently sponsored a service meeting which was attended by more than sixty service men from a distance of approximately 50 miles from Albany. The meeting was conducted by S. F. Niessen, technical expert of the RCA Victor Co., Inc., and L. C. Holland of the RCA Radiotron Co., Inc. Max Landay, general manager of the distributing firm, states that the meeting which started at 1 P. M. continued until eleven o'clock at night was a most enthusiastic one.

## Ray Robinson With Bihl Bros.

Bihl Bros., Buffalo, N. Y., announced that Roy Robinson, well known in the music and electric appliance field, has joined the sales staff of the organization. Edward J. Bihl reports that the demand for the new Lyric radio line is beyond expectations. The company recently added the Mohawk washer line.

## Now With Lewis & Carnell

M. J. Lewis, president of the Lewis & Carnell Co., Philadelphia, Pa., Crosley Radio & Refrigerator Distributor, has announced the addition to the sales staff of Rube Abrams and W. Howie Eden.

## Times Appliance Co. Is Appointed LeWol Jobber

The LeWol Mfg. Co., 844 W. Adams street, Chicago, Ill., manufacturer of the LeWol radio receiver, announced this week the appointment of the Times Appliance Co., Inc., New York City, as New York metropolitan district jobber for this product. This company is one of the foremost distributors in the East and Oscar W. Ray, who has been identified with radio-music activities for the past twenty years, is the president and general manager. The Times Appliance Co. has an exceptionally capable sales organization which is doing a splendid job for various products distributed by the company and, judging from all indications, LeWol sets will enjoy a very active sale in metropolitan territory through the activities of this sales staff. The LeWol sales organization is appointing additional jobbers in various territories and further announcement will be made in the near future.

## Rosen & Co. Appointments

A. J. Slap, secretary of Raymond Rosen & Co., Philadelphia, Pa., recently announced the following personnel appointments: Ben Witlin as radio sales manager; Paul Zeisner as radio service manager and W. McClenighan as sales manager of the G. E. Mazda Lamp department.

Some seventy-five dealers, winners of the DeLuxe Kelvinator contest, sponsored by Raymond Rosen & Co., recently spent a week at the Chicago Fair, coupled with a visit to the Kelvinator factory. Raymond Rosen headed and directed the trip.

## McRae & Co. Dealer Meeting

Rudy Browd, general sales manager of H. A. McRae & Co., Inc., Troy, N. Y., reports a most successful dealer showing held at the DeWitt Clinton Hotel, Albany, N. Y., the latter part of last month. During the show which lasted for three days approximately fifty new dealers were signed up on the Sparton radio line for the 1933-1934 season. The new Sparton Craftwood model was proclaimed by all as a real winner and other dealer showing was held at the Campbell Hotel, Poughkeepsie, for the benefit of dealers of Dutchess, Ulster and Greene counties.

## Finds Demand Increasing

The Tri-State Distributing Corp., Cincinnati, O., reports that the demand for radios is increasing. Thirty new dealers were recently appointed in behalf of the Philco line.



The New Majestic "Smart Set" radio receivers were introduced to the New York metropolitan trade in this attractive setting at the showrooms of Majestic-New York, Inc., distributor. F. W. Briggs designed the setting

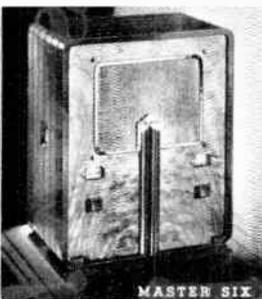


## Style Is Selling Radios

# ... And Majestic has the style!



MAJESTIC RIVIERA



MASTER SIX



MAJESTIC RITZ

**S**TYLE is selling radios. Get that point! It is all-important if you are looking for profitable radio volume this winter.

The old-fashioned radios, the ugly, over-ornamented real or imitation walnut... are *out*. The day when all radios looked alike and there was nothing to do about it... is *past*.

Style is selling radios now. And Majestic has the style. There are no sets on the market to match the Majestics for 1934—the "Smart Set" of Radio. Look at the new models pictured here—the modernistic consoles and table sets.

### Plus Duo-Valve Performance

Majestic combines smartness with superlative performance—stepped up by the use of the new, exclusive Majestic *Duo-Valve* (2-in-1) Self-Shielded tubes. The efficiency of at least two extra tubes added to every set!

And Majestic advertising in the Saturday Evening Post, Collier's, Time and New Yorker, is consistently reaching—and powerfully impressing—the 5,200,000 families that read these influential magazines.

Get on the *style* side—the winning side—in the present radio market! Wire or phone your Majestic Distributor.



CENTURY SIX

Grigsby-Grunow Company  
5801 Dickens Ave., Chicago

The  
**SMART SET**

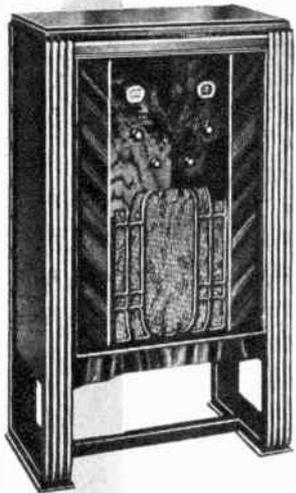
# Majestic

**RADIO**

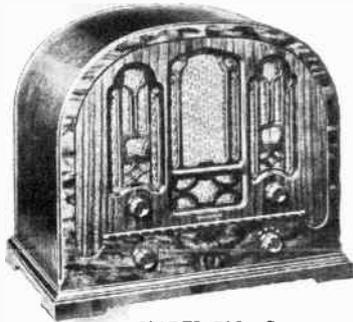
Licensed Under Patents and Applications  
of R. C. A., Hazeltine, and La Tour



# —but what customers say!



MODEL 667—Same 7-tube chassis as in model 427 but in modern, striking cabinet of smartest design. Both radios bear police, amateur, etc. F.O.B. price is \$69.50.



MODEL 708—Compact cabinet for Atwater Kent's famous 8-tube ALL-WAVE receiver. Full-size speaker also. F. O. B. \$68.50.



MODEL 275—Smart, small, modern, 5-tube AC or DC, large speaker of improved design gives excellent tone. F.O.B. \$34.90.

MODEL 165—The finest tone of any 5-tube radio ever built. Gothic style cabinet accommodates full-sized speaker. F.O.B. \$34.90.



MODEL 217—Full 7-tube chassis and full-sized speaker are in this small cabinet. F.O.B. \$52.50.

**W**HAT radio dealers say about any manufacturer's line is usually a darn sound estimate of how that line will go that year.

Dealers say, "Atwater Kent is hot."

There is only one other court that is a higher authority than the opinions of dealers. *And that is the radio buying public itself.*

You know what they think—or you can find out for yourself in your own store.

Stacked up side by side—price for price—the average radio buyer today will pick an Atwater Kent Radio in preference to anything else in the field.

Already this year that statement has been proved hundreds of times.

Waving aside all evidence of technical superiority, Atwater Kent Radios have tone quality that the public appreciates—cabinets that the public likes—and prices that the public is willing to pay. And Atwater Kent has these three vital things in larger measure.

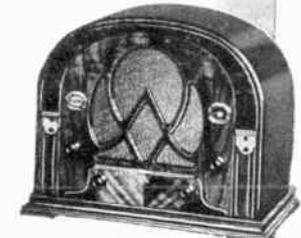
That's not just our opinion, or even dealers' opinions—it's something you can prove for yourself. Try it—and watch profits grow.

## ATWATER KENT MANUFACTURING COMPANY

A. Atwater Kent, President 4700 Wissahickon Avenue, Philadelphia, Pa.



MODEL 310—10-tube *silent* superheterodyne circuit, shadow tuning, 4-point tone control, 4-gang condenser, police, etc., of course. F. O. B. price is \$99.00.

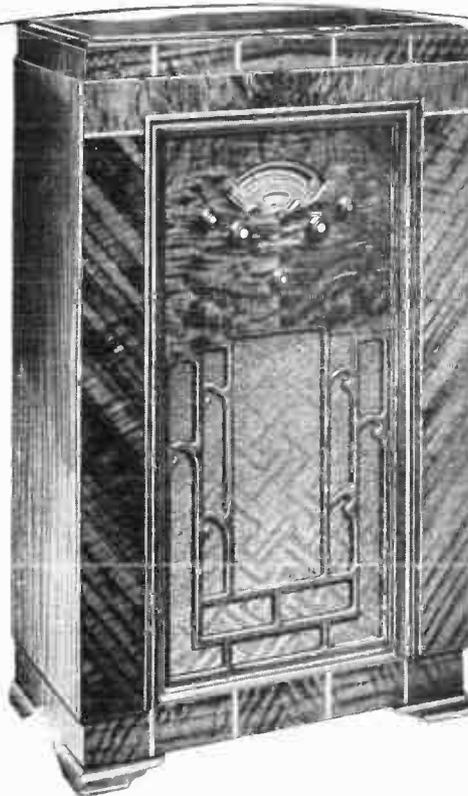


# ATWATER KENT RADIO

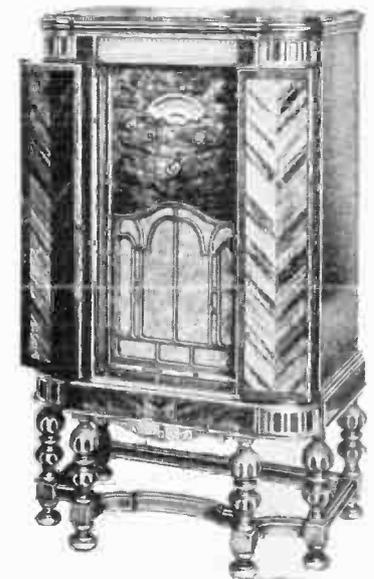


MODEL 510 (at right)—America's most beautiful radio—with a magnificent 10-tube chassis inside that is surpassed in performance and tone quality only by Atwater Kent model 711. F.O.B. price is \$109.00.

MODEL 427 (at left)—Full performance, full-sized Atwater Kent 7-tube chassis in popular cabinet style at the sales-making price of \$69.50 F.O.B.



MODEL 711 (at right) — the supreme radio of 1934. Atwater Kent's finest. 11-tube all-wave receiver, silent superheterodyne circuit, twin push-pull audio stage producing four times the volume of the average good radio, auditorium type speaker, silent tuning, shadow visual tuning, 4-point tone control, and 4-place switch for different wave lengths. \$160.00 F. O. B.



## Not WHAT WE SAY—OR YOU SAY

# With the Jobbers and Dealers

## Dickel Distributing Co. Is American Bosch Jobber

United American Bosch Corp., Springfield, Mass., recently announced the appointment of the Dickel Distributing Co. as its radio wholesaler in the Philadelphia market area serving Pennsylvania, New Jersey and Delaware dealers.

The Dickel Distributing Co., regarded as one of the largest and most active radio wholesaling organizations in the Philadelphia territory, has been in business since 1916, and is headed by G. W. Dickel, who for four years served as treasurer of the Philadelphia Radio Distributors Board of Trade.

His organization is composed of a well-experienced and well-informed group of radio specialists who have been working with the radio trade for many years.

## Radio Publication to Conduct Own Retail Store

Broadcast Weekly, the leading radio guide of the Pacific Coast, recently announced the opening of its own radio store at San Francisco headquarters, 36 Powell street. "Believing that better radio service and a wider distribution of modern radio equipment will, particularly at this time, contribute much to radio progress, Broadcast Weekly now dedicates itself to that purpose," states the company's announcement, which revealed also that Majestic radios and refrigerators will be featured.

This is, perhaps, a unique venture for a publication, and the fact that Majestic products were chosen in the light of their complete knowledge of many other makes of radios is a significant tribute to Majestic.

## Cambria Buys Radio Section

The Cambria Equipment Co., Johnstown, Pa., has acquired the wholesale automotive equipment and radio divisions of the Johnstown Automobile Co. The Johnstown Automobile Co. continues to distribute motor cars.

## George Phillips Manages Midwest-Timmermann Branch

C. J. Timmermann, of the Midwest-Timmermann Co., Dubuque, Ia., has announced the appointment of George Phillips as sales manager of the Des Moines branch. Mr. Phillips was formerly district sales representative of the Pooley Co., Philadelphia, Pa., and was also manager of the Des Moines branch of the General Motors Radio Corp. and held a similar position with Harger & Blish.

## Leland Harrison With Stern & Co.

Francis E. Stern, president of Stern & Co., Inc., Hartford, Conn., Majestic radio and refrigerator dealer, announces that Leland Harrison, well known throughout Connecticut, has joined the sales staff, succeeding F. C. Collins in the New Haven territory.

Mr. Stern returned the latter part of last month from a five-weeks' business trip to Europe.

## Forbes Adds Grunow Line

E. E. Forbes & Sons Piano Co., Birmingham, Ala., has been appointed a Grunow distributor covering the entire state of Alabama. The company reports a tendency toward higher priced merchandise and states that business is much better than it was a year ago with the outlook bright.

## New Majestic Models Shown

For the meeting at which the new Majestic line was introduced, Bill Evans and Jim Kitchen, of the Airola Radio Co., Huntington, W. Va., transformed the second floor of the building into a reproduction of a barroom of the days of '49. More than 100 dealers attended and waxed enthusiastic over the new Majestic models. Among those attending were Floyd Masters, Mique Schoenly and Tommy Thompson of the Grigsby-Grunow headquarters staff.

## Air Express Rushes Grunow Set to Salt Lake City

The speed with which General Household Utilities Co., Chicago, Ill., manufacturer of Grunow radios and electric refrigerators, meets an emergency request from a distributor was eloquently illustrated recently when the Salt Lake Hardware Co., Salt Lake City, Utah, found itself in need of Grunow radio model 801 for demonstration at a sales meeting.

The meeting was scheduled for the afternoon of October 28. Around noon of October 26 Charles L. Wheeler, vice-president and assistant sales manager of the Salt Lake company, notified H. C. Bonfig, vice-president in charge of sales of General Household, of the meeting and his need for model 801. Mr. Bonfig promised to have the set in Salt Lake City in plenty of time. At 5 o'clock that same afternoon Mr. Bonfig had a receiver loaded onto a Boeing twin-motor ship at the Municipal Airport and wired Mr. Wheeler to that effect. At 2.20 o'clock in the morning of October 27 the plane landed at the Salt Lake airport.

Mr. Wheeler's letter of appreciation written on the afternoon of October 27 to Mr. Bonfig follows, in part:

"We appreciate more than we can tell you your promptness in advising us relative to shipment of model 801 console radio which came via air express last night. We received your telegram about 6 o'clock and as a result we were at the airport at 2.20 a. m. unloading the set.

"We have been testing this set most of the day and it is truly a marvelous set. The tone is beautiful beyond description—the cabinet is superb, and if our sales organization do not come out of the meeting tomorrow afternoon full of pep and enthusiasm to put over this line, then I do not know what it would take because everyone who has seen this set (and this does not include any of our salesmen) has fallen in love with it at first sight."

This distributor is planning an intensive campaign on the Grunow line.



Twenty radio dealers and salesmen of the Dale Radio Co., New York City, recently boarded a bus, drove to Emporium, Pa., and for three days stopped at the Sylvania Club. The first activity was a course of inspection throughout the Sylvania tube plant with Maurice S. Depres, head of the Dale Radio Co., Paul S. Ellison, Sylvania advertising manager, and C. G. Pyle, sales supervisor of the Hygrade Sylvania Corp., acting as guides

# DON'T BE WITHOUT THESE 3 HOT MODELS ... in the Fast-Moving Zenith Line!



Here's proof that Zenith designers are sales minded!

Every set in this fast-moving line is made for a market. Don't overlook these three beauties. They are made specifically for people of certain needs and tastes.

For instance, Model 765 appeals to women who prefer the semi-highboy type of cabinet. Millions of people will always prefer this style of furniture to full-console.

Model 740 has instant appeal for the small-town, farm, and rural-outskirt market which still buys battery sets. Here is a fine Zenith creation taking extreme low battery drain.

And remember, variety in cabinet models means more sales! Challenger Model 712 gets a quick response from women who want tall lines in small appointments.

Every item in the Zenith line is designed for a purpose—for a definite market. That's why Zenith dealers enjoy the biggest percentage of floor sales to store traffic of any dealers in the industry.

Write us for your distributor's name.

ZENITH RADIO CORPORATION  
3620 Iron Street, Chicago, Illinois



**CHALLENGER MODEL 765**—Many people prefer a semi-highboy design in a radio and here is one very sturdily built with full length sliding doors. The top is of heavy lumber core plywood for added depth and resonance of tone. It has a 9-tube superheterodyne chassis with twin 8" speakers, a dash-type escutcheon with Shadowgraph tuning, visual volume and tone control. Size: 43" high, 25" wide, 16" deep.



**CHALLENGER MODEL 712**—There's a friendliness about the design of this handsome cabinet which will make it fit into any surroundings. Finished in light walnut color, it is trimmed with other beautifully grained woods and imported marquetry with a wood carving motif. It has a 6-tube advanced type superheterodyne chassis. Shadowgraph tuning and automatic volume control with an 8" speaker.



**CHALLENGER MODEL 740**—Battery radio—same cabinet as Model 760 ten tube superheterodyne circuit—8 1/2" dynamic permanent magnet speaker. Automatic volume and tone control. Extremely low battery drain. Complete, less batteries.





# Business is booming THANK YOU!

IT MUST be the "upturn"! It's a fact—Columbia sales are *booming*. If *you* aren't selling a lot of Royal Blue and Masterworks\* records—somebody else *is*.

The turn came in September with us. September was a good month—not sensational measured by 1929 standards—but *good*.

Then October came along—and things started with a rush. October ended with a sales gain of over 450 per cent!

And that's how things stand today—with three facts jutting out like lighthouses!

FIRST, the phonograph record business has taken a new lease on life; and dealers with the right set-up are getting profitable volume.

SECOND, Columbia has swung into the lead, with the best recordings of the best numbers and the best orchestras.

THIRD, Columbia has a *proposition* for dealers that is decidedly worth looking into.

