

Radio Merchant

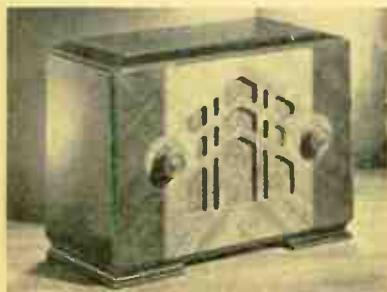
ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

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

INTERNATIONAL NOW OFFERS EUROPEAN RECEPTION BROADCAST • POLICE AND FOREIGN BANDS



Model D-14. The finest five-tube table model in appearance and performance on the market. Extra large full-dynamic speaker gives improved tone quality. Sensitivity and selectivity of such high order that European and South American stations can be tuned in good locations. List price, **\$3850** complete with tubes.



Model C.M. A gorgeous five-tube superheterodyne tuning the broadcast band only, but offering peak performance plus exceptional appearance. Complete with tubes for only **\$2450**

Kadette again sets the pace that kills off all competition—*foreign reception* from an A.C.-D.C. compact radio!

Three handsome new models—advanced superheterodynes—offering your customers the biggest value in radio performance of the year.

For listeners living in good locations where interference and shielding are not excessive, these sets will bring in London, Paris and other European and South American stations.

And in any location—especially "tough spots"—they perform where other sets fail.

Powerful beyond belief. Selective to the *uth* degree. Tone quality to satisfy the keenest musical ear. Cased in gorgeous woods, faultlessly finished, appealing to the discriminating.

Write or wire immediately for full information. These sets will be the big sellers of 1934.

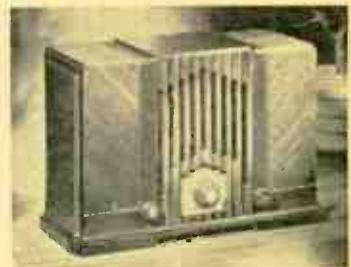
INTERNATIONAL RADIO CORP.
ANN ARBOR, MICHIGAN

KADETTE Radio

AND • THE LOWEST PRICED FIVE-TUBE
STANDARD AC • DC SUPERHETERODYNE

Here's a set that will literally capture the price-buying market.

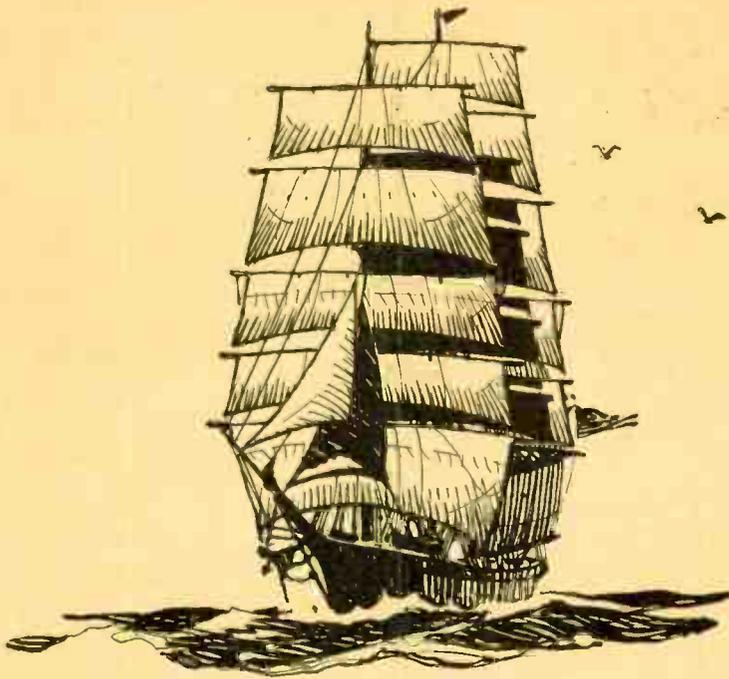
It's handsome and how it performs! Plenty of punch. Excellent tone. Sharp and selective. Tunes the broadcast band only but gives the peak of performance and a measure of good looks that will win buyers galore. Here's a value you can *feature!*



Model D-11. The first five-tube A.C.-D.C. compact radio capable of tuning both broadcast and European bands (170 to 555 and 18 to 55 meters). High sensitivity. Performs exceptionally on broadcast in "tough" spots and gets European and South American stations in good locations. Beautiful woods, tri-angled top and front. Piano finish. List price, complete with **\$3450** tubes.