*You* should look into this proposition. Don't miss this real opportunity to gather in year-round business that's yours for the asking—if you have the records that everybody is talking about . . . Columbia!

**BEST SELLERS OF TODAY**

2826-D	{	Heat Wave—(from "As Thousands Cheer")	
		Harlem On My Mind—(from "As Thousands Cheer")	
		<i>Vocals by Ethel Waters</i>	
2831-D	{	Mine—(from "Let 'Em Eat Cake")	Fox Trot
		Let 'Em Eat Cake—(from "Let 'Em Eat Cake")	Fox Trot
		<i>Emil Coleman and His Riviera Orchestra</i>	
2835-D	{	Ain't-Cha Glad?	Fox Trot
		I Gotta Right To Sing The Blues.	Fox Trot
		<i>Benny Goodman and his Orchestra</i>	
2836-D	{	So This Is Susie?	Fox Trot
		Mickey Mouse and Minnie's In Town.	Fox Trot
		<i>Ben Bernie and All The Lads</i>	



## Columbia Records

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

RM-11

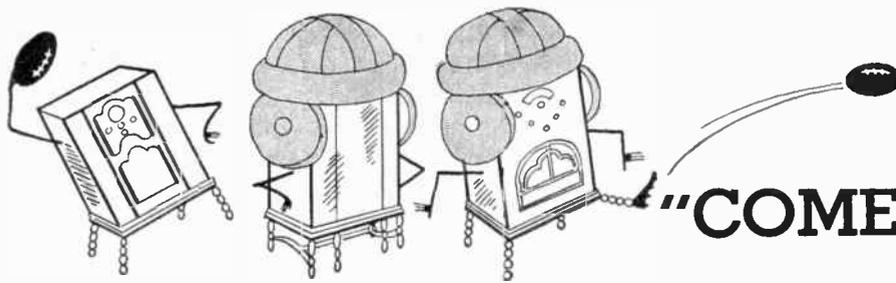
Please send complete information, prices, etc., on Columbia Royal Blue Records and Masterworks\* Series.

Name.....

Street & No.....

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

\*Reg. U. S. Pat. Off.



"COME ON, TEAM!..."

# Now we're goin' places!"

WHAT a line-up G-E Radio has this year!

Popular-priced but distinguished table models for thrifty buyers . . . Smartly styled consoles, loaded with thrills for both the eye and ear . . . Spectacular radio-phonograph combinations, packed, from legs to lid, with quality . . . beauty . . . prestige.

And a group of all-wave and dual-wave sets that range the whole wide radio world for entertainment . . . bringing in foreign and American stations, police calls, aviation calls, amateur calls—everything!

Every one a champion . . . famous for all-round performance . . . noted for brilliant reception.

Thousands upon thousands will see them . . . thrill to them . . . give them a golden cheer that will echo through the cash registers of dealers from Maine to California.

They've already started to pile up a winning score—and the season's only just opened.

Get behind this G-E line-up. Give it all you've got. Back it to the limit. How can you lose when you're riding along with a sure-fire winner?

See your nearest G-E distributor today. Or write for complete information. General Electric Company. Section R- 4311 Merchandise Dept., Bridgeport, Conn.

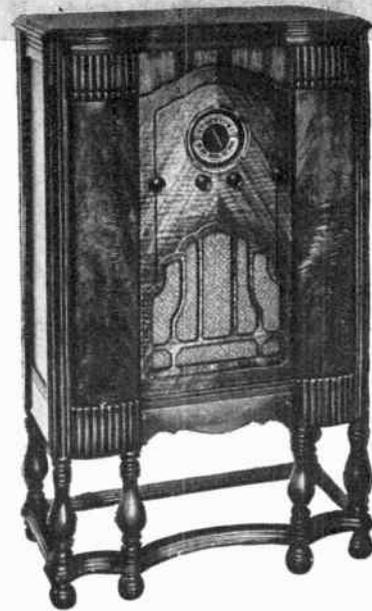
## Here are Three Stars of the All-Star G-E Line-up for 1933-34



**MODEL K-85**—All-wave console. A-c. superheterodyne. Covers American and foreign stations, police calls, aviation calls, amateur signals. Lists at \$128.75. Also available in table model at \$92.50.



**MODEL K-64**—Dual-wave table model. A-c. superheterodyne. Brings in American and foreign stations, aviation and police calls. Smartly styled mantel clock design. Walnut veneer and oriental wood. Lists at \$54.50.



**MODEL K-66**—Standard-range de luxe console. Police call switch. Airplane-type dial. Renaissance design. Walnut veneer-zebra wood cabinet. Lists at \$72.50. Other standard-range consoles at \$119.50 and \$149.50.

*"Now is the time to buy"*

All prices F. O. B. factory. Slightly higher in West, Mid-west and South. Subject to change without notice.

**GENERAL  ELECTRIC RADIO**



# With the Jobbers and Dealers

## Grunow Distributor Uses "Post" Ad to Advantage

George H. Eberhard, of the George H. Eberhard Co., San Francisco, Calif., Grunow radio and refrigerator distributors, pulled a novel stunt on the morning of October 17 when the Saturday Evening Post edition of October 21 was on newsstands.

Briefly, Mr. Eberhard arranged with Western Union to have a boy call on every one of his dealers and dealer prospects for the Grunow franchise, delivering a Saturday Evening Post opened to the double spread ad in colors, featuring "Living Tone" and "Si-Lec-Trol" Grunow radios, giving the following talk:

"Good Morning Mr. Dealer: This ad explains LIVING TONE and SI-LEC-TROL as built ONLY IN GRUNOW RADIOS. You had better start off with GRUNOW from scratch! Compliments of the GRUNOW distributor in your area, the George H. Eberhard Co., San Francisco."

George Eberhard has formed and been granted Chapter No. 1 of the GRUNOW CARRENE CLUB, and has enrolled over 80 per cent of his dealers and dealers' salesmen for the big drive on Progress Models now going on—the Coast.

## New Majestic Accounts Opened

Lou Willis, of California Majestic, Inc., Los Angeles, Cal., announces that the company has received heavy advance orders on Majestic Smart Set models. He also reports that the following dealer accounts have been opened on the Majestic line: Baranov Jewelry Co., San Diego, Cal.; Federal Outfitting Co., Colonial Co., Elster-Hdwe. Co., all of Los Angeles, and the Kay Jewelry Co. of Long Beach.

## New Zenith Distributors

The Zenith Radio Corp., Chicago, Ill., recently announced the appointment of the following distributors: H. E. Sorenson Co., Des Moines, Ia.; Bay View Furniture Co., Holland, Mich., and Fones Bros. Hdwe. Co., Little Rock, Ark. All of these concerns are well known in their respective territories and have excellent standing with thousands of retailers.

## Triples Set Business

Roy A. Whipple, president of Wakem & Whipple, Inc., Chicago, Ill., Sparton distributor, reports that at the present time business on the Sparton line is three times that of the same period last year.

## Introduces New Models

Elmer J. Walz, for many years connected with the RCA Victor Co., Inc., is now associated with Erskine-Healy, Inc., Rochester, N. Y., Majestic radio and refrigerator distributor. Erskine-Healy, Inc., held open house on October 31 and November 1 during which the new Majestic line was introduced to dealers.

In a contest based upon the largest percentage increase of Sylvania tube sales, A. L. Schieble won the prize. He also was the winner of a contest for appointing the greatest number of new Sylvania accounts.

## Adds Royal Culinaire

Peirce-Phelps, Inc., Philadelphia, Pa., Majestic radio and refrigerator distributor, recently added the Royal Culinaire, a complete food-preparer, to lines handled. The company recently appointed Pomeroy's, Inc., of Reading and Harrisburg, as a Majestic radio dealer and Strawbridge and Clothier, Philadelphia, to retail Garwood oil burners. Peirce-Phelps, Inc., note a trend toward higher-priced merchandise.

## May Sales Staff Appointments

Leo A. Meyer, general manager of the May Radio & Television Corp., New York City, announces the following staff appointments: Larry Peters, covering Bronx and Westchester; Jerome Murphy, covering upper Manhattan, and Arthur Wormser, covering Long Island. Among the lines recently added were Evnr-Ready range burners.

## Anchor Lite Adds Universal Line

C. J. Kauffman, of the Anchor Lite Appliance Co., Pittsburgh, Pa., reports a healthy and steady growth of radio, refrigerator and appliance sales during the current year. He states that orders are greatly in excess of the available supply and the biggest business year in the history of the company is expected. Anchor Lite organization was recently appointed a distributor of Universal electric appliances.

## Ted Morley With 555, Inc.

P. D. Sowell, of 555, Inc., Little Rock, Ark., Atwater Kent distributor, announces that Ted Morley, formerly with E. T. Cunningham, Inc., has been added to the sales staff. Mr. Sowell reports that the sale of Thor washers has shown a consistent increase throughout the year.

## National Union Dealer- Serviceman Contest Starts

Both dealers and servicemen have equal opportunities in vying for the fifty-six prizes to be awarded in the National Union Radio Corp. contest announced recently. Cash awards total \$350 and autographed tube awards 1,400 tubes.

The contest, scheduled to close on November 30, gives a leeway for entries up to midnight on December 9. The dual aspect of the contest is unique in that it provides equal winning opportunities for both the merchant with a store show window and the serviceman with his shop set-up.

Twenty-eight prizes will be awarded in the dealer division for photographs of display in shop windows, and twenty-eight prizes will be awarded in the serviceman division for photographs of ideal practical service shop layouts. There is no restriction which forbids any one contestant to compete in both divisions.

An unusual angle is presented in the matter of awards which provide in addition to cash a series of prizes made up of lots of National Union tubes, bearing the personal signature of Dr. Ralph E. Myers, National Union's vice-president in charge of engineering and production. This signature is etched into the glass-envelope of the tube by means of acid.

## Appointed Sparton Distributor

The Globe Supply Co., of Syracuse, N. Y., has been appointed distributor of Sparton home and automotive radio receivers, it was announced by Harry A. Solomon, head of the concern. The company, which has handled a number of other radio lines during the last few years, will merchandise Spartons in the counties of the Syracuse territory.

## Extends Territory

H. J. Zehner, president of the Ignition Service & Supply Co., Albany, N. Y., announces that the territory covered by the firm on behalf of Majestic radios and refrigerators has been extended to include Essex, Clinton, Franklin and St. Lawrence counties. Bob Hamm is covering the new territory.

## Dr. Brandt With Loveless

L. M. Loveless, president of the Loveless Distributing Co., Bath, N. Y., announces that Dr. Kristian Brandt, Ph.D., is now in charge of engineering sales for the company. Mr. Loveless also states that many new accounts on the Wurlitzer-Lyric 1934 radio line have been opened.



# 51% STOPPED—8% CAME IN THE STORE

This is the actual record of Burns Radio Store, Dayton, Ohio.

Passersby notice some window displays. They stop and look at others. But it's a whale of a display that actually brings people into the store and gives you a chance to show what you have to sell.

RADIO TOURS MAPS do it. But that isn't all. They make people want new radio sets, new tubes, or perhaps some service work. That's your opportunity.

RADIO TOURS MAPS are the most effective sales promotion item the radio trade has seen in many a month. Another outstanding example of the cooperation that dealers confidently expect—and get—from RCA Radiotron Company, Inc. and E. T. Cunningham, Inc.

Check your Cunningham Radio Tube or RCA Radiotron stock today. Order your RADIO TOURS MAPS from your distributor and get these sales-makers working for you.

**Prices:**

Radio Tours Map of United States, Canada, and Mexico—with large imprint: \$2.00 per 100. \$1.75 per 100 for 500 or more. \$1.50 per 100 for 1000 or more.

World - Wide Short - Wave Radio Tours Map. Same prices as above.

**RCA** Cunningham Radiotron **RADIO TUBES**

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

## Check-Up on Recovery

**W**ITH the major industries of the country, including our own, operating for some months under the NRA program a check-up of the results seems in order. Such a review at the present time is particularly desirable inasmuch as the pace of recovery has slackened in some localities and the fearsome are proclaiming a perfectly natural let-up to be a dire calamity. We are told by those who have made a study of depressions and recoveries therefrom that the road back to normalcy will not be attained by a sustained upward climb that shows on the charts as a steep hill but rather by a series of minor recoveries, which might be represented by a range of small hills, the crest of each being a little higher than the one before it.

**B**UT enough of economics! Has the President's program helped conditions generally, and has it helped the radio industry in particular? RADIO MERCHANT went to radio distributors in every state of the Union for the answers to these questions. We asked "Have business conditions in your locality reflected a better feeling?" With two exceptions the answers were in unqualified affirmatives. One Los Angeles, Cal., distributor reported "Business conditions in Southern California have not yet felt any marked effects of the NRA program. We will, however, benefit very strongly in the next several years due to a number of huge construction, irrigation and water projects that can be financed and soon started through the aid of Government money." A Salt Lake City, Utah, wholesaler advises "that prosperity has not yet reached us in the West, due, we presume, to the fact that the depression did not reach us until some time after it made itself evident in the East." Against these two statements, neither of which is pessimistic in intent, scores of distributors from all sections reported that conditions have materially improved.

**H**AS the NRA program benefited the radio industry? Let us seek the answer to this question by regarding it from two angles, namely: sales volume gain, and increase in the unit of sales price. Almost without exception reports state that the increase in sales volume has been tremendous. A number of distributors report that the Summer months were the best enjoyed since the halcyon days of 1929. This first factor indicates that the radio industry has fared well under the program.

**A**RE people spending more money for their radio sets? Let us take a glance at the reports. They read: "The average unit sale price is increasing," "The unit sale price is higher than last year," "A decided increase," "50 per cent increase," and so they read—unquestionably *the ayes have it*. Again chalk up a score for radio on its road to recovery.

**T**HESE reports coupled with those of manufacturers and merchants which have appeared in these columns during the past three or four months indicate clearly that the industry is well along on "the way back" to the proud position it once held. It may be that at times there will be a hesitation, a holding back on the part of the buying public. That's natural! This country has gone through four pretty tough years and the people have not entirely forgotten the days of privation. They still want the best however and as conditions continue to improve and the clouds of uncertainty pass over, the pent-up buying demand will burst forth. In the meantime, "Let's Carry On."

## Code for Wholesalers

**T**HE National Recovery Administration at Washington is, at this moment of writing, conducting hearings on the code of fair competition for the wholesaling trade, submitted by a group of trade associations, including the Radio Wholesalers' Association, Inc. The code as submitted would divide the wholesale trade into groups of commodity divisions. Among the important clauses contained in the code are two pertaining to trade practices. One provides that selling at wholesale prices to ultimate customers in those divisions where wholesalers sell through retailers is uneconomical and undesirable and may be prohibited; the other provides that in any division in which manufacturers sell coincidentally to several classes of buyers, such as wholesalers, retailers and customers, the divisional code authority may announce for each product or group of products distributed by its division price differentials between the different classes of buyers which shall be fair and reasonable. After such differentials have been announced, it shall be declared unfair practice for a wholesaler to buy such merchandise from any primary seller who does not maintain such differentials.

# Are Radio Policies *at*

*Second and concluding instalment  
of an article*

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

**T**HE second section of the survey was based upon interviews with 750 leading radio dealers. The charts herein picture the results. Bear in mind, they reveal the desires of *leading* dealers and show a different picture than would probably be the case if the undisciplined rabble had been included. Since the latter's days are numbered under NRA, or at least under the eliminating process going on, consideration of their wishes is relatively unimportant.

## Brands Handled

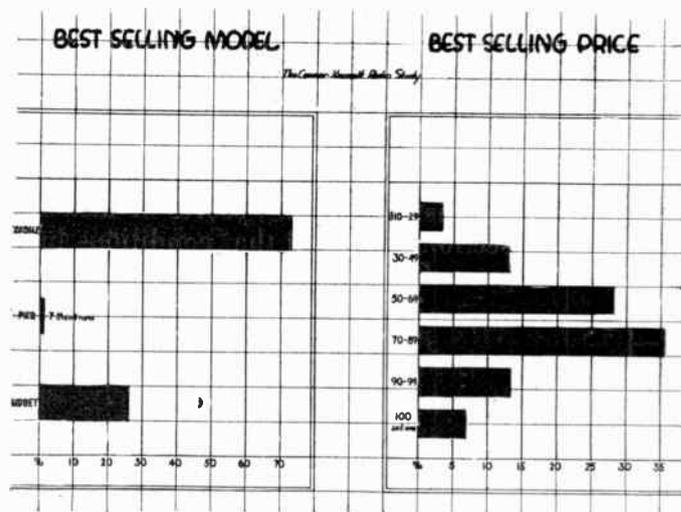
	Average No. of Brands Mentioned	Total Number of Mentions	Number of Dealers Replying
Eastern Section	3.95	683	173
Midwest Section	2.4	600	249
Southern Section	2.2	229	103
Mountain and Pacific Section	3.2	104	33
Entire United States	2.9	1,616	558

It is interesting to know that the average leading radio dealer now handles 2.9 brands. In the Eastern section where competition is keener and with a higher percentage of saturation, average brands handled are 3.95. The day of exclusive franchises appears to be over. Radio merchants are attempting to get as much volume as possible by benefiting from the greatest amount of brand goodwill. A new entrant would not find it as hard to establish distribution as a few years ago, but he would have to prove he had good recognition.

The "Best Selling Model" and "Best Selling Price" charts indicate again that the industry fell out of step with the market. Low preference for the pier-type shows the error one manufacturer made in not researching consumer and dealer desires before its model was introduced. Likewise the indication of favor for prices in brackets between \$50 and \$89 shows that the pricing technique of the industry was out of line. Notice the close correlation between dealer and consumer desires on the matter of price. This indicates that the dealer is better able to know what the public wants than the manufacturer himself.