Model D-12. A handsome Colonial design—the finest cabinet ever used on a compact radio. Five tube A.C.-D.C. superheterodyne capable of tuning all broadcasting including European bands (170-555 and 18-55 meters). Gives same remarkable performance as Model D-11. List price complete **\$3600** with tubes.



THESE MEN . . .

STEER THEIR OWN SHIP

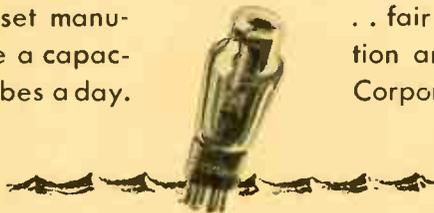
● The majority of the stock of Hygrade Sylvania Corporation is owned by the same men who manage and control the business.

These men have skillfully steered their own ship through some of the most difficult years ever known in the radio industry. They have kept their course in spite of storms.

Their company has shown constantly increasing financial and dealer strength. Even during 1930, '31, '32 and '33, its credit rating has remained AaA1! Today Hygrade Sylvania Corporation makes a major portion of the tubes installed as original equipment by set manufacturers. Its factories have a capacity of more than 100,000 tubes a day.

Hygrade Sylvania engineers are leaders in the technical field. They pioneered in the development of the more efficient 6.3 volt tube for automobile sets . . . and applied its advantages to general usage also. These same engineers are always ready to help set manufacturers solve circuit and design problems . . . without charge or obligation.

To dealers and jobbers who carry Sylvania Tubes, "management-owned" is more than a phrase. It is their guarantee of constant advancement in design . . . fair price policies . . . full cooperation and support. Hygrade Sylvania Corporation, Emporium, Penna.



Sylvania

(Reg. U. S. Pat. Off.)



THE SET-TESTED RADIO TUBE

© 1934, H. S. C.



Join the **BIG DRIVE**

If a Dealer franchise will increase your sales and profit possibilities at least 33 1/3%, that's good business, isn't it? If that same franchise opens an entirely new market with practically no competition, that's also good business. If there is a franchise that will do all that for you, with the assurance of a reputable manufacturer to back it up, then it is a matter of good business for you to find out about it. And certainly there is no better time than **RIGHT NOW**. We ask you to consider the Gibson franchise on a cold cash basis. Size it up from

every angle. Make comparisons. If Gibson offers you more, that is the franchise you should have.

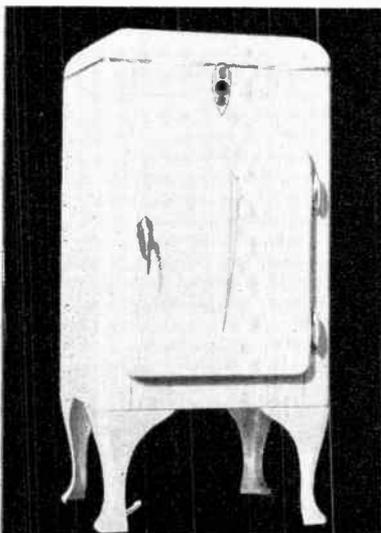
Gibson has a complete household electric line—a complete Commercial line and a **COMPLETE LINE OF KERO UNITS** for unwired homes. There's a Gibson for *every* home and for every income. Prices are *right*. Discounts are very *liberal*.

Without any obligations to you whatever we shall be glad to send complete information regarding the Gibson Dealer franchise.

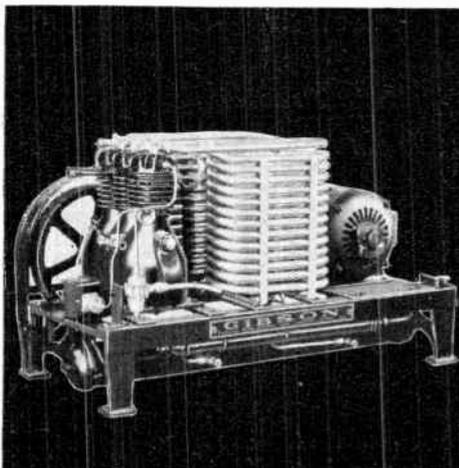
No matter which way the Consumer price range swings in '34, Gibson Dealers are set to take advantage.