The first instalment of this article which appeared in the October issue of **RADIO MERCHANT** told of the radio desires of consumers as expressed by 5,000 set owners, residing in all sections of the country. Charts showed that as regards the "Favored Model" 75.5 per cent preferred the standard type and 24.5 per cent the midget type. The "Price Preferences" of consumers were set forth as follows: Average price for a receiver in cities over 250,000, \$99.50; in cities under 250,000, \$102.50; average, all cities, \$101.50. Does this mean that the radio industry has been out of price line with the consumer to its own disadvantage? The survey so indicates.

In the instalment which appears on this and following pages the desires of leading dealers, based on interviews with 750 of them, are set forth. It is interesting to note the close correlation between dealer and consumer desires on a number of points.



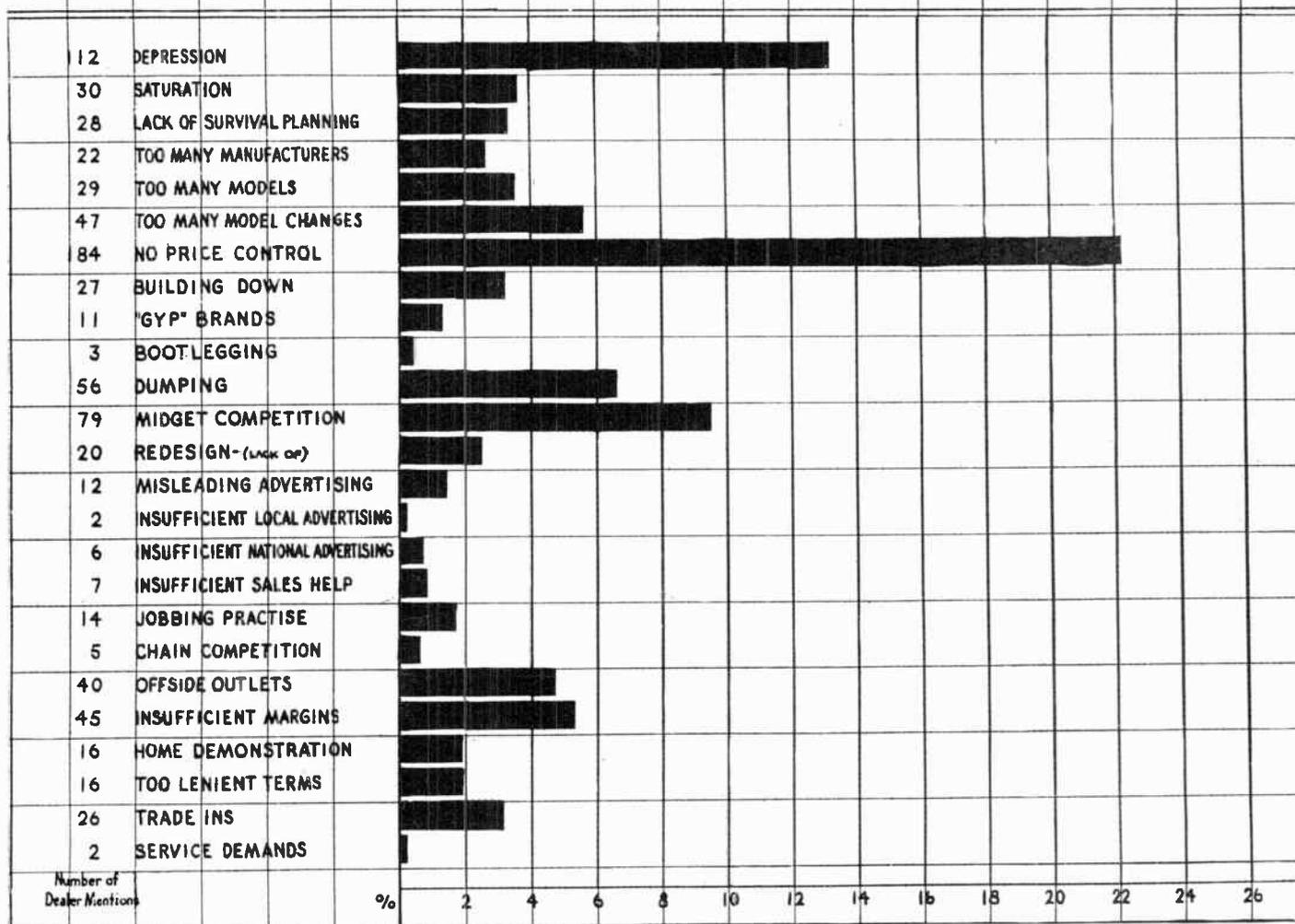
This chart shows the overwhelming verdict in favor of the console as the "Best Selling Model." As regards the "Best Selling Price" 200 mentions were given to the range from \$70 to \$89; 160 mentions said \$50 to \$69; 75 mentions were given to the ranges from \$30 to \$49 and from \$90 to \$99, and 39 mentions said \$100 or over

# Variance *with* *the* Dealer's Desires?

A manufacturer of any product really sells two things: (1) To the consumer, a product capable of delivering a greater value than its cost in terms of use and enjoyment. (2) To the dealer, a product as a vehicle of profit. From the latter standpoint, it is the obligation of the manufacturer to build into his selling program those elements which will help dealers to profit. The value of the

## WHAT IS WRONG WITH THE RADIO BUSINESS?

*The Cramer-Krasselt Radio Study*



*Some of these problems are beyond control; others can be met and solved*

greater value than its cost in terms of use and enjoyment.

(2) To the dealer, a product as a vehicle of profit.

From the latter standpoint, it is the obligation of the

chart "What is Wrong With The Radio Business?" is of great importance in this connection as it gauges the comparative attention which each problem should receive in working out a selling program of help to dealers. Of

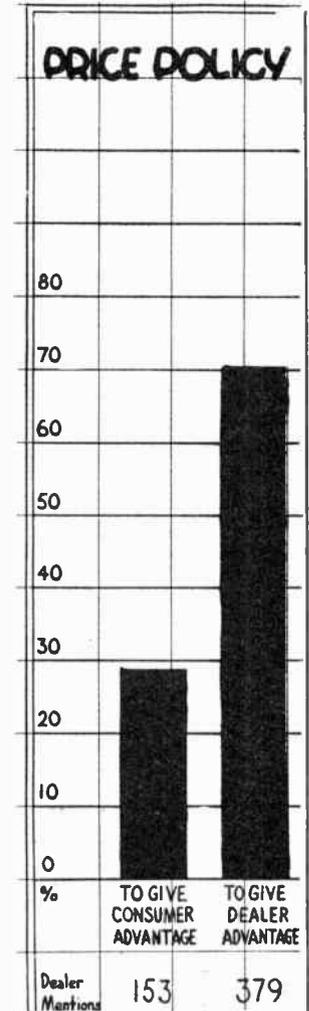
On these pages are graphically presented the results of interviews with 750 leading radio merchants. The charts picture the desires of these dealers and should prove valuable to manufacturers in revamping their price and selling policies to meet changing conditions. As the article states "it is the obligation of the manufacturer to build into his selling program those elements which will help the dealer to profit." As the chart "Price Policy" indicates the great majority of dealers feel that for some time past the pricing policy of the industry has been such as to give the customer the advantage to the detriment of the merchant. They feel that the profit needs of the retailer must be considered and be given more advantages.

Radio merchants should likewise find this article of considerable interest. Are the desires of their customers similar to those of the 5,000 set owners set forth and charted in these pages last month? What are the favored models and price preferences of their clientele? Do they agree in the main with the averages of those interviewed during this survey? Do merchants agree with the figures detailed in the "Sales Improvement Requirements" chart which appears on the next page? How do your selling methods compare with those appearing on the chart "Present Selling Methods"? The editors of RADIO MERCHANT will welcome comment from all branches of the trade, manufacturers, distributors and dealers, on these articles. Do they mirror your experiences and opinions? Do you disagree with the results? Why do you disagree? What are your conclusions?

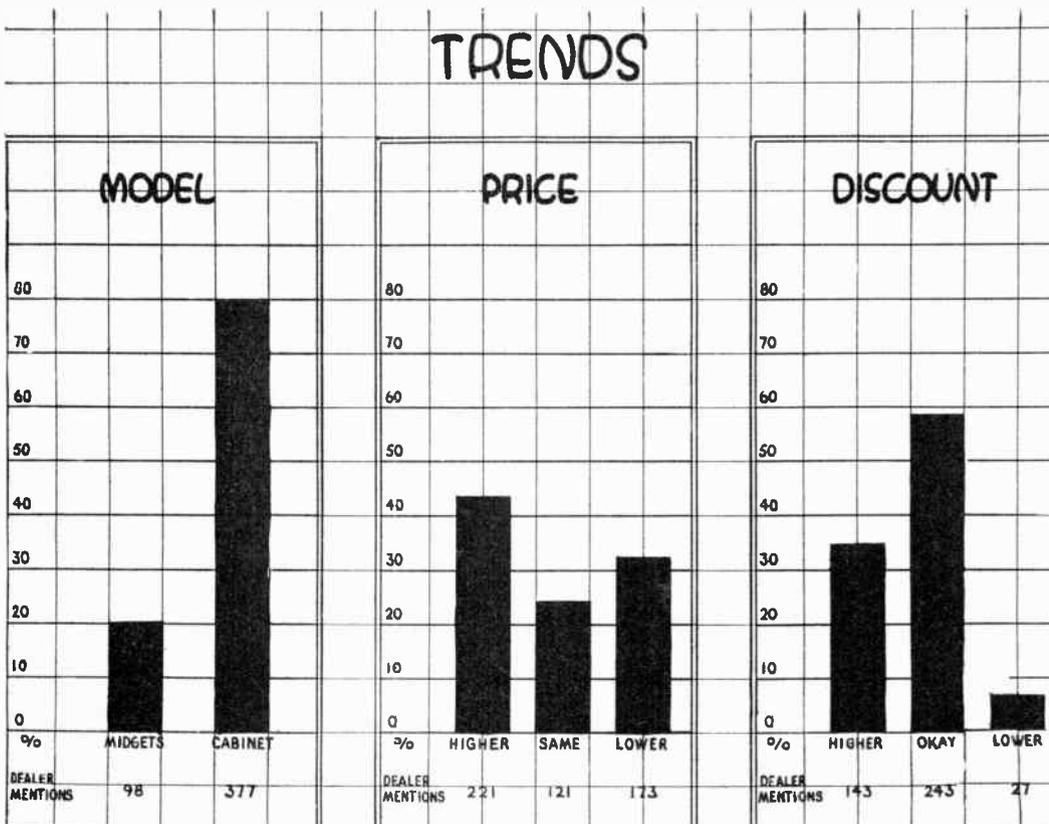
course, some of the specific problems mentioned are outside any control. Other problems can be met and the manufacturer should incorporate a solution of them in any real dealer plan.

The vogue for Midgets seems to be declining. The chart "Trends" shows an 80 per cent trend toward cabinet styles.

Price trends are upward—which isn't particular news in that there is no other way for them to go. A large percentage of leading dealers feel dis-



The above chart indicates the feelings of dealers that price policies should be adopted which will give retail outlets added advantages. The majority feel that higher prices rather than lower prices should be the rule



On the left the chart "Trends" clearly indicates that the vogue for midget models is declining and that standard models are preferred by some 80 per cent. The price trend is upward and most dealers feel that present discounts are satisfactory





# STEWART-WARNER

THE RADIO OF THE STARS . . .

## Announces



This Duncan Phyfe Radio Table, already a part of the line, exemplifies Stewart-Warner's new Dual Harmony idea—radios completely concealed in useful pieces of furniture. Available in 10-Tube set at \$69.50 and 6-Tube set at \$52.50. Other beautiful furniture sets to harmonize with different periods.

*Completing a Magnificent Line with Eight Knock-Out Added Models!*

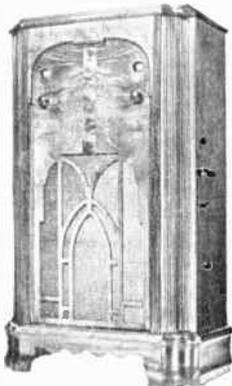
The eight added models shown here complete a Stewart-Warner Radio Line that is more diversified and appealing than ever before. Never before have you had such a varied selection with which to draw people into your store—and SATISFY THEM WITH EXACTLY THE KIND OF RADIO THEY WANT.

Styled and designed by Axel Berg—an unquestioned leader in modern styling—each one of these radios represents a classic of its kind in its class.

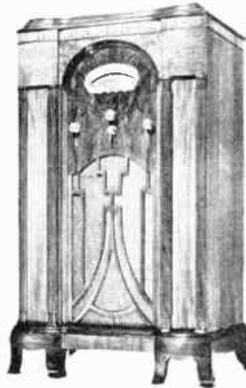
Stewart-Warner is having its greatest radio year. Stewart-Warner distributors and dealers are earning greater profits than ever. The radio-buying public has found a new favorite, strictly on the basis of merit, beauty, value and performance!

*Get your share of Stewart-Warner Radio profits this season!*

**HANDSOMELY STYLED NEW CONSOLES IN BEAUTIFUL WOODS!**



**Model 1192**—6-Tube Superheterodyne—Perfectly matched woods fashion this cabinet of distinctive design. Striped American Walnut, Butt Walnut Veneer, an arch of Maple Burl and top band of French Rosewood—all richly finished—complete the harmonious effect of this handsome piece of furniture. \$69.50.



**"Magic Dial" Console**—Model 1201—12-Tube All-Wave Double Superheterodyne—the 4-dial sensation of the radio world in a console of rich beauty. Striped American Walnut and Matched Butt Walnut form the front panel and grille. Maple Burl and French Rosewood add the final touch to this superb piece of craftsmanship. \$149.50.



**Model 1108**—10-Tube Superheterodyne—Designed to meet every demand for dignity, beauty and harmonious blending of fine cabinet woods. Top of American Walnut, center panel in Matched Butt Walnut Veneer. Top band of Zebra Wood, decorative side panels and six gracefully turned legs add further to its attractive appearance. \$82.50.



**How This Dramatic Tie-up with Great Radio Stars Helps You to Sell More Radios!**

The most arresting and dramatic advertising in the magazines this year is the current Stewart-Warner "Radio of the Stars" theme.

What sells radios? Appearance and Tone!

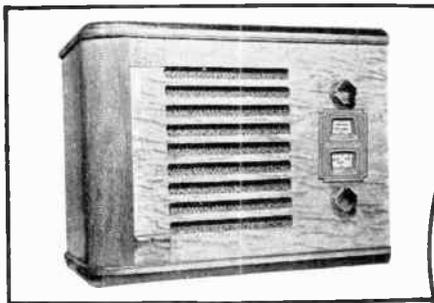
You certainly have the appearance in the Stewart-Warner line. Axel Berg, one of the greatest stylists in the world, is responsible for their originality and beauty. You certainly have the tone. This is enthusiastically

attested to by the radio stars themselves. They have put Stewart-Warner Radios in their own homes where their own relatives—who know best how their voices *should* sound—can enjoy their broadcasts in lifelike reality.

Here, then, is a combination which actually makes it easier for you to sell radios this season. Don't overlook this great possibility or you may be overlooking *important profits!*

# Additional Models for a season of STAR PROFITS!

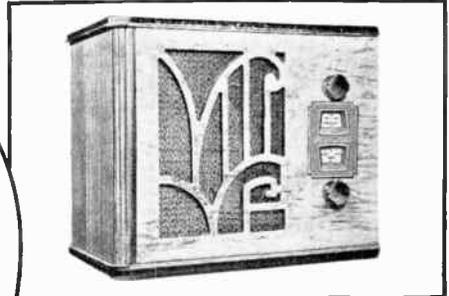
COMPANION SETS THAT MATCH THE MODERN MODE IN FURNITURE



**Model 1163**—5-Tube Superheterodyne—Top and ends of grained American Walnut, blending perfectly with front panel and speaker grille of Blistered Ebony Maple. Banding at top and base finished ebony black. 10 inches high. Truly ultra-modern in style and beauty. \$29.50.

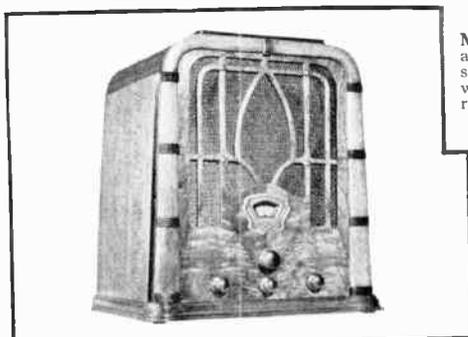


**Model 1161**—5-Tube Superheterodyne—Bird's Eye Maple and American Walnut form the top; the sides of American Walnut. Framed in narrow black bands at the top, sides and base of the cabinet is the panel and grille of richly grained Walnut. 12 1/4 inches high. \$29.50.



**Model 1164**—5-Tube Superheterodyne—Smart lines and modern design created to harmonize with the new modern note in furniture design. American Walnut and Blistered Maple combine with two narrow black bands to enhance the charm of this cabinet. 10 inches high. \$29.50.

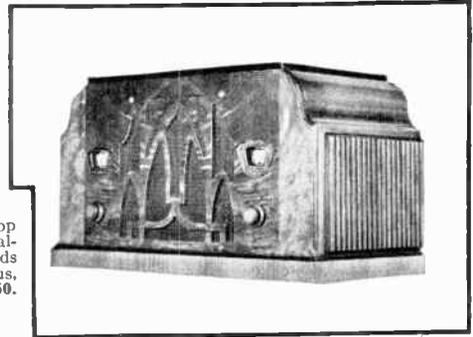
RICH HAND-RUBBED FINISH, MATCHED WOODS IN THESE NEW APARTMENT MODELS



**Model 1107**—10-Tube Superheterodyne—Top and sides of striped American Walnut, panel and speaker grille of beautifully matched Butt Walnut, with moulding in two-tone Birch. Rich, hand-rubbed lacquer finish. 17 1/4 inches high. \$62.50.



**Model 1191**—6-Tube Superheterodyne—Top and center of front panel in matched Butt Walnut in harmonious contrast with decorative ends of Maple Burl—base of Zebra Wood—lustrous, hand-rubbed finish. 11 inches high. \$49.50.



All prices slightly higher west of Rockies

THE STEWART-WARNER CORPORATION, DEPT. 11, 1828 DIVERSEY PKWY., CHICAGO, ILL.



Window display tie-up of M. Steinert & Sons, Springfield, Mass., in connection with the showing of the Fox picture "My Weakness" which played at the Poli theatre, Springfield during the week of October 27 to November 2. The display ran during entire period of the film's showing

●

**F**OR some months past reports by manufacturers, distributors and dealers joyfully proclaimed the glad tidings that recorded music was again coming into its own and that the people were not only buying but were displaying keen interest in building up libraries of recorded music of all types.

Undoubtedly there are many dealers who have never carried records, or those who had discarded their record departments some years who were more or less skeptical of the improvement which was being proclaimed. They were not playing their phonographs again, neither were their friends. Therefore, they asked themselves, "How widespread is this improvement? Is it nation-wide or simply confined to a few scattered localities? Are people buying phonographs or combinations, or are they bringing down their old instruments from the attics to play again?" Interesting and perfectly logical questions—ones which a dealer would ask himself before returning to the merchandising of recorded music.

In order to present a true picture of the market for recordings before its readers, RADIO MERCHANT conducted a survey among leading radio-music houses throughout the United States and is able to report some interesting findings. *The improvement is nation-wide.* From every section of the country, from the Atlantic to the Pacific, from Wisconsin to Texas, merchants report increased business over last year, ranging from 10 per cent to 200 per cent. The greater number of dealers reporting placed the sales increase at from 20 per cent to 35 per cent, a few who evidently are placing increased efforts behind the sales of the disc reported doubled and tripled sales.

The average monthly sales volume varies greatly. However, a glance at the returns shows that the question "Can a sizable volume be built up?" may be answered with a decided affirmative. A well-known and long-established Washington, D. C., music house reports simply

# Recorded

By V. E. Moynahan

A survey of record dealers throughout the United States shows that sales are showing a marked improvement and that the public is again playing phonographs. Manufacturers are revamping their policies to meet current conditions

that the average monthly sales volume is \$2,025; a dealer located in a college town in the East places the monthly volume at \$2,000, and this represents but a 10 per cent increase over last year, which, he states, "was the best record year we have had, so that our present figure represents a normal expectancy." A number of dealers preferred not to disclose the monthly figures. Those who did, however, gave in many instances a range of from \$1,000 to \$1,200 and others placed their monthly volume at about \$500.

**I**T is interesting to note that most dealers feel that the improvement in record sales is due in a large measure to owners of phonographs which have not been used for the playing of recorded music for some time but who are now buying. The following quotations should prove of value: William M. Rice of Briggs & Briggs, Cambridge, Mass., "We think that some machines have been brought down out of the attic and the idea of music when you want it is having the effect on selling records"; E. F. Droop & Sons Co., Washington, D. C., "Many people who have owned but not used phonographs are again buying records. They prefer to select their own music instead of taking what the radio brings"; F. Luyster, Tri-State Music Co., El Paso, Tex., "I see people buying records whom I have not seen for three years. Of course, our volume is not large yet, but it looks mighty encouraging. I attribute part of the increase to the decent tunes and not so much of the tripe we had during the

# Music Is Rapidly Returning to Favor

past two years"; Mrs. F. A. Halverson of the Knight-Campbell Music Co., Denver, Colo., evidently expects to sell new machines in addition to records, for she states that "Many have gotten out old instruments, but not many are satisfied with these"; Hugh W. Randall, president of Bradford's, Milwaukee, Wis., states, "We have noticed greater activity in the record department and believe that phonograph music is coming back. We have pushed the combinations very hard for the last two years and have met with considerable success."

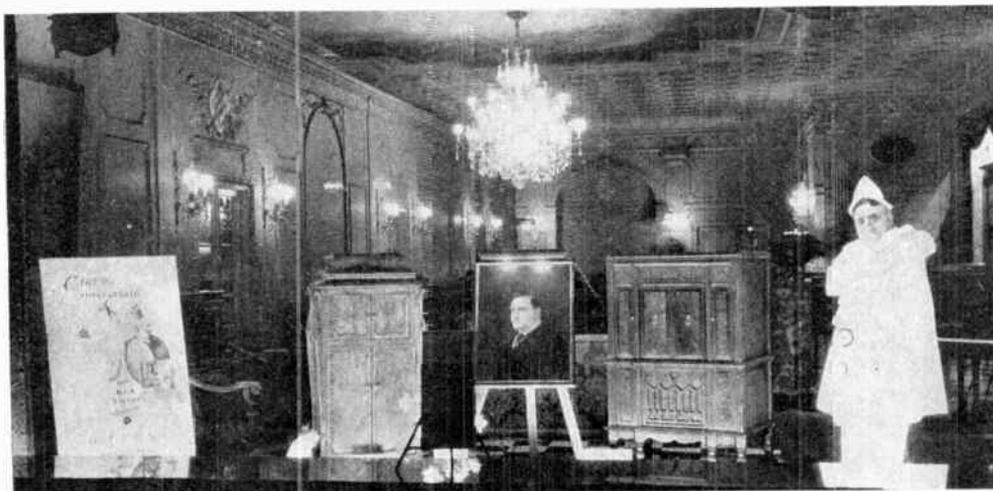
Direct mail continues to rank as the best method of building record sales. Practically every dealer uses this to send catalogs of record releases to customers. In some instances prospect lists are broken down and classified as to types of music desired by the individual customers. Other methods which have proven successful are window displays, newspaper advertising and tie-ups with films which feature recording artists. Mr. Rice of Briggs & Briggs finds that college mediums are more satisfactory than local newspapers inasmuch as the store is located in a college town. This establishment publishes a monthly magazine giving detailed reviews of new records. He sums up the reason for success in the following words: "The success of any record department depends on the effort that the owner or manager puts into the department. It never moved itself and always needed somebody to push it along." Mr. Rice further reports that the average unit sale per record in the Briggs store for the first nine months of 1933 was \$1.06. Mr. Luyster finds that the tie-up with films has proved beneficial to his store, particularly those in which Bing Crosby has been featured. He further thinks that the major record companies should

furnish dealers with more record window display material and mailing pieces featuring names of bands or stars.

In Denver, Colo., the Knight-Campbell Music Co. is securing some of its best business from the Language and Music Departments of the colleges and high schools. Miss Marion Swift, manager of the record department of M. Steinert & Sons Co., Springfield, Mass., uses all methods of promotion. She finds direct mail and telephone solicitation to be excellent, window displays—"very valuable," has a review of record releases in the music page of the Sunday newspaper, ties in with all films as they come to the city and broadcasts two dance programs daily and one symphonic program on Sundays. Miss Swift comments that "if some good method could be devised for letting people know how much better recorded music is than ten years ago it would put records definitely back into circulation." Later in this article one of the methods manufacturers are planning might help answer Miss Swift.

The fact that these dealers are finding that a record department is a profitable investment should encourage the trade generally to investigate the profit possibilities. As one veteran record executive phrased it, "There is no pulling the rabbit out of a hat in selling records. It simply means getting in touch with those customers who own phonographs which are equipped to play electrically recorded discs and letting them know what is available in recorded form. Recently I wrote to several hundred dealers and asked them if they would not circularize a small percentage of such customers. Those who did were amazed at the good results they achieved."

*(Continued on page 28)*



*This Victor record window display, featuring the recorded voice of the immortal Caruso, attracted considerable attention and resulted in sales of both records and combination instruments when it was shown in the display space of the Aeolian Co., Fifth avenue, New York City*

# Radio Merchandising in European Markets

By  
**A. Van Santen\***

**E**VERY year or so when I come to the States, I am struck forcibly by the similarity of sales merchandising as practiced in the States and in Europe, particularly Western Europe.

Eight years ago, when I first introduced American radios and radio parts on the Continent, radio business was primitive and chaotic. European broadcasting stations were few and far between.

During the past several years a tremendous change has come over the European radio situation. New and powerful broadcasting stations have been erected, many of them the most powerful in the world, with 50,000-watt power. Radio merchandising on the Continent has kept pace with a similar development of radio selling in the States. As in the beginning here, the sale of radio sets has progressed from individually manufactured sets made by enthusiastic amateurs to the point where the majority of the sets sold are production jobs of the largest and most responsible manufacturers in the United States and Europe. Nearly every large manufacturer in the States is actively soliciting business in Europe, plus a lot of European manufacturers.

**O**NE big difference between American and European radio is the approach of the broadcasting station. In the States, the major portion of the expense of broadcasting is borne by advertisers, big and little, who use the radio as an advertising medium alongside of advertising in newspapers and magazines. In nearly every European country the broadcasting station is a government institution like the postoffice. Of course, railroads and telegraph and cable companies are also government monopolies in most countries. In these countries the broadcasting expense is borne by the radio-set user who pays an annual license fee to the government for the support of broadcasting facilities. Whether this method is preferable to the methods of the States is a subject which can be argued indefinitely pro and con. It does increase the cost of radio to the set owner. On imported sets—sets made in the States, the owner must pay ocean transportation and often a heavy tariff.

Still another complication factor in several European countries, notably England, Holland and Switzerland, are the manufacturing monopolies granted individual companies. In England the Marconi Co. and

*\*A Van Santen is one of the foremost radio sales representatives in Europe. He has been vice-president in charge of European sales for one of the largest radio manufacturers. He is now honorary chairman of the Netherland Radio Exhibition held annually in Amsterdam. He has been President for five years of the Radio Association of Holland; he has written innumerable articles on radio, and radio merchandising for trade papers in both the United States and Europe. He is now associated with H. L. Krause, Inc., well-known exporter of New York City.*  
—EDITOR'S NOTE.



A. Van Santen

in Switzerland and Holland the Philips Co. make difficult the importation of sets from America, except upon the payment of a comparatively high license fee.

Still another complication which makes the life of representatives of American radio manufacturers so very exciting and interesting are the variations in wave band. The majority of the European broadcasting stations broadcast upon wave length as high as 2,000 meters. This necessitates a special radio set which must be manufactured for this particular market. Naturally, a specially-made set costs more than the standard sets as sold in the United States.

Probably the greatest difficulty in proper reception of European stations by American sets is the factor of selectivity. In the States it is standard practice to have each station separated by five degrees on the standard wave band. In Europe two degrees is a wide separation, one degree is usual. The average low-priced American set will not operate satisfactorily in a territory where twenty or more stations, some of them 50,000-watt stations, are "pounding-in" over a comparatively narrow section of the wave band. This also increases the cost of manufacture. Much greater care must be used in the production of sets that will receive a broadcast satisfactorily under such conditions. Result?—more expense!

There are still other complications—in territories such as France, Switzerland, and several others, the number of American sets which can be imported into the country during any specified period is strictly limited by a definite government quota designed primarily to cut down the volume of imports from the States. One reason for this quota is the protection of local manufacturers, corresponding to the American tariff protecting American manufacturers. Another reason for this quota is the protection of local manufacturers. Still another reason is the desire of European governments to discourage imports in order to maintain the exchange value of their respective currencies.

Of course, I'm not saying a word about the competition which we face from manufacturers of radios in other countries. There is the growing local manufacturer in most countries. So far, fortunately, the volume methods of American production have been sufficient to overcome local competition, when this competition is free and unhampered by quotas, etc.

**M**ERCHANDISING of American sets is handled approximately the same as in the States. In the larger countries the wholesale distributors import from America, and in turn redistribute to dealers scattered throughout their territory. The worth-while importer or distributor pre-

(Continued on page 28)

Radio Merchant, November, 1933



**M**IGHTY shuffles are taking place in business. Prices are going up. Values are changing. People are looking

for a recognizable ‘landmark’—something that will guide them now that the buying urge has come upon them. Such a ‘landmark’ in radio is Crosley’s good name and Crosley’s sustained reputation of giving the most for the radio dollar.

And Crosley dealers share the value of this ‘landmark.’ To them people turn, recognizing in the Crosley insignia something they have learned to depend upon as being sound value. These people would arrive at the same conclusion were they to compare the Crosley with any other, as to tubes, performance, beauty, price. But as a rule they take Crosley’s greater value for granted, the name being to them a sufficient guaranty of all these things.

## THE CROSLEY RADIO CORPORATION

POWEL CROSLEY Jr., *President*

Home of “the Nation’s Station”—WLW

CINCINNATI

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

## Records Return to Favor

(Continued from page 25)

THE Victor division of the RCA Victor Co., Inc., is introducing a novel form of promotion on behalf of Red Seal records in the form of "Advance Auditions." The Advance Auditions consist of a 10-inch double-faced disc on which has been recorded an explanatory summary of the new Red Seal records as they are issued each month, freely illustrated with actual excerpts from the records and ending with an invitation to come into the dealer's store to hear the music in its complete form. A special label on the record provides space for filling in the name of a record prospect or customer so that the dealer can have it mailed out or delivered at negligible cost.

Dealers and distributors who have had an opportunity to hear samples of the Advance Auditions played at recent trade meetings have expressed keen interest in their possibilities as a go-getting sale promotional device. They feel that by this means it will be easier to bring people into their stores to hear the new records, and get into the homes of prospects whom they have been unable to reach effectively before. Dealers often say that if they can bring them into the store to hear some of the outstanding music regularly obtainable on Red Seal records, selling is considerably simplified. The new RCA Victor Advance Auditions are the answer to this problem. Here are Victor records about Victor records made for the express purpose of going to work for Victor record dealers.

With the renewed activity on the part of manufacturers and with merchandising methods so designed that for a minimum investment dealers can engage in the selling of records, it seems certain that this phase of trade activity will flourish. The fact that there is a rapid turnover and that the business is on a cash basis should appeal to the wide-awake merchant.

## Radio Merchandising in European Markets

(Continued from page 26)

pares advertising material, window displays for distribution. Sets are advertised in local radio papers and in the radio section of newspapers much the same as in the States. Radio shows are held at frequent intervals. Attractive catalogs are issued regularly.

Don't get the idea that the European distributor or retailer of radios is a "back number." Decidedly he's not. Considering the handicaps he works under, I believe sincerely that he is doing a proportionately better job than his brother in the States. What American distributor or retailer would be able to keep going profitably, year after year, when he has to keep one eye on the daily exchange fluctuations, and the other on import licenses, quota restrictions, duties, and what have you!

To paraphrase one of your own night-club ladies, I think you can give the European distributor of radios "A great big hand," for a splendid job, well done.

### International Inaugurates Window Display Service

A new service to dealers has been inaugurated by the sales promotion department of the International Radio Corp., Ann Arbor, Mich., which will consist of a series of timely window streamers keyed with national events, such as football games, championship contests and radio broadcasts of national importance.

Through arrangements with the broadcasting chains and other sources of information, these streamers will be of timely news interest. They will be included in current shipments of Kadette radio package assortments.

### Awards 160 Grunow Franchises

Leonard F. Turnbull, of the Specialties Distributing Co., Detroit, Mich., recently appointed Grunow distributor, announces that there is a phenomenal dealer acceptance for the new Grunow radio line. He states that approximately 160 dealers have been franchised on this line.

### Davega Opens New Store

The Davega-City Radio Stores, New York City, recently opened a new branch at 163-24 Jamaica avenue, Jamaica, L. I., N. Y. This brings the number of stores to twenty-nine.

### Grunow Northwest Sales Co. Formed

The Grunow Northwest Sales Co., St. Paul, Minn., was recently formed to distribute Grunow radios and refrigerators. A. J. Newman is manager of the new concern and the sales staff includes E. O. Borglin, Edward J. Petersen and E. H. Van Krevelen.

The company has started an intensive drive on behalf of the Grunow line.



Leo Reisman and His Orchestra are the latest additions to the list of Brunswick recording artists. Attractive and colorful posters, full of action, featuring Mr. Reisman, are being distributed to the trade by Brunswick branches

### American Bosch Report

The United American Bosch Corp., Springfield, Mass., manufacturer of American Bosch radio receivers, for the quarter ended September 30, 1933, reports net income after depreciation and other charges of \$75,994, equal to 27 cents a share on 278,399 no-par capital shares. This compares with a net income of \$41,590, or 15 cents a share in the preceding quarter and a net loss of \$176,586 in the third quarter of 1932.

### Kenneth Lee Dead

The death of Kenneth Lee, assistant sales manager of the Sparks-Withington Co., Jackson, Mich., has occasioned widespread regret among the trade. During the fifteen years that he was connected with the sale of Sparton products, "Ken," as he was affectionately known from coast to coast, won a wide following among automotive and radio jobbers and dealers. He had been in poor health for some time, and a recent attack of pneumonia proved fatal.

### Crosley Line Added

C. S. Tay, of the Crosley distributing Corp., Chicago, Ill., announces the following dealer appointments: L. Fish Furniture Co. chain; Motor Tire Sales Corp. chain and Straus & Schram, all of Chicago.

# Radio Servicing

Conducted by **PAUL J. MCGEE**

*President,*

Institute of Radio Service Men, Inc.

**T**HE entire radio industry is watching the outcome of events in the service field. The formulation of a definite opinion concerning the merits of service men individually and collectively will hinge upon the activity within the ranks of service men during the next ensuing weeks.

*Sincerity* is the foundation of the whole matter. The radio industry wants to know—has been wanting to know for a long time—whether or not the service men, particularly that vast majority who are in the class known as “independents,” actually want to see the service industry cleansed of the “gyps” and placed in a condition whereby it is an asset, not only to the individual participants, but to the entire field of radio.

Someone said not long ago that the radio service men could not submit a code of fair competition. The Institute of Radio Service Men said that they could. Surveys made at various times and in several places showed conclusively that the greater number of service men were in business for themselves, in other words they were working employers, and employers can submit a code to the National Recovery Administration. As an example of the growth of the independent service men, a survey made at the Convention of the Institute in New York early in October showed that 76 per cent were operating independently. The remaining 24 per cent work for manufacturers, distributors, dealers, and independent service laboratories.