GIBSON
ELECTRIC REFRIGERATOR CORP.
GREENVILLE, MICHIGAN

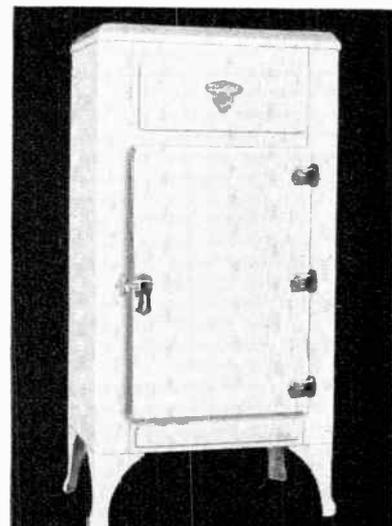
Export Sales Dept. Cable Address
201 North Wells St. "GIBSELCO", Chicago
Chicago, Illinois Bentley Code



GIBSON Electric REFRIGERATION



GIBSON Commercial REFRIGERATION



GIBSON KERO UNIT REFRIGERATION

LONG DISCOUNTS
that mean
BIGGER PROFITS
in
1934!

WURLITZER WASHERS
5 Models

WURLITZER DUOZONE REFRIGERATORS
5 Models

WURLITZER LYRIC RADIOS
Over 25 Models to Choose from

**LINE UP WITH
WURLITZER FOR
1934 AND YOU'RE
IN LINE FOR
BIGGER PROFITS!**

Tie up with Wurlitzer for 1934. Long discounts mean real profits on every sale! Wurlitzer Products have everything the public wants — name appeal — style appeal — *price appeal!* There's a Lyric Radio — a Mohawk Washer or a Duozone Refrigerator for every requirement and every purse.

Write, wire or phone *today* for complete information. Or send the coupon for prompt action — don't delay.

THE RUDOLPH WURLITZER MANUFACTURING COMPANY
NORTH TONAWANDA, NEW YORK

The Rudolph Wurlitzer Mfg. Co.,
No. Tonawanda, N. Y.

Send me full details on Wurlitzer

- REFRIGERATORS FOR 1934!
- RADIOS
- WASHERS

by return mail please.

Name

Address

City State

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION



Vol. XXX. No. II

New York, February, 1934

Price Twenty-five Cents

The New Products

SINCE the first of the year there have been a greater number of distributor and dealer conventions in the radio and allied industries than during any similar period of the year since 1929. The return of normalcy is reflected in the confidence and faith of the manufacturers and distributors in the products that they are going to merchandise during 1934. Dealer meetings were at a low ebb in 1932 and 1933 due of course, to many reasons but primarily because of the uncertainties throughout America's commercial life and the natural unwillingness of the distributors to spend money on dealer meetings that could not be based on any sound merchandising foundation.

THIS year's meetings however have been noteworthy for the enthusiasm manifested by the dealers from one end of the country to the other. Their confidence and faith in their products are reflected in the capacity attendances at these dealer gatherings as well as the orders actually placed at the various meetings. There is no better indication of the rejuvenation of the radio industry than the hearty welcome accorded the new lines by the jobbers and dealers, and at the various refrigerator gatherings, manufacturers, jobbers and dealers were unanimous in expressing the belief that 1934 would be the banner year in this industry. For the first time in five years there seems to be a unity of purpose throughout the radio and allied industries that practically assures substantial profits for every factor in the picture.

LEE ROBINSON.

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Member of Controlled



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EDWARD LYMAN BILL,
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LEE ROBINSON,
Editor

V. E. MOYNAHAN,
Managing Editor

L. P. CANTY,
Manager Western Division

M. L. WULFORST, Circulation Manager

And Now the Big News Breaks!

THE STEWART-REFRIGERATION

Backed by Spectacular Advertising Program—New Merchandising Plans, Proved and Practical—Sales Plans with Real Sales Drive in Them—A Host of New-Type Features That Make Demonstrations Clinch Sales!

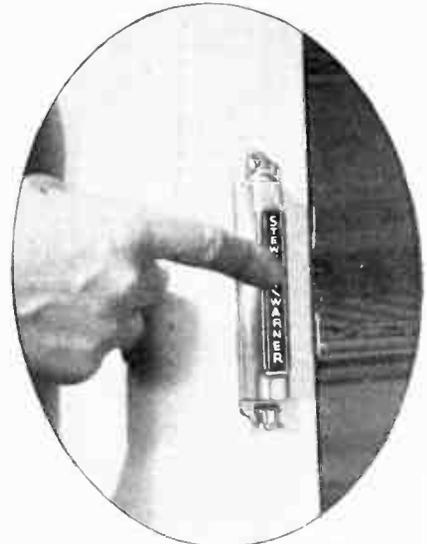
THE big news is out! The unveiling has taken place! Distributors from all over the country have come to inspect it critically—have gone back home "SOLD"! Joseph E. Otis, Jr. and Frank A. Hiter, with their refrigeration engineering staff have *really* done it! For the 1934 Stewart-Warner Refrigeration Line definitely establishes this more than a quarter-of-a-century-old company *in the forefront of the Refrigeration Industry.*

Tailored to Your Measure for Sales and Profits!

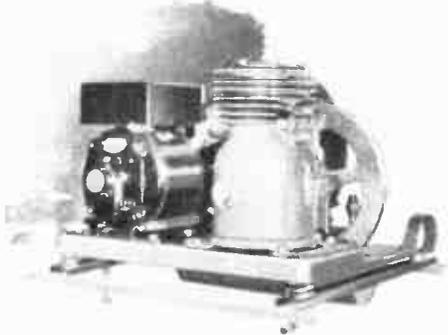
This great, new Stewart-Warner Line is a highly competitive one. In Quality! In Finish! In Features! In Eye Appeal! In Every Way! Its Advertising Program—both National and Local—is a generous one. Its theme is spectacular!

The Merchandising and Sales Plans are down to cases—PRACTICAL—WORKABLE—PROFITABLE! They have been especially developed to make sales for YOU.

FEATURES? Look some of them over in this ad. There isn't room for all of them. Every one a new type. Improvements over anything you've ever seen before. They literally "demonstrate" themselves into sales. *Any one of these features is dramatic enough to base a whole sales campaign on!* But the whole story can't be told in this space. You certainly owe it to yourself to see this line and hear the whole profitable story! Send coupon at right—today!



THIS FINGER POINT to the smartest specialty feature of the year—the "Feather-Touch" Instant Door Opener. It is the first point in your demonstration. And, just as a slight touch on it opens wide the refrigerator door, so does this feature open wide to you a year of greater refrigerator profits in 1934.



This extremely rugged, twin-cylinder compressor is over-size, as is also the motor. Runs less often. Uses less current. Needs less service. Less reason to get out of order.

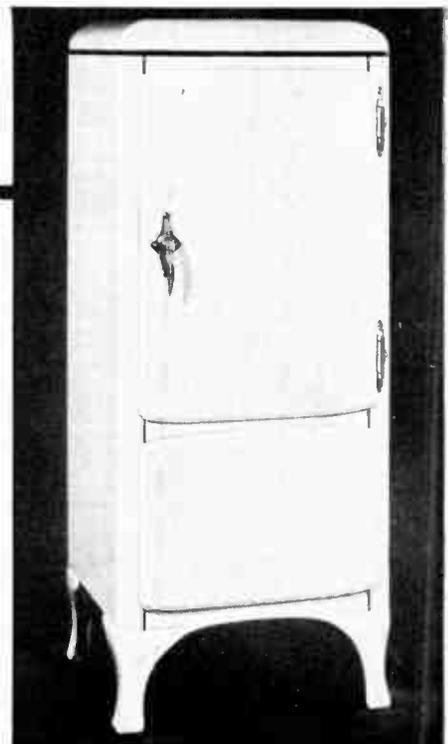
STANDARD MODELS

EQUIPMENT . . . Variable Freezing Control. "Perma-Cold" Defroster. Porcelain Chilling Unit. Glass Chilling Tray.
HARDWARE: 4-Position Latch Handle. Semi-Concealed Hinges. Chromium Finish.

MODEL 454 . . . 4.6 cu. ft.—
SHELF AREA: 9.3 sq. ft.