The Code of Fair Competition submitted to the National Recovery Administration contains provisions for bringing about in a legal way the things that service men throughout the entire country have maintained should be effectuated ever since the radio servicing business started. Once the code has the signature of the President of the United States it becomes a Federal Law by which all members of the radio service industry will be governed. The Institute took into account all the demands made by service men as regards the “gyp,” the cutthroat, and the incompetent. It drafted a code to stop the petty racketeering that exists throughout the service industry.

The Code of Fair Competition for the radio service industry will provide, as soon as it has the approval of the President, an effective, legal means to eliminate unfair

## How About It, Radio Service Men— Are You Sincere?

competitive practices, a tool that has never before been placed at the disposal of the radio service men of this country. Not only will it be a control, but it will have the backing of the Federal Government to

aid in its enforcement. What more could anyone want?

*Sincerity?* Are the service men of the United States sincere? Do they want to get rid of the “gyps” and to set up standards from the business and technical standpoints?

**T**HE service men of this country can be truly thankful that the Institute existed. They can be grateful to the group of men who took membership in the association during the days of adversity and carried it through its struggling period so that it could act as sponsor for the radio service industry before the National Recovery Administration. Had it not been for the tenacity of a comparatively small group of men, and the consistent conviction of the necessity for a national association among service men, there would have been no one with authority to go before the Administrator today in your behalf.

*Sincerity?* What are you going to do about it? A lot of service men have stood by with their hands in their pocketbooks and with a “Let George do it” expression on their faces while others with foresight recognized the value of concerted national action and entered into the fight willingly. These men are the ones who have made possible the submission of a code of fair competition by means of which you of the service industry will be able to have the things that you have been demanding for a long time.

*Are you sincere?* Are you going to get behind this move and support it wholeheartedly and demonstrate to the radio industry that the service men mean business?

Let go of some of those antiquated ideas that have proven so ineffective. Let's have something that has some force behind it. The Federal Government has put a tool into our hands, and has requested us to use it. Let's make use of it and do it in a hurry. *Let's prove our worth now!*

The service men of the country have in the Institute a spokesman which knows the problems of the industry. Lend it your support for your own benefit.



# I. R. S. M. Service Forum

## Trouble-Shooting

A digest of troubles, chiefly fading and excessive hum, encountered with Zenith Model 52 follows. Corrective measures are indicated when not obvious.

**R. F. Coil Connections.** Fading results from intermittent, high resistance, r. f. coil connections at soldering lugs, due to the presence of enamel on leads when originally soldered. To remedy, remove the r. f. coil assembly from chassis, pull off shields and resolder connections, using a special solder which dissolves the enamel.

**Mershon Condenser.** The 36 Mfd. condenser may cause fading when an internal intermittent short occurs, as happens when the internal shield, separating the three anodes, breaks away from its mounting. Excessive hum may result from improper connection of this



Edgar Sayre

condenser. The voltage divider lead is always connected to the 18 Mfd. section. The voltage divider lead is usually the black wire. These condensers are not infrequently found connected improperly in the field—having been changed by

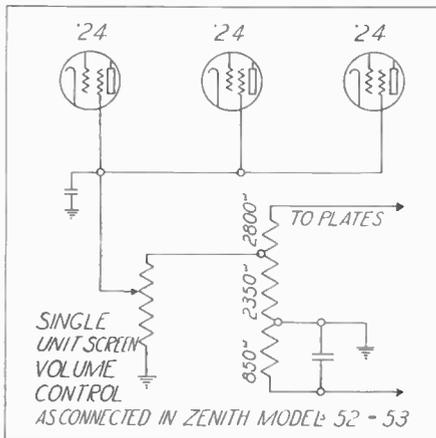


Figure 7

service men. If no means is available for checking capacity values the 18 Mfd. section is easily discernible with the eye only. The 18 Mfd. connection post is located exactly midway between the rubber vent cap and the top edge of copper can. Both the 9 Mfd. connection posts

*Edgar Sayre, who supplied the information for this digest was formerly service manager for the Newark, N. J., Zenith distributor and is now engaged in independent service work in New York City. He is a member of IRSM*

are located equal distances from, but off center, and nearer to the edge. This applies only to the original wet types, the dry replacement types have capacity values stamped near lugs.

**Voltage Divider.** Intermittent bleeder section of the voltage divider may cause fading.

**Screen By-Pass Condenser.** The most frequent cause of fading is the screen by-pass condenser. This is the .2 Mfd. condenser located in the quadruple section block mounted between the detector and 1st a. f. 27 tube sockets.

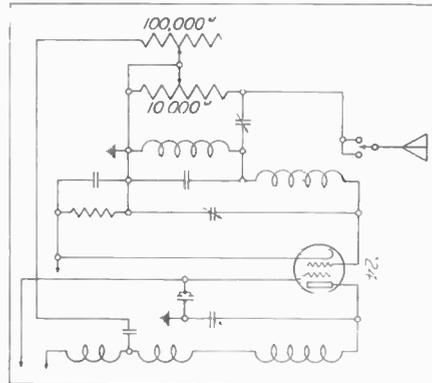


Figure 8

## R. F. Plate By-Pass Condensers.

There are two of these, 25 Mfd. condensers, mounted on the coil assembly base and they have been known to be a source of fading. It is possible that heat developed in the voltage divider unit may be sufficient to affect these condensers, causing capacity to vary sharply with attendant fading.

**Coupling Condenser.** The .03 coupling condenser is mounted in an upright position and attached to the chassis by means of a metal bracket. Coupling condenser lead sometimes shorts to this mounting bracket, causing fading.

**Load Resistor.** Signal level may be intermittently lowered and increased by the presence of a defective detector

plate load resistor (.25 Meg. Color, white). In this case the results are frequently accompanied with "frying noise," often attributed to faulty audio transformers.

**Two Hundred and Fifty Thousand Ohm Resistor.** In later receivers of this series there will be found a 250,000 ohm 1 watt resistor connected between the grids of the push-pull '27 tubes. In earlier receivers this resistor was not used, but excessive hum will be eliminated with its introduction into the circuit.

**Volume Controls.** The first receivers of this series employed single volume controls. Later receivers of this series were equipped with double volume controls to permit attainment of lower volume level on super power local stations. When overhauling this receiver or when replacing a single type which has become worn out it is always advisable to utilize the double type of control.

Connection of both the single and double type volume controls is illustrated in Figures 7 and 8 respectively.

**Excessive Hum.\*** When obvious methods fail objectionable hum can be greatly reduced by filtering the 24 detector plate and screen with 100,000 and 500,000 ohm resistors, respectively, and .1 Mfd. by-pass condensers. It can be further reduced by increasing the size of the plate coupling condenser in the first A. F. stage. .05 to 1. Mfd. seems about right. A larger condenser spoils the bass response.

\*Courtesy Sylvania News.

# CANDOHMS

Standard Equipment  
in the Leading Sets

Write for New  
Replacement  
Catalog

## THE MUTER COMPANY

1255 S. Michigan Ave.

Chicago

## Majestic Organizing Service Station Chain

**Independent Service Stations Will  
Care for 150,000 Majestic Auto  
Receivers Now in Use**

Carrying on its aggressive activities in the auto radio field, the Grigsby-Grunow Co. is organizing and training a national chain of approximately 1,000 independent service stations to take care of the 150,000 Majestic car sets already in use and the additional 100,000 which the company is confident it will manufacture and sell in 1934.

"Automobile radio installation and service has peculiarities of its own which set it definitely apart from service on home sets," says H. M. Pauley, Majestic's radio and refrigeration service chief. "There must be adequate garage space for a number of cars while this work is being done. The power supply units of auto radio sets are a distinct departure from those in home radio receivers, and both the construction of the chassis and the design of tuning controls are new. Highly specialized training, experience and equipment are required for this work.

"Our experience not only with the scores of thousands of sets sold through our distributors and dealers, but also in connection with the sets supplied to Ford and Terraplane, indicate conclusively that, while every dealer can and should sell car radio, the actual installation and service work should be in the hands of a comparatively limited number of expert organizations.

Grigsby-Grunow wishes it made clear to everyone that, to be a member of its authorized service station network, one does not necessarily have to be a Majestic dealer. The qualifications which are sought are, first, adequate equipment such as oscillator, a good tube checker, a vibrator test and adjustment unit; second, one or more thoroughly experienced men who have worked on a wide variety of cars; and, third, willingness to put in a moderate supply of Majestic replacement parts and tubes.

Authorized service stations will get the installations of Terraplane dealers at an adequate price, will get the service work on factory-equipped cars, and will be sent work by Majestic distributors. In addition, they will, from time to time, be sent new and modern data on car radio service work, information on new tools and equipment, and complete information on circuits and service work on Majestic sets as built for automobile manufacturers. Over 400 applications for membership in the Majestic chain of stations have already been investigated and approved.

### Chanrose Reports Big Demand

The Chanrose Radio Stores, Inc., Jamaica, N. Y., reported an increasing

demand for the products which it distributes. These include National Union tubes, Clarostat and Centralab volume controls, Atlas resistors, Amperite tubes, Continental Carbon resistors, Solar condensers and similar lines.

## Perfects Novel Tube Base Connection Finder

W. M. Perkins, chief of the radio application laboratory at the National Union Radio Corp., New York City, has produced an unusual dial to enable the service man and dealer to quickly find the pin connections of eighty different types of radio tubes. The device, patented under the name "National Union Radio Tube Base Connection Finder," is made up of three circular pieces of cardboard, only five inches in diameter. The circles are held together by an eyelet in the center which permits them to be revolved separately. The two outer pieces are die cut to represent the holes which are seen as the service man looks down at the tube socket of the radio set. As the center circle is revolved tube types appear in slots die cut on the outer circles and when the tube type number is centered in the slot, pin connection code letters can be read through die cut holes representing the tube socket. A total of 95 sets of pin connections are given. The dials are printed in four colors, the colors indicating tubes with four, five, six and seven prong bases.

### Rumsey Holds Service School

The Rumsey Electric Co., Philadelphia, Pa., Stewart-Warner distributor, held a radio service school at the Electric Association headquarters in Philadelphia. A session of one hour was held each day during the period from October 2 to 6 with A. L. Haprock, of the Stewart-Warner Corp., Chicago, in charge.

### Distributing Replacement Parts

F. R. Gooding, of the F. R. Gooding Co., Wilmington, Del., Spartan distributor, announces that the company has added a new department carrying a complete line of amateur receiving and transmitting parts.



"We Do Our Parts"

**YOU'RE AN EXPERT  
GET EXPERT RESULTS!**

USE ONLY  
*Majestic*

**GENUINE PARTS  
FOR YOUR REPLACEMENT WORK  
on Majestic radios**



You save time and you save money — you get better results every time!

See the authorized  
Majestic Distributor  
in your territory

**GRIGSBY-GRUNOW COMPANY**  
Manufacturers of Majestic Radios, Tubes and Refrigerators  
5801 DICKENS AVENUE CHICAGO, ILLINOIS

## Newark Section IRSM Will Conduct Lectures

Thirteen lectures, comprising a short service course, will be delivered before the Newark Section, Institute of Radio Service Men, Inc. Meetings are regularly held twice a month in the Hotel Robert Treat, Newark, N. J.

The National Union Radio Corp. and Aaron Lippman Co., Newark parts jobber, are sponsoring this course, in cooperation with the Newark Section.

Walter Cobb, best known for his amateur radio activities, and radio instructor of the Bloomfield Vocational School has been selected to deliver these lectures before the Institute.

The first subject, "Application of Ohm's Law to Radio Service Problems," delivered Tuesday, October 31, 1933, was attended by approximately 100 service men.

Other subjects which will be discussed at future meetings are listed below: General Discussion of Inductance, Capacity and Resonance and their relation to radio servicing; Noise Analysis; Principles of the Superhet; R. F. and I. F. Amplifiers; A. F. Amplifiers; Detector Circuits and Analysis; Point to Point Trouble Shooting; Service Equipment and Procedure; Antenna Systems; Volume Control Methods, and New Tubes.

## Cleveland IRSM Section Sponsors Trade Exposition

The Cleveland Section of the Institute of Radio Service Men was host to more than 600 radio service men at a Trade Show held on the evening of October 23 at the Hotel Statler. Service men and others from Akron, Mansfield, Wooster, Ashland, Warren, Elyria and Lorain mingled with those of Cleveland and its immediate suburbs.

# News of the Trade in Pictures



1. Attractive exhibit created by the Stromberg-Carlson Tel. Mfg. Co. for the Denver Radio Show held recently. 2. This exhibit of Zenith radio receivers attracted much favorable comment at the Scranton, Pa., Radio Show. It was under the sponsorship of Scranton Distributors, Inc. 3. John Charles Thomas, noted Victor recording artist, recorded for Victor at the Hollywood, Calif., studios, engaged a plane and flew back to San Francisco in time to fulfill a concert engagement. 4. Workers at the

*Radio Merchant, November, 1933*

La Guardia headquarters kept in touch with the victorious candidate's speeches by listening in on a Grunow radio set. 5. One of the outstanding exhibits at the Wisconsin Radio Exposition held in Milwaukee was that of the Pritzlaff Hardware Co., Majestic Distributor. 6. A busy scene in the Grunow chassis assembly plant at Marion, Ind., radio division of the General Household Utilities Co. 7. Primo Carnera, champion in the realm of "swat" and Frank Andrea, pioneer of the radio realm; the "Preem" is holding

in his massive hands the mighty midget of the air—the Fadalette. 8. Some 370 tubes were purchased by the Byrd Antarctic expedition from the Raytheon Products Corp.; the picture shows one of the preliminary tests to which the tubes were put. 9. The General Electric Radio Showboat is giving presentations of the new 1933-34 G. E. radio line in the principal cities of the country. B. C. Bowe, General Electric Radio Sales Manager, is shown in the inset. The skippers and mates are in uniform.

# New Products

**COLONIAL RADIO CORP., Buffalo, N. Y.** New World radio models: this receiver is a 5-tube superheterodyne, AC-DC, with 3-gang condenser, automatic volume control and an illuminated dial. The design is in the form of a revolving world globe, the axis of which leads to a double-grille hexagon dynamic speaker base. The globe, of heavy moulded bakelite, is 8½ inches in diameter and carries the authentic delineations of continents, cities, seas and other geographical data. It is capped

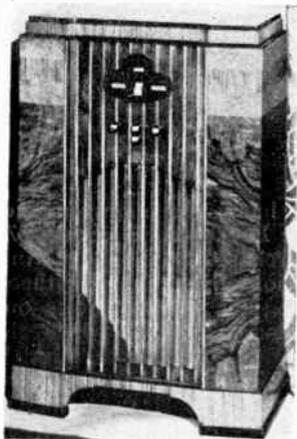


**New World Model**

at the North Pole with a chronological meter for determining the world's relative time. All the metal parts are 22-karat gold-plated. The tuning knobs are at the sides of the calibrated metal band which encircles the globe. The new receiver, which is 16 inches high overall, comes in three color combinations: maroon and gold, and black and gold, listing at \$59.50; and ivory and gold at a list price of \$62.50, all complete with tubes. RADIO MERCHANT, November, 1933.

Further information on Colonial products appears in advertisement on pages 4 and 5.

**ZENITH RADIO CORP., Chicago, Ill.** Model 767 is a 9-tube superheterodyne with automobile escutcheon, visual tone indicator, visual volume indicator,



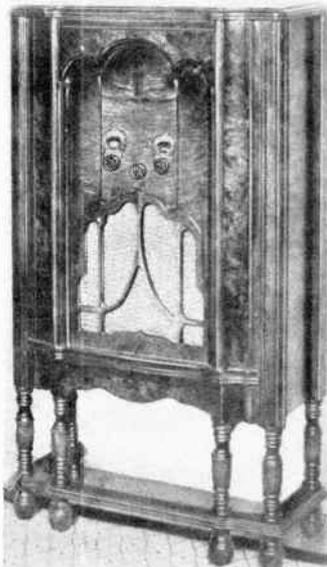
**Zenith Model 767**

advanced type automatic volume control and twin 8-inch dynamic speakers. Cabinet is of modern design using striped

rosewood and Madrone burl. Figured American walnut forms body of cabinet; grille is composed of alternate pieces of hard maple and solid walnut. A chromium trim of satin finish is edged about grille. Hand-rubbed to a mirror finish. RADIO MERCHANT, November, 1933.

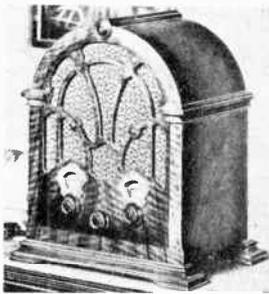
Further information on Zenith products appears in advertisement on page 11.

**GENERAL ELECTRIC CO., Bridgeport, Conn.** Two new battery type radio receivers, table model and console. Operated by Air Cell batteries which



**G.E. Battery Console**

furnish the current drain for hundreds of hours. Both models are superheterodynes. Cabinets are of distinctive design, hand-rubbed and wax-finished. Included among the features



**G.E. Battery Table**

are: compact chassis, rubber-mounted; permanent magnet dynamic speaker; clear full tone; high sensitivity and selectivity; two-point tone control; volume control; new type tubes. RADIO MERCHANT, November, 1933.

Further information on General Electric radio products appears in advertisement on page 13.

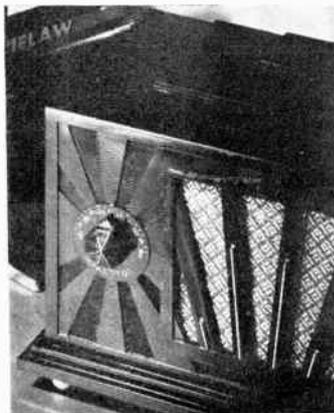
**STROMBERG-CARLSON TEL. MFG. CO., Rochester, N. Y.** Model 56 Tel-ek-tor-et console radio receiver. Is similar to and has the same features as Model 55 Tel-ek-tor-et, described and illustrated in these columns last month, with the exception of remote control. Contains pre-tuning mechanism whereby one can choose eight stations and tune them in later by "feel" alone. Cabinet is ultra-modern in appearance with an unusual



**No. 56 Tel-ek-tor-et**

combination of woods, and there is a complete absence of dial, control knobs, or hardware of any kind. All these are concealed behind a hinged door which can be pushed back whenever access to them is desired. When closed the door is invisible, the receiver appearing to have an unbroken front panel. French Circassian walnut is used for the face and top panel, Tiger-wood for the ends and Carpathian elm for the caps. RADIO MERCHANT, November, 1933.