MODEL 554 . . . 5.6 cu. ft.—
SHELF AREA: 10.5 sq. ft.

MODEL 704 . . . 7.01 cu. ft.—
SHELF AREA: 13.4 sq. ft.



WARNER LINE FOR 1934!



**POSITIVELY THE SENSATION
OF THE TRADE**



Note how these easy-gliding, roller bearing shelves may be taken out and used as trays.

**The Great, Outstanding Feature— PROFITS
From Your Standpoint!**

The basic purpose of the whole Stewart-Warner Refrigeration sales set-up is to enable you as a dealer to make satisfactory profits. (How can we hold you as a dealer if you DON'T make profits?) The franchise, therefore, is distinctly written from *your* side of the desk!

DE LUXE MODELS

EQUIPMENT . . . Automatic Interior Light, New-Type "Forget-Proof" Freezing Control and Defroster, Porcelain Chilling Unit with Chromium Plated Door, Porcelain Vegetable Crisper, Glass Chilling Tray, **HARDWARE** "Feather-Touch" Automatic Door Opener, Semi-Concealed Hinges, Chromium Finish.

MODEL 564—"Porceloid" exterior. All-porcelain interior. • **MODEL 564-P**—All-porcelain exterior and interior. 5.6 cu. ft.—Shelf area: 11.3 sq. ft. • **MODEL 714**—"Porceloid" exterior. All-porcelain interior. • **MODEL 714-P**—All-porcelain exterior and interior. 7.1 cu. ft.—Shelf area: 13.4 sq. ft. • **MODEL 834**—"Porceloid" exterior. All-porcelain interior. • **MODEL 834-P**—All-porcelain exterior and interior. 8.3 cu. ft.—Shelf area: 17.1 sq. ft.

SAG-PROOF INSULATION—Specially treated and constructed for years of service. Absolutely water-proof, vermin-proof, sag-proof, odorless. Special pure rubber floor seal. **SANITARY INTERIOR** of special heavily-coated porcelain—with new-type design for easy cleaning. **"PORCELOID" EXTERIOR FINISH**—Hard, glass-like—permanently white. Will not mar, chip or peel. Resistant to fruit acids and soap alkalies. **FLEXIBLE FAST-FREEZING ICE CUBE TRAYS** that flip out cubes in quantities desired. **TALL BOTTLE ROOM**—Double shelf capacity for milk bottles, tall ginger ale bottles, etc.



This "Feather-Touch" Door Opener literally opens at a touch as light as a feather. This latch can be locked when children are around.

MAIL THIS COUPON TODAY!

Refrigeration Division
Stewart-Warner Corporation
1837 Diversey Parkway, Chicago, Ill.



Please send me at once complete information on your 1934 Refrigeration Line. I understand this will be done entirely without obligation to me.

Your name _____

Name of Firm _____

Your Title _____

Address _____

With the Jobbers and Dealers

Trade Notes

LeWol Distributor

The Fisher-Aeschbach Co., Cincinnati, O., has been appointed exclusive distributor in Cincinnati and vicinity for LeWol table model radios. The entire sales staff is enthusiastic at the reception which is being accorded this line by the trade.

Open Norge Accounts

B. & O. Radio, Inc., Newark, N. J., reports that the following accounts have been opened on Norge refrigerators: Griffith Piano Co., Newark, N. J.; Paramount Music Co., Hoboken, N. J., and Bowers Music Co., Rahway, N. J.

Finds Business Good

The J. J. Koepsell Co., Sheboygan, Wis., Lyric radio and Mohawk refrigerator distributor, reports that business for January was most satisfactory and officials of the company are looking forward to a busy spring season on both radios and refrigerators.

Introduce Stewart-Warner Line

Fred P. Oliver, recently appointed sales manager of the refrigeration division of the Wholesale Radio Equipment Co., New York City, reports that the most enthusiastic sales meeting of the staff of ten field men was recently held in conjunction with the introduction of the new line of Stewart-Warner refrigerators. Hugh A. Pollock, Eastern district manager of Stewart-Warner, addressed the men and acquainted them with the sales possibilities of the new line. Mr. Oliver reports that the company has engaged a trailer which will take five of the new models directly to the dealers' stores, giving actual demonstrations at the dealers' own place of business.