**AUTOMATIC RADIO MFG. CO., Boston, Mass.** Tom Thumb, Jr., model is a 5-tube AC-DC receiver for either 25 or 60 cycles. Cabinet is of moulded black Durez and was designed



**Tom Thumb, Jr.**

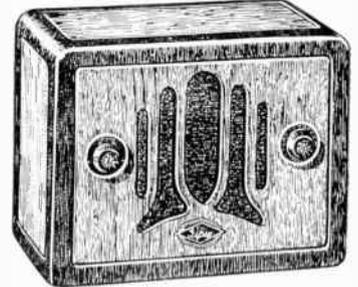
to take full advantage of the lustre of the material, the top being left smooth and easy to dust. RADIO MERCHANT, November, 1933.

**SPARKS-WITHINGTON CO., Jackson, Mich.** Two new automobile radio receivers, both all-electric, models 36 and 333. Both are superheterodynes, utilizing double function tubes. Model 36 is a 7-tube model, and model 333 a self-contained receiver, using 5 tubes. Outstanding among the features possessed by both models are airplane dial, emerald green illuminated dial and "Spot o' Lite" tuning. Dial is calibrated in kilocycles. Both sets have automatic volume control, heavy duty dynamic speakers and are easily installed.

Craftwood, a new Sparton home radio, is a 9-tube superheterodyne covering standard

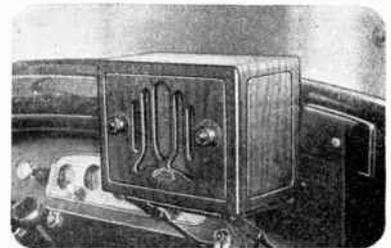
range and short wave bands. Has "Line o' Lite" tuning and is housed in an attractive cabinet of advanced design with mirror finish. RADIO MERCHANT, November, 1933.

**KINGSTON RADIO CO., INC., Kokomo, Ind.** Gipsy two-purpose receiver for use in car or at home. Is a 5-tube superheterodyne with Vernier tuning, dynamic speaker, high vacuum



**Gipsy Model**

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



**Gipsy in Auto**

or less and can be removed in less than five minutes. List price of set, \$24.95; 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.

**PIONEER GEN-E-MOTOR CORP., Chicago, Ill.** New generator, which provides 180-volt DC from 32-volt input. Two models are available. One is complete with filter and intermediate voltage taps, which may be connected direct to any battery-operated receiver, thus eliminating all "B" batteries.



**Pioneer Genemotor**

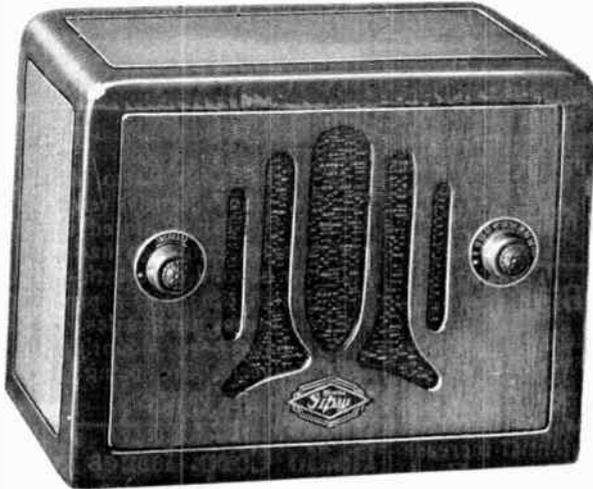
Other model is supplied without filter and intermediate voltage taps to meet needs of set makers who are producing radio receivers that operate direct from 32-volt farm light circuits. Also available is a special replacement model 6-volt DC input 180-volt DC output generator which may be slipped into the compartment of an automobile receiver from which the old vibrator type "B" eliminator unit has been removed. RADIO MERCHANT, November, 1933.

# The KINGSTON GIPSY

## A New Leader Among

- AC-DC • Superheterodyne • Five Tubes • High Vacuum Rectifier • Vernier Tuning • Volume Control and Switch Combined • Full Dynamic Speaker • Heat-Dissipating Cord • Requires No Outside Antenna • All Walnut Cabinet • Adaptable to Cars • R. C. A. Licensed

### Small AC-DC RECEIVERS!



Compare the Kingston Gipsy point by point with any other small receiver on the market. You'll find that no other radio offers such an amazing list of selling features.

The Gipsy is the natural leader because it is packed with sales appeal, backed by thirty years of electrical manufacturing experience, and priced as the year's outstanding value at **\$24<sup>95</sup>**

Auto Kit lists at \$14.50. No Alterations. No "B" Batteries. Order samples. Send for complete information • NOW!

**KINGSTON RADIO CO., INC.**

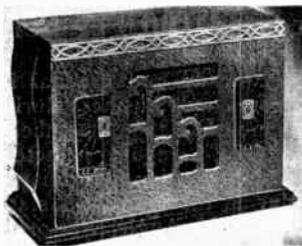
A Subsidiary of KINGSTON PRODUCTS CORPORATION  
KOKOMO . . . . INDIANA

## New Products

**STEWART-WARNER CORP., Chicago, Ill.** Model C-35 8MM movie camera, equipped with f-2.7 Velostigmat lens. Is 6 3/4 inches high, 2 3/4 inches deep, 1 3/4 inches wide; weighs 1 pound, 10 ounces. Has three speeds; direct vision view finder; auxiliary view finder; visual mechanical footage indicator; exposure chart; tripod socket, silent winding key; camera strap handle. Finish is of black satin grain. List price \$42.40. Handsome black leather carrying case with shoulder strap, \$3.50 extra; De Luxe carrying case, with compartment for holding camera, 2 extra rolls of film, extra lenses, filters and equipment, complete with shoulder strap, \$5.50. RADIO MERCHANT, November, 1933.

Further information on Stewart-Warner products appears in advertisement on pages 22, 23.

**LEWOL MFG. CORP., Chicago, Ill.** Model 6, Lacewood series, is a 6-tube superheterodyne with automatic volume control. Operates on 110-volt current, AC-DC, any frequency.

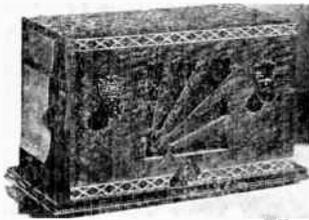


Lewol Model 4

Has full dynamic speaker and illuminated station selector. Frequency changer switch per-

mits operation on standard broadcast band or low wave band. May also be adapted for use with 6-volt or 32-volt storage battery and "B" battery or "B" eliminator; also for 220-volt AC-DC current, and frequency. Cabinet is of Australian lacewood, hand-rubbed, piano finish. Set equipped with built-in aerial. List price, \$34.50.

Model 4, Lacewood series is a 4-tube receiver designed to operate on 110-volt current, AC-DC, any frequency. Has full dynamic speaker, frequency changer switch to permit operation on standard broadcast



Lewol Model 6

band or low wave band and built-in aerial. May be adapted for use with 6-volt or 32-volt storage battery and "B" batteries or "B" eliminator. Cabinet is of Australian Lacewood, hand-rubbed piano finish. List price \$22.50.

Lewol auto radio is a 5-tube superheterodyne with built-in full dynamic speaker. Operates direct from the storage battery, "B" eliminator, stout metal case for quick, simple operation. Illuminated clock type station selector and volume control for steering post mounting. List price \$49.50. RADIO MERCHANT, November, 1933.

**UNIVERSAL MICROPHONE CO., Inglewood, Cal.** New line of midjet transformers, the tiny units weighing but 8 ounces.

## 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.



## Majestic Portfolio Titled "Going Places"

Striking Brochure Devoted to New Majestic "Smart Set" Radio Line—Advertising Campaign Outlined

The Grigsby-Grunow Co., Chicago, Ill., manufacturer of Majestic radios, refrigerators and tubes, has issued to its dealers a striking portfolio, entitled "Going Places." The 24-page book is devoted to the "Smart Set" Majestic radio line and beautifully illustrates all the national advertising that has appeared to date, plus scheduled advertisements which are to appear in national mediums such as the Saturday Evening Post and Collier's.

The opening double-spread of the portfolio is devoted to a message to dealers calling attention to the style and performance appeals of the "Smart Set" line, stressing the convincing sales talk which can be placed behind the Majestic Duo-Valve tubes. One page is devoted to the tabulation of the initial advertising schedule of Majestic radio models which calls for 19,000,000 pages of advertising to appear in the Saturday Evening Post, Collier's and Time. Reproductions of these single and double-page advertisements are shown.

After the section devoted to the national advertising campaign mention is made of the trade paper advertising which has appeared in the leading trade publications during the past few months. Following this several pages are devoted to prepared newspaper advertisements, mats and electros for which are available to Majestic dealers. A number of pages are given over to illustrating and describing store displays, tube displays, streamers, tire covers, signs and various items of literature designed for consumer use.

A pocket in the back of the book contains specimen copies of the new "Radio Herald," a four-page rotogravure tabloid presenting in attractive and eye-arresting manner the various new models being used by stars of the screen on each page.

"Going Places" has been produced at considerable expense and it reflects the care and attention that have been put into it. Majestic dealers and their sales staffs should find it of great value to them in promoting sales of the "Smart Set" line.

## Finds That Europe Prefers American Radio Equipment

W. A. Coogan, foreign sales manager of the Hygrade Sylvania Corp., Emporium, Pa., and New York City, manufacturer of Sylvania radio tubes, recently returned from an extended tour of Europe during which he visited Ireland, England, France, Belgium, Norway, Sweden, Denmark, Czechoslovakia, Switzerland, Italy, Spain, Tangiers and

Morocco, as well as passing hurriedly through parts of Germany.

In commenting on radio conditions throughout the Continent Mr. Coogan said: "Europe prefers American radio equipment. Even if extreme nationalistic spirit prevails in many countries on the Continent, and in face of high import duties designed to keep out foreign products, European buyers still prefer American sets and tubes when they can get them; or in their absence, at least pretty good copies of domestic make. That American technique is acknowledged to be leading the way in radio progress goes without saying the world over."

Regarding tubes he states: "In the matter of radio tubes Europe has definitely accepted American practice, shelving many of its original ideas. Thus Norway, Belgium, France and Italy are using more and more American-made tubes, or at least copying American types. In France and Italy domestic radio sets have been redesigned for American type tubes."

## Majestic Reports Big Increase in Exports

The Grigsby-Grunow Co., manufacturer of Majestic radios, refrigerators and tubes, reports a substantial increase in foreign trade, according to H. J. Scheel, export manager. This week a single shipment of twelve carloads of Majestic products was consigned to Africa, representing 700 refrigerators and 1200 radios, and approximately \$100,000 in value with cash in New York City.

In addition to the above shipment, more than twenty carloads of Majestic products have been consigned to foreign countries during the past thirty days. Distributor executives from such countries as Egypt, New Zealand, Australia, Yugoslavia, Czechoslovakia, England and several South American countries have visited the Majestic factories during the past few months to discuss export plans for the present radio and coming refrigeration seasons.

## International Radio Corp. Issues "Kadette Pointers"

The International Radio Corp., Ann Arbor, Mich., manufacturer of Kadette radio sets, has issued the first number of its new house organ, entitled "Kadette Pointers." This issue refers particularly to the directorate and executive personnel of the company and is profusely illustrated with portraits of the officers, department heads and members of the engineering staff.

It is the purpose of the company to mail "Kadette Pointers" to dealers and dealers' prospects in order to better acquaint them with the organization behind the product. Future issues will tell about the factory and the Kadette line and will carry messages with a strong sales appeal.

## Roland McNeely Is Radiobar Sales Head

E. J. Krause Announces Appointment of General Sales Manager—Demand Exceeds Expectations

E. J. Krause, president of the Radiobar Co. of America, with offices in New York and Los Angeles, announced this week the appointment of Roland McNeely as general sales manager of the company. Mr. McNeely is well known in the radio industry, having been sales manager for Gilfillan Bros., Inc., for fifteen years. He will make his headquarters at the company's Los Angeles office at 3582 Wilshire Boulevard, and will visit the trade throughout the country.

In a chat with RADIO MERCHANT, Mr. Krause, who recently returned from a visit to the Coast, stated that the company's sales campaign had produced results far beyond expectations and that at the present time it is a problem of production rather than sales. In fact, the orders have been mounting so steadily that deliveries are being made on an order priority basis.

## Radio Corp. Issues Statement Covering 3rd Quarter

General J. G. Harbord, chairman of the board of the Radio Corp. of America, recently made public the statement of income and surplus of the Radio Corp. of America for the third quarter of 1933 and for the nine months ended September 30, 1933. In its net income for the third period, before charges, was \$562,852.12 and for the nine month period was \$1,367,170.31. Loss for the third period was \$525,158.87 and for the nine months was \$1,793,370.55. The surplus at the end of the third period was \$8,057,813.63.

The statement, while showing a loss, was regarded as encouraging because the loss was smaller and covered the summer months when business was below normal. It is understood that business has been considerably improved since September 30 and it is expected that if business continues at its present rate much of the earlier losses will be eliminated.

## Stromberg-Carlson Employment Increased 100 Per Cent

Because of a steady and gradual increase in the company's business during the past six months, the Stromberg-Carlson Tel. Mfg. Co. reports a factory employment increase of approximately 100 per cent during that period. A statement from Wesley M. Angle, vice-president and secretary of the company, reveals orders on hand sufficient to keep the present force working at capacity until the first of the year.

# Men in the Month's News



**H. L. KRAUS**, president of H. L. Kraus, Inc., 330 West Forty-second Street, New York City, was recently appointed export manager for the Sentinel Radio Corp., Chicago, Ill., manufacturer of Sentinel radio receivers and was also appointed export manager for Carter radio parts. He has a sales organization that covers all parts of the world and is highly esteemed in international export circles.

Mr. Kraus was the organizer and first president of the Overseas Automobile Club. He is a member of the American Manufacturers Export Association, too. In the automotive field he acts as export manager for many of the leading factories including General Armature Co., P. & D. Ignition Co., and others.



**ARTHUR A. TROSTLER**, assistant to the general sales manager of the Grigsby Grunow Co., manufacturer of Majestic radios and refrigerators, was instantly killed in an airplane crash on the outskirts of Portland, Ore., on the night of November 9. He was on a business trip en route from Portland to San Francisco when the fatal accident took place. Mr. Trostler was identified with the radio and music industries for many years. Prior to joining Majestic he was sales manager of the Columbia Phonograph Co., general sales manager of the Brunswick Radio Corp. and was at one time an executive of the Freed-Elsemann Co. He is survived by a daughter, Lois Adelle, his widow, mother, brothers and sisters.



**GRANT ELLER**, who for the past two and one-half years has been in the auto radio sales department of the Grigsby-Grunow Co., has accepted a similar position with the Zenith Radio Corp. Mr. Eller has made his headquarters in Detroit, where he has had more than fifteen years' experience in the automotive field and during that time has become well acquainted with many executives in the automobile manufacturing industry.

Mr. Eller joins Messrs. Erlanson and Kelsey to round out the newly created automobile division of the Zenith Radio Corp. He has been prominent in the development of auto radios and was instrumental in selling one of the largest car makers.



**FRANK DORIAN**, who has been connected with the radio-music industry for the past thirty years, has been appointed to an executive post with the Pan Harmonic Corp., New York City. Mr. Dorian is well known to the trade, having been connected with the Columbia Phonograph Co. for many years and was also prominent in the affairs of the Music Master Corp. In becoming associated with H. Curtiss Abbott, vice-president and general manager of the Pan Harmonic organization, Mr. Dorian is continuing a career that has been prominently identified with the reproduced music industry since its inception. He is enthusiastic over the prospects for phonographs and recorded music.



**MICKY GENNIS**, well-known radio executive, has been appointed European sales manager for the Emerson Radio & Phonograph Corp., New York City. He sailed for Europe on November 4 and will remain abroad permanently, making his headquarters at London. In addition to the British Isles he will cover France, Spain, Portugal, Belgium, Switzerland, Holland, Norway and Italy.

The Emerson Corp. has made extensive shipments to Europe and has been considering the opening of a headquarters in Europe for some time. In selecting Mr. Gennis they feel they have secured the best man for the job. He was Eastern sales manager for the U. S. Radio & Television Corp. and before that was an executive of Gimbel Bros.



**HANS BERG**, rated as one of the three best men in radio cabinet designing, created the consoles and cabinets which house the latest additions to the Stewart-Warner radio line. Prior to his specialization in radio cabinet designing he served as chief furniture designer for Marshall Field & Co. Since he has turned out cabinets for many of the leading radio set makers. Mr. Berg has the unusual ability to combine style, beauty and utility in his cabinets. His knowledge of acoustics has contributed in no small way to the marked success and acceptance of the cabinets he designs. In the new Stewart-Warner cabinets Mr. Berg has created some of his most superb and outstanding designs with eye appeal.

# Colonial Radio Corp. Introduces the "New World" Radio Receiver

World Globe With Authentic Geographical Data Houses AC-DC Set—  
Model Is Available in Three Color Combinations

Out of the many attempts to produce a practical and harmonious radio design that would justify a departure from the established lines of consoles and cabinets, there now emerges in the Revolv-



W. S. Symington

ing World Globe, a Colonial AC-DC receiver, a combination of style, construction and color which is altogether unique and gratifying. The new receiver, which is sixteen inches high over all, comes in three color combinations; maroon and gold, and black and gold at a list price of \$59.50—and ivory and gold at a list price of \$62.50—all complete with Radiotrons. It was created by Raymond Loewy, well-known industrial stylist, especially known for his recent outstanding achievements in automobile body design. It is the technical product of Dr. Fulton Cutting, world-famous radio engineer. It has been named the "New World" Radio.

The design is in the form of a revolving world globe, the axis of which leads gracefully to a double-grille hexagon dynamic speaker base. The globe, of heavy molded bakelite, is eight and one-half inches in diameter and carries the authentic delineations of continents, cities, seas and other geographical data. It is capped at the north pole with a chronological meter for determining the world's relative time. All of the metal parts are 22-karat gold plated. The superheterodyne receiver, 5-tube AC-DC dual-wave, is firmly anchored inside the globe and all parts are easily accessible. Among the various technical features are a 3-gang condenser, automatic volume control, and an illuminated dial—with tuning knobs at the sides of the calibrated metal band which encircles the globe. The design is covered by U. S. patent and the

set is licensed under patents of the Radio Corp. of America.

In his announcement of the new receiver to the trade, W. S. Symington, president of the Colonial Radio Corp., stated that the public and private demonstrations of a few weeks ago evoked a response to these models unparalleled in the company's long manufacturing and selling experience. "While no expense was spared in the design and engineering of this unique set," he added, "there was some misgiving in our minds as to the possible reaction of the public and the trade to a creation so different from anything ever produced in the radio business. We have believed for some time, however, that the growing public demand for a more definitely styled receiver meant there would be a wide market for a design that was more in harmony with the principle and function of radio itself. In adopting the world globe, we have carried out that belief. To us the design is radio."

What should be of great interest to the trade is the dealer and consumer response received to date on these models. It has been gratifying and only proves what for some time consumer surveys and merchandising studies have been emphasizing, to wit, the fact that a vast and very much alive market is waiting for new styles.

The New World Radio, together with all other Colonial receivers, is being distributed exclusively through the seventy-three branch houses of the Graybar Electric Co., Inc. It is being widely publicized in newspapers, magazines and other media throughout the country.

## Crosley Reports Profit

The Crosley Radio Corp., Cincinnati, O., manufacturer of Crosley radios and refrigerators, reports for the six months ended September 30 a net profit of \$169,805, after royalties, depreciation, Federal taxes and other charges, equal to 31 cents a share on 545,800 no-par capital shares. This contrasts with a net loss of \$300,000 last year.

## Atlas Plywood Corp. Report

The Atlas Plywood Corp., Boston, Mass., recently reported that as a result of operations for the first quarter of the fiscal year ending September 30 it had earned, after interest, depreciation and reserve for Federal taxes, a net profit of \$46,640.12, equal to 36 cents a share on the common. This compares with a net loss of \$56,278.27 for the same period of 1932.

## Fourth Plant Acquired for Grunow Production

The rapid growth of the General Household Utilities Co., Chicago, Ill., manufacturer of Grunow radio and electric refrigerators, has necessitated the acquisition of a fourth plant and a sharp increase in radio receiver production to meet the demands of the present radio season, it was recently announced by William C. Grunow, president of the company.

So great has been the demand for Grunow radios from jobbers, retailers and consumers that the production schedule has been raised 33 per cent to 3,000 from 2,000 sets per day. With the backlog of orders now in excess of 100,000 sets and the figure mounting, plans are being made to push the production schedule to 3,500 daily.

At the Marion, Ind., chassis assembly plant more than 1,200 workers are now employed, compared with 1,000 a month ago and some 600 a year ago.

More than 800 workers are engaged in the three Chicago plants, as against 600 during the preceding month. The force is being augmented steadily. The fourth plant, recently taken over by the General Household, is devoted exclusively to the manufacture of radio cabinets.

## Henry Forster Visits the New York Trade

Henry Forster, general sales manager of the Utah Radio Products Co., Chicago, Ill., was a visitor in New York metropolitan territory a few days ago, making his headquarters at the New York office of the company. He and Jack Price, Utah Eastern sales manager, visited a number of the manufacturers in this territory, receiving substantial orders for Utah speakers. Mr. Forster was keenly enthusiastic regarding general business conditions throughout the country, particularly in view of the fact that the Utah factories are working to capacity at the present time.

## Hygrade Sylvania Increases Payroll Under the NRA

The Hygrade Sylvania Corp., Emporium, Pa., and New York City, discloses a 300 per cent growth in its number of employes over a year ago. According to Frank Poor, treasurer of the company, there are now 3,975 on the payroll, working in the various plants and offices. The distribution of this personnel is as follows: Hygrade plant at Salem, Mass., 1,850; Hygrade lamp bulb factory at St. Marys, Pa., 77; Sylvania radio tube factory at Emporium, Pa., 1,837; Sylvania transmitting tube and transmitter plant at Clifton, N. J., 211.

L. R. Howe, president of Howe & Co., Boston, Mass., Majestic radio and refrigerator distributor, announces that the table models of the Majestic Smart Set line are in great demand.

# General Electric Showboat Drops Anchor at Key Cities

New Radio Models Introduced to Dealers and Distributors in Principal Cities—Three Tours Conducted—New Sets Acclaimed

Dropping anchor at many key cities on three recent tours, the G-E Radio Showboat gave presentations of the new 1933-34 General Electric radio line which received nation-wide acclaim from G-E distributors and dealers.

Novel stage props, gangplanks and colorful decorations were used to carry out the old-time showboat effect and added picturesqueness and realism to the "craft." Officers and crew were dressed in regulation stagoing costumes.

The new sets, ranging from small table models to consoles, all in handsome cabinets, were displayed in the unique setting supplied by the authentic showboat. They drew enthusiastic praise from members of the trade everywhere they were shown.

As chief spokesman, B. C. Bowe, G-E Radio sales head, declared, "We have definitely turned the proverbial corner.

"Merchandise values today," he continued, "represent the highest achievement of the manufacturers' skill. The lull in consumer buying gave manufacturers the opportunity to devote considerable time to research, resulting in products of unusual merit. With such merchandise, increased employment and

greater public confidence, public buying may now be termed a sound investment, promising big dividends."

A highlight of the tours was the fact that many dealers placed large orders for the new sets right at the meetings.

Cities contacted by the tours were as follows: Tour 1—New York, Boston, Syracuse, Buffalo, Detroit, Chicago, Minneapolis, St. Paul, Fargo, Des Moines, Davenport, and Charleston, W. Va. Tour 2—Philadelphia, Baltimore, Washington, Pittsburgh, Cleveland, Cincinnati, St. Louis, Kansas City, Dallas, Birmingham, Atlanta and Williamsport. Tour 3—Los Angeles, San Francisco, Portland, Seattle, Salt Lake City and Denver.

P. F. Hadlock, engineer, and Lee Wichelns, radio advertising, served as skipper and mate for Tour 1; C. T. Wandres, sales promotion, and James Roche, specialist, were skipper and mate for Tour 2; and Skipper B. C. Bowe and mate C. W. Griffin, of Los Angeles, headed Tour 3. In each instance the sales presentation was given by the skipper, while the mate made the advertising presentation. Picture of "Showboat" appears on page 33.

## New Radio Logs Issued by National Union Corp.

The National Union Radio Corp. announced recently the release of a new radio log produced in cooperation with the publishers of famous popular magazines, including Ballyhoo, Radio Stars and many others.

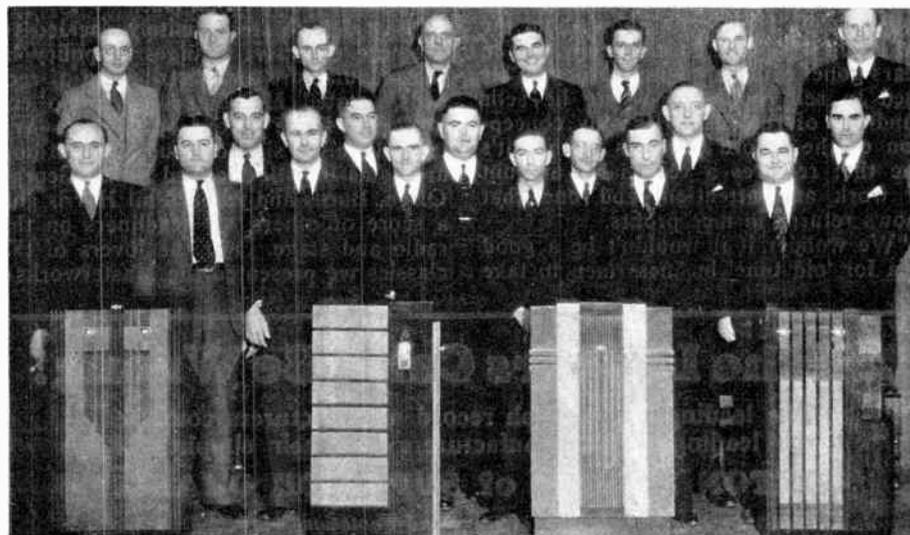
The new National Union Radio Log book is a large 8½-inch by 11½-inch sixteen-page edition containing forty-eight photos and human interest stories of famous announcers and radio stars, a story about radio sound effects and complete up-to-the-minute station logs covering all broadcasting stations of United States, Canada, stations of Central America and Mexico, the principal short wave stations of the world, experimental television stations in the United States, stations operating in emergency service and licensed municipal police service.

H. A. Hutchins, National Union's general sales manager, states that this log was produced in response to insistent demand by the radio trade. The cooperation with the fan book publisher was worked out to assure coverage on all high-lights of radio owner interest.

The new National Union logs are being made available to the trade by National Union distributors throughout the United States.

## Nichols & Gates in New Home

Nichols & Gates, Majestic radio dealers, of Waterloo, Ia., recently opened new quarters in one of the main shopping centers of the town. The Majestic radio display in conjunction with the opening ceremonies was particularly effective and attractive.



Group of Southwestern Majestic Distributors who attended the regional distributors' meeting at Dallas, Tex., on the occasion of the introduction of the Majestic "Smart Set" console models

## J. F. Ditzell Warns Against Being "Off-Guard"

In the second of his series of messages to dealers John F. Ditzell, assistant vice-president and general sales manager of the Grigsby-Grunow Co., Chicago, Ill., manufacturer of Majestic radios, refrigerators and tubes, speaks on the subject of being "Off-guard." The first page of the message is given over to an amusing sketch by Lawson Wood illustrating the theme of the message. Mr. Ditzell says, in part: "There's a very grave danger today that some of us may be caught 'off-guard.'"

"Distributors—and their salesmen—gorged with a succession of tempting models, may be content to 'let nature take its course.'"

"Dealers, suddenly ushered into a veritable land of promise, may expect such appealing merchandise to sell itself.

"Competition will not long ignore any such tempting opportunity.

"There must be action on every front!"

Mr. Ditzell calls attention of prospective dealers to the sales appeal of the new Majestic radio line.

## RCA Radiotron and E. T. Cunningham Employes Parade

Over 4,000 employes of the RCA Radiotron and Cunningham Radio Tube companies in Harrison, N. J., took part in an NRA parade and employment demonstration in that city Thursday night (November 9), according to an announcement by E. C. Morse, personnel manager of the tube factories.

Employment in the RCA Radiotron and Cunningham tube plants in Harrison, Mr. Morse said, has been progressively on the increase since 1931, averaging an increase each year of double the preceding year's figures. The companies' payrolls carried the names of 1,330 employes in November, 1931, 2,250 in November, 1932, and 4,610 in November of this year.

## Record Dealers Must Live in the Present—Not the Past

Dealers Who Insist on Recalling "The Good Old Days When" Are  
Overlooking the Profit Possibilities of To-day

"Every wholesale phonograph salesman could write an interesting story of his experiences," recently stated John F. Ditzell, president of Columbia Phonograph Co., New York City. "Some are pleasant, some are decidedly unpleasant, and some almost hopeless. In this last category comes the kind that they all meet, and there seem to be a lot of them in the record business. It's the old time music and phonograph record dealer who likes to sit back in his chair, hook his heels on the desk, and tell long stories that begin, 'Why! I remember when . . . and concern the 'good old days' when he sold thousands and thousands of records.

"The salesman can only listen with his tongue in his cheek, because he knows that down the street or in the next town there is a dealer who is living in 1933, who conducts his business with a clear knowledge of present-day conditions, and who is doing a good business in records. After all, most dealers are in business to make money, and the sales made in 1928 can't very well bring in profits in 1933.

"The record business has changed. The dealers who recognize that fact, who accept present-day conditions as one of the integral parts of present-day business and adapt their sales methods to that understanding, are the ones who are still selling records. They don't hope, nor do they expect, to sell as many records as they did in 1928, but they do know that they can sell enough records to show a profit—and that's why they are in business.

"We had an interesting experience in the East, where we appointed a new dealer in Columbia records. The store was owned and managed by a young lad who had only been in the business for a little over a year. He doesn't know about the 'good old days'—he doesn't know that in years gone by dealers with stores like his used to sell thousands where he sells hundreds of records. His only conception of the record business is that it's one that requires a reasonable amount of work and attention, and one that shows returns in nice profits.

"We wonder if it wouldn't be a good idea for 'old time' business men to take

a leaf from the book of this young man—forget about the 'good old days,' and conduct business as though they, too, know nothing about those tremendous sales we used to make. That might be one of the answers."

### Duke Ellington Records "Rude Interlude" for Victor

Harlem's aristocrat of jazz, Duke Ellington, and his famous orchestra have recorded a new tune called "Rude Interlude" for Victor, which promises to rival his world-renowned "Mood Indigo" and "Black and Tan Fantasy." It's smooth, hot, primitive, yet sophisticated in the sense that it brings this type of song to a new perfection. The Duke, who has been credited with creating a new vogue in American dance music with his unusual orchestrations and who is noted for his ability to inject his own spontaneous feeling for rhythm, color and harmony into his music, does himself proud in "Rude Interlude." The new song is backed up on the same disc by "Dallas Doings," a danceable, catchy jazz number done in a style that is unmistakably Duke Ellington's.

### Columbia Record Sales Are Largest Since 1931

John F. Ditzell, president of the Columbia Phonograph Co., New York City, recently issued a statement to the effect that Columbia record sales in the current period are the largest since 1931, and that unfilled orders on hand have not been equaled since 1930.

"Last March we definitely decided to promote extensive changes in policy in the manufacture and distribution of records," stated Mr. Ditzell, "and to enlarge the scope of our operations. We immediately signed such recording artists as Ben Bernie, Ted Lewis, George Olsen, Burns and Allen, Phil Harris and a score of others, all headliners on the radio and stage. For the lovers of the classics we presented the Masterworks."

### German Phonograph Record Producers Reach Agreement

The Bureau of Foreign and Domestic Commerce, Department of Commerce, recently issued a report of Vice-Consul C. T. Zawadski at Berlin, Germany, stating that after negotiations lasting several months, all important German producers of phonograph records reached an agreement regarding standard conditions of delivery and discount rates. Only two manufacturers failed to join this agreement, but their production does not play an important role in this market.

Records will in the future be delivered only to such wholesalers and retailers as are recognized by a special committee set up for this purpose by the manufacturers' association; department stores will also be supplied provided they are members of the Association of German Phonograph Retailers.

Dealers are to be granted discounts of up to 38 per cent by small producers; the larger manufacturers will grant discounts of up to 33 per cent. (There are only two manufacturers who signed this agreement who will benefit by the larger discount terms.)

A minimum price of 1.50 Reichsmarks was established for a record 25 centimeters in diameter; no maximum limits have been set. No minimum limits, furthermore, have been established for records of larger sizes.

**PHONOGRAPH**  
**ELECTRIC MOTORS**  
 one and two speeds  
**SPRING MOTORS**  
 one and two speeds  
**TONE ARMS**  
**REPRODUCERS**  
 AMERICAN BRANCH HOUSE  
 HERMANN THORENS  
 S. A.  
 STE-CROIX  
 SWITZERLAND  
**THORENS, Inc.**  
 450 FOURTH AVENUE  
 NEW YORK, N. Y.

### 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.**

# News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

## Stewart-Warner Refrigeration Sales Team Formed of Experts

Sales Representatives Leave Home Office for Intensive Work in Field—Distributor and Dealer Cooperation Planned

Joseph E. Otis, Jr., vice-president executive, and Frank A. Hiter, general sales manager of the Stewart-Warner Corp., Chicago, Ill., present to the refrigeration world their sales team for

His engineering background is most comprehensive.

Messrs. Otis and Hiter have developed an elaborate plan of distributor and dealer cooperation which will be carried



Standing, left to right: H. A. D'Arcy, P. C. Crowen, R. J. Lawrence, R. S. Brunhouse, H. A. Pollack and William A. Biel  
Sitting, left to right: R. S. Christy, J. E. Saum, C. R. D'Olive, G. Treffelsen, L. W. Enos

1934. These men have just left the home office to go to their various territorial assignments. As may be seen by their photographs above, they look like an all-star eleven. Each man is a capable and experienced refrigeration specialist and their combined training takes in every phase of the development of this industry since its inception.

Charles R. D'Olive, sales manager of the Refrigeration Division of the Stewart-Warner Corp., not only knows the business of directing refrigeration sales, but is himself a refrigeration engineer.

## Automatic Phonograph and Refrigerator Hook-Up

Charles Cappels, of the Grunow electric refrigerator service department, called on a road house owner recently who had purchased a Model 75 Grunow for chilling his wine, and he was having difficulty with the chefs and waiters sampling his wine.

He stopped this by running an electric wire connection from the electric light in the Grunow to his electric automatic

phonograph, having a great big loud band selection on the phonograph, so that the minute the Grunow refrigerator door was opened, the catch started the phonograph, dropped the needle, and played to the entire building, telling everybody in the building the boys were sampling the wine again.

Under the able guidance of the executives above-named, Stewart-Warner refrigeration distributors look forward to a generously prosperous season in 1934.

phonograph, having a great big loud band selection on the phonograph, so that the minute the Grunow refrigerator door was opened, the catch started the phonograph, dropped the needle, and played to the entire building, telling everybody in the building the boys were sampling the wine again.

## Adds A. B. C. Oil Burners

F. S. McKnight, of the Albany Distributing Corp., Albany, N. Y., has added ABC oil burners to lines handled.

## Predicts Record Volume of Refrigerator Sales

H. W. Newell, vice-president of the Frigidaire Corp., Dayton, O., recently predicted that a new record for electrical refrigeration annual sales volume would be established for 1933. He stated that sales for the industry were running well ahead of those for the record year of 1929, and that the Frigidaire Corp. would show an increase of 20 per cent compared with 1929.

Mr. Newell, who has been conducting sales meetings in the key cities throughout the country, said that consumer buying of major electrical appliances has been greater than anticipated by even the most optimistic producers. Washing machines, mechanical refrigerators and vacuum cleaners are all benefiting from the willingness of consumers to invest in appliances that modernize the home.

The repeal of prohibition, says Mr. Newell, is expected to open a vast market for commercial refrigeration.

## Klein Sales Staff Now Enroute to Convention

The Klein Stove Co., Philadelphia, Pa., Leonard refrigerator distributors, recently announced the winners in the contest conducted for the wholesale salesmen. A. Seidensticker, Jr., George J. Ellis and Harold Tiley finished in the order named. They thus won a trip to the national convention of the Leonard Refrigerator Co. Although David Crawford and John Brownback, who finished fourth and fifth, did not quite qualify arrangements are being made to take them along. Arch Sichel, service manager, will take the trip with the rest of the boys. They are driving out, leaving Philadelphia on November 15. Julius Klein and Walter L. Brous, sales manager, will go to Detroit by rail.



New Stewart-Warner camera, Model C-35. Description appears on page 35.

## C. D. MacKinnon in New Brunswick Post

Promoted to Post as Assistant to Harry G. Neu—Will Direct All Branch Activities—J. Wexler Transferred to New York Branch

C. D. MacKinnon, for the past several months manager of the New York branch of the Brunswick Record Corp., has been promoted to the post of assistant to Harry G. Neu, vice-president and general manager of the company.



C. D. MacKinnon

and will be in charge of all Brunswick branch activities including personnel and the merchandising of Brunswick, Vocalian and Mel-O-Tone records. "Mac," as he is familiarly known to the record industry from coast to coast, is one of the pioneers in the record field, his activities dating back to 1915. His promotion is well deserved for he has been very successful in his recent work as manager of the New York Brunswick branch and his exceptional knowledge of record merchandising well qualifies him for his new work. Joseph Wexler who has been identified with the Philadelphia branch of the Brunswick Record Corp. for over twelve years in a sales capacity, has been appointed manager of the Brunswick New York branch.

## Majestic Radio Shipments for October Set Record

For the fifth consecutive month, Majestic radio shipments have shown a substantial increase over each preceding month, according to a statement released by Le Roi J. Williams, executive vice-president and general manager of the Grigsby-Grunow Co., manufacturer of Majestic radios, refrigerators and tubes. "Our October radio shipments of 60,543 sets have not been exceeded since

February, 1930," stated Mr. Williams, "and in spite of this tremendous volume of October shipments we still have unfilled orders on hand for more than 39,000 radios. This will necessitate the continued employment of over 5,000 people in our plants for some time to come in order to fulfill the demands for our new merchandise. New styling of cabinets along modernistic lines, together with a new standard of radio performance, has greatly contributed to the healthy increases our company has been enjoying the past several months."

Mr. Williams also expressed his opinion that the administration's NRA program has likewise helped the sales of Majestic products.

## Hudson-Ross, Inc., Enters Radio Manufacturing Ranks

Hudson-Ross, Inc., for many years one of the leading radio distributors in the United States, recently entered the radio manufacturing business, establishing executive offices and a display of their radio receivers at 549 West Randolph street, Chicago. The Hudson-Ross organization will operate nationally, and an ambitious sales promotion campaign has already been launched in behalf of its products.

Hudson-Ross, Inc., was founded as a radio distributing organization in 1920 by Robert Himmel, who is one of the most widely known figures in the trade. The company has been identified for the past thirteen years in the midwest with the marketing of a number of well known products in this field, and Mr. Himmel ranks among the pioneers in the radio business. He has been extremely active in association work, both in the distributing and the retail fields in an effort to better marketing and trade conditions in the industry.

Further announcements of Hudson-Ross activities and their products will be released in the near future, according to Mr. Himmel.

## E. S. Palmer Appointed Wurlitzer Representative

Homer E. Capehart, director of sales of the Rudolph Wurlitzer Mfg. Co., North Tonawanda, N. Y., recently announced the appointment of Edgar S. Palmer as district representative for Greater New York, New Jersey and Eastern New York territory.

Mr. Palmer is widely known throughout the trade, having been engaged in the distribution of talking machines and radios for the greater part of two decades. He was sales manager of the Blackman Distributing Co., and for a time was metropolitan representative for the Victor Talking Machine Co. For a time he was connected with the radio division of Thomas A. Edison, Inc.

His wide experience is certain to prove beneficial to the sales of Mohawk refrigerators and washers and to Lyric radio receivers.

## R. K. Radio Labs. in Production on New Line

R. K. Radio Labs., Inc., 6300 Northwest Highway, Chicago, Ill., manufacturer of the RadioKeg which has attained countrywide success over a period of only a few months, has advised its jobbers and dealers of the production of a new line of standard five, six and seven tube sets. It is expected that delivery on the new product will start the latter part of this month and, judging from all indications, the new line will meet with an enthusiastic reception by the trade everywhere. T. C. Flanagan, general manager of the company; A. D. Fell, sales manager, and Walter O'Halloran, Eastern sales manager, have been out on the firing line for the past several months, appointing representative jobbers who are not only interested in the sales possibilities of the RadioKeg, but have expressed their intention of handling the company's complete line when it is ready for distribution.

## A. F. Lotz Is Appointed Kingston Representative

H. S. Masquette, sales manager of the Kingston Radio Co., Inc., Kokomo, Ind., manufacturers of Gipsy radio receivers, announced this week the appointment of A. F. Lotz, 191 Sterling avenue, Buffalo, N. Y., as sales representative for the company in charge of sales activities in the states of Pennsylvania and New York with the exception of the New York metropolitan district. Mr. Lotz is well known among dealers and jobbers throughout this territory, having visited them during the past ten years in connection with his previous activities for the U. S. Radio & Television Co. Mr. Lotz also represents the Dayton Elec. Refrigerator Co., Ken-Rad tubes and Utah and Carter products.

## F. W. Briggs Is Now With Majestic-New York, Inc.

F. W. Briggs, well known to members of the radio and music industries, has joined the staff of Majestic-New York, Inc., New York City, distributor of Majestic radio receivers and refrigerators. For some twelve years Mr. Briggs was connected with a business publication in the radio-music field as art director and advertising manager. For the past few years he has been engaged in the commercial art field.

His wide knowledge of merchandising plus his creative ability fit him ideally for the work which he has undertaken for the distributing firm. He has already been instrumental in designing displays of the new Majestic models for which dealers have been anxious to provide space. Mr. Briggs finds that the new "Smart Set" models lend themselves admirably to effective and eye-arresting displays.



Study of Children at the Piano by Anton Bruehl

## CHILDREN WITHOUT TOYS

SLIM, GALLANT, UNTRIED . . . fresh as new rose petals . . . they put their toys aside. Yet before them still stretch several more years of childhood. It is, perhaps, the most difficult time of all. Now more than ever they must have plenty of just the right thing to do . . . and worthy friends. Their sensitiveness, their eagerness to live poignantly, must be sympathetically dealt with. The substance of reality must be adroitly exchanged for the discarded toys.

And it all will be a little easier if they have been taught how to partake of the "good life" . . . swimming vigorously through the cool sea . . . putting the zest of health into the swing of a racket . . . savouring the clean orderliness of modern clothes . . . and

strolling pleasantly through the glamorous gardens of creative culture.

This last does not mean that they have to be poets, painters or great musicians. It means, to take music for an example, a pleasant familiarity with gay melodies, with the spirit-stirring work of immortal genius, with all the myriad cultural influences of a fine art.

True, it may seem, at first glance, expensive to substitute a superb piano for a toy. But a first-rate environment will definitely help to produce a first-rate person. And the Steinway is so perfectly and soundly built that it will serve your children's children when the time comes . . . yet it can be obtained now on a deferred payment plan that will not

burden even the modest income. The Steinway will do more than assist your children through their most difficult time to a sane and beautiful life. It will give them an attractive accomplishment that will help them to make friends. It will permit them to develop their talents, unhampered, on what is both the strongest and most perfect instrument. And it will subtly connect them with a glorious tradition . . . for virtually every great musician from Wagner to Rachmaninoff has used the Steinway.

---

... 10% down balance in three years

Used pianos accepted in partial exchange. If there is no Steinway dealer near you, write for information to Steinway & Sons, Steinway Hall, 109 W. 57th Street, New York City.

THE INSTRUMENT OF THE IMMORTALS

# STEINWAY

## Piano Makers, Music Merchants and Others Now Under Codes

The Code of the Piano Manufacturing Industry under the NRA received the approval of President Roosevelt on November 6 and is now in operation. The Code provides a minimum wage of 40 cents per hour unless the rate for the same class of work on July 15, 1929, was below that figure and in no case shall the rate be less than 30 cents per hour. The minimum weekly wages shall be \$14 per week, except office boys and girls, and learners who must receive not less than 80 per cent of that minimum.

Hours are limited to forty a week and not more than eight hours a day, with the exception that the hours may be extended to forty-eight per week for not more than six weeks during any one year. The hour regulations do not apply to employes in executive capacities receiving more than \$35 per week nor to watchmen, outside salesmen, service men, technicians, etc. The Code also includes the provisions for organizing and collective bargaining by employes.

The general Code for the Retail Trade under which the members of the National Association of Music Merchants and music dealers generally will operate was signed by President Roosevelt on October 23. The various phrases of the Code, many of which apply to the music merchants, are so comprehensive that their publication in detail here is prohibited but copies of the complete Code may be obtained from the executive secretary of the National Association of Music Merchants, 113 West Fifty-seventh Street, New York, where also may be obtained information regarding the application of the Code to special instances.

There is now before the National Recovery Administration a proposed code for the pipe organ industry, which differs from the piano manufacturers' Code in a number of respects, such as, for instance, the provision for hours providing that the 48-hour schedule may be put into effect for twelve weeks in any year instead of for only six weeks as in the case of piano makers, and that the minimum wage for factory workers shall be 35 cents per hour instead of 40 cents as in the case of pianos.

There is also being considered a code for the musical merchandise manufacturing industry which has been drawn up to meet the special needs of that industry. This code as revised will come up for hearing on November 15. Another code of interest to the music trade is that covering the wholesaling or distributing trade, the organizations submitting the code including the Radio Wholesalers Association, Inc. The code presented by the Music Publishers Association was rejected by the authorities because of certain provisions covering the

retail and wholesale music trades as well as the publishers themselves. It is understood that the group can either elect to be included under the Periodical Code or may submit an amended code for consideration at a later date.

### Alexander Steinert Dead

Alexander Steinert, one of the leading patrons of art and music, and for many years head of M. Steinert & Sons, Boston, Mass., died on Wednesday, November 15, after a brief illness. He was 72 years old. He is survived by his widow and two sons, Alexander L., and Robert S.

### F. S. Baumer Dead

Frederick S. Baumer, vice-president of the Baumer Piano Co., with headquarters in New Rochelle, N. Y., and branches in Port Chester and White Plains, died in St. Luke's Hospital, N. Y., recently after a long illness.

## Musical Instrument Dealers in New England Organize

Some thirty musical instrument merchants of Boston and vicinity met recently and organized the New England Division of the National Association of Musical Instrument Dealers. The purpose of the organization is to place the music business in that section on an equitably competitive basis under the NRA to the end that the dealer may operate on a fair profit basis and give employment to as many as possible. A notice has been sent to all the dealers in New England regarding the formation of the new association and it is expected that many of them will join.

The officers of the new association are: Fred G. Tessin, of Charles W. Homeyer & Co., Inc., chairman; Adolph J. Oettinger, Musicians Supply Co., vice-chairman; Harry W. Savage, H. H. Savage & Sons, treasurer; William W. Nelson, The Vega Co., secretary.

### Paul J. Mueller Dead

Paul J. Mueller, for over thirty years engaged in the retail music business in Milwaukee, Wis., as an employe of various companies, died in his home in that city last month in his fifty-fifth year.

## NBC Buys Twenty-Two Steinway Grands

The formal opening of the new broadcasting studios of the National Broadcasting Co., in Rockefeller Center, which was inaugurated with an elaborate radio presentation on November 11, followed by a series of impressive special programs during the following week, marked a great forward step not only in the art of broadcasting but in the

particularly interesting from the standpoint of the music trade was the announcement of the fact that the studios in the new broadcasting headquarters were all equipped with Steinway pianos which were selected after severe tests by the Research Department of N. B. C. The original equipment represented twenty-two pianos in all, with a



*Theodore Cassebeer and Frederick A. Victor, directors of Steinway & Sons, examining some of the twenty-two Steinway grands bought by National Broadcasting Co.*

advancement of musical culture for music, in one form or another, made up about 90 per cent of the program. One of these features, for instance, was the broadcasting by a 400-piece orchestra, said to have been the largest single orchestra ever assembled.

value of \$45,000. These pianos, added to an equal number of Radio City Music Hall and its studios, mean that there are now nearly a half hundred Steinway grand pianos in use in the imposing Rockefeller Center development in the heart of New York City.

# TO BE HELPFUL TO YOU

**WE OFFER YOU—AT NO PROFIT TO OURSELVES—THESE UP-TO-DATE SERVICE DEPARTMENT REQUISITES**

OUR business is *tubes*. Your business is tubes and other accessories, radio sets — and SERVICE. Our policy is to help you make all the divisions of your radio business as profitable as possible. Through volume purchasing power we can save you money on a number of important items which the well-equipped Service Department needs to render satisfactory service to customers. We are glad to offer this assistance to dealers handling Raytheon 4-pillar Tubes.

## **RAYTHEON SET AND TUBE TESTER (Item R-3)**

A brand-new instrument perfected by Raytheon engineers and manufactured for Raytheon by Dayrad! ... A single, compact and portable outfit that takes the place of two bulky instruments which heretofore were required to perform the same work. Enables service men to test any type set and tubes right in the customer's home while the set is in operation. Completely shielded and attenuated oscillator with a range of 165 to 1650 Kilocycles; output meter, DC Milliammeter, AC-DC Voltmeter and Ohmmeter. (Range 0 to 500 volts—milliamperes. Resistance, 1 ohm to 2 megohms.) Tester is enclosed in attractive black reinforced imitation-leather carrying case with necessary leads and service men's test record blanks. Meets a long-felt need—and, through Raytheon co-operation, is now obtainable at about half the cost of the usual equipment necessary to perform all its functions. PRICE \$41.75 with an order for 50 Raytheon Tubes.

**ORDER THROUGH YOUR JOBBER. OFFERS SUBJECT TO REVISION OR WITHDRAWAL WITHOUT NOTICE.**

## **RAYTHEON PRODUCTION CORPORATION**

30 East 42nd Street  
New York City

55 Chapel Street  
Newton, Mass.  
555 Howard Street  
San Francisco

445 Lake Shore Drive  
Chicago

● **TOOL KIT (Item R-4)** Ideal for service men. Made by one of the country's leading tool makers. Consists of 1 Universal Chuck Handle, 3 Screwdriver Blades, 5 Socket Wrenches and 3-In-1 Bakelite Balancing Wrench. Kit fits conveniently into Raytheon carrying case. PRICE \$2.17 with an order for 10 Raytheon Tubes.

● **CARRYING CASE (Item R-5)** Strongly made with imitation leather. Size: 19" long, 9" wide, 7¼" deep. Has room for full set of tubes and tools. Finished in black, with brass fittings. PRICE \$1.06 with an order for 5 Raytheon Tubes.

● **RAYTHEON-RIDER'S MANUAL SERVICE (Item R-6)** A complete set of Rider's Perpetual Trouble Shooters' Manuals. Should be part of every service man's equipment. Here's a chance to get them at low prices. Write us for special offer on Vol. 1, Vol. II, and Vol. III, in connection with an order for Raytheon Tubes with each volume.



# RAYTHEON

## 4 PILLAR RADIO TUBES

Trademark Registered



# No Miracles *please!*

A FRANK STATEMENT OF POLICY AND A  
BUSINESS REQUEST FROM THE MAKERS OF  
AMERICA'S FASTEST SELLING RADIO » » »

"

IT WAS no miracle when the trade—and the American public—swept over to Emerson Radio on a mighty wave of popularity. The VALUE, the PROFIT, the APPEAL, the SATISFACTION in the line of FOURTEEN GREAT MODELS made its sensational success inevitable.

"It is no miracle that the demand for Emerson Radio assumes greater proportions every week. That is simply the result of one person telling another—of thousands of dealers featuring it as their rightful leader—of the vast good-will which mounts to new heights every day.

"But—it would be a miracle if the full quota of far-in-advance dealer orders could be filled as rapidly as they are being received!

"We must ask the trade, therefore, to keep orders within reasonable line with two-weeks-in-advance requirements—with our assurance that we shall allot shipments to the best of our ability.



Allotments will be resumed on a 100% basis as soon as our new and greatly augmented manufacturing facilities get into swing.

"Meanwhile, with a view to continuing and increasing success with Emerson Radio, hundreds of dealers are concentrating on this all-embracing line. They are centralizing it in their stores—establishing exclusive Emerson floor and window displays which do justice to every model—enjoying a volume business now, paving the way for even greater records in the future.

"Emerson has come to be something more than a fast-moving and profitable line of Compacts and Consolettes at \$19.95 up—it has become one of the most VITAL, CONSTRUCTIVE and BUSINESS INSURING factors in the entire trade's existence."

*W. Mau*  
President

If you haven't stocked Emerson Radio—the NECESSARY line in radio—write or wire for prices and the name of your nearest distributor.

**Emerson Radio**  
Emerson Radio and Phonograph Corporation

641 Sixth Avenue  
New York, N. Y.