New Majestic Jobber

John F. Ditzell, general sales manager for Majestic, Chicago, recently announced the appointment of the Commonwealth Utilities Co., Chicago, as distributor for the Northern Illinois territory. Commonwealth is headed by S. E. Schulman as president; Hyman Miller, treasurer, and W. A. Benson, secretary.

Crosley Dealer Meeting

The Lewis & Carnell Co., Philadelphia, Pa., was host to more than 500 dealers at a Crosley dealer meeting held at the Bellevue-Stratford hotel on January 25. The complete new lines of Crosley Sheldahl refrigerators and Moderne models of Crosley radios created genuine enthusiasm. Many new accounts were opened on the refrigerator line and orders received for both refrigerators and radios

were beyond expectations. In addition to the lines mentioned Lewis & Carnell distribute Cunningham radio tubes, Toridheet oil burners, Eureka vacuum cleaners, Newton Maid washers and other standard lines.

Directs Sales Promotion

Harry Alter, president of Harry Alter, Inc., Northern Illinois distributor of Grunow refrigerators and radio receivers, recently announced the appointment of Miss Marge Niess as head of the sales promotion activities of the company. Miss Niess has had wide experience in sales promotion work, having previously been identified with the U. S. Radio and Television Co. and with Chevrolet Dealers News. More recently she was connected with the National Broadcasting Co., Chicago.

Sanford Bros. Staff Meets

Sanford Bros., Chattanooga, Tenn., and Moxville, N. C., recently sponsored a two-day sales convention at the Read Hotel, Chattanooga, at which the complete lines of Wurlitzer products, including Lyric radios and Mohawk refrigerators and washing machines, were introduced. Representatives of the Rudolph Wurlitzer Manufacturing Co. who attended the convention included Homer E. Capehart, general sales manager; R. W. Canfield, traveling sales manager, and Charles H. Deverall, chief engineer.

Grunow-Connelly Conclave

The F. B. Connelly Co., Grunow distributor with headquarters at Seattle, Wash.; Portland, Oregon; Spokane, Wash., and Billings, Montana, is sponsoring a contest to select delegates to the Grunow Conclave at Los Angeles, Calif., March 10 to 13. The itinerary of the Connelly delegation calls for embarking on a steamship at Portland on March 6, breaking the trip with a stop at San Francisco on March 9, and then continuing the sea trip to Los Angeles. All in all the delegation will enjoy a combined vacation and business trip covering from March 6 to March 18.

Sutton Holds Meetings

A. K. Sutton, president of A. K. Sutton, Inc., Charlotte, N. C., Philco radio and Norge refrigerator distributor, recently sponsored a meeting on behalf of Philco radios at the Charlotte Hotel which was attended by approximately 400 Philco dealers.

A similar meeting was also held at the Columbia Hotel, Columbia, S. C., on February 8 attended by Philco dealers in South Carolina. The Sutton organization is planning a monster Norge dealer meeting to be held at the Hotel Charlotte on February 19, which will be

attended by a number of officials of the Norge organization. Mr. Sutton reports that M. R. Hennesa has been added to the sales staff, traveling North Carolina

Nott-Wurlitzer Meeting

W. S. Nott & Co., Minneapolis, Minn., distributors of the complete Wurlitzer line of radios, electric refrigerators and washing machines, recently held a two-day sales meeting for their entire outside and inside staffs. Homer E. Capehart, general sales manager of the Rudolph Wurlitzer Mfg. Co., outlined the high lights of the company's plans.

Alter Dealer Meeting

Harry Alter, Inc., Chicago, Ill., Grunow refrigerator and radio distributor, recently held a dealer meeting which was attended by some 645 dealers and salesmen representing 250 dealer organizations. The new line of Grunow refrigerators was presented and William C. Grunow, president of the General Household Utilities Co., told the dealers that his principal interest was to see them make a profit. Other executives of the manufacturing company who addressed the meeting were Dr. J. D. Jordan, physicist; Duane Wanamaker, advertising director, and Hays McFarland, advertising counsel.

American Bosch Jobbers

Announcement was recently made of the appointments of the Tafel Electric Co., Louisville and Lexington, Ky., and of Kreim Bros., Clinton, Ia., as distributors of American Bosch Radio Receivers. Alfred J. Farkas, head of the company bearing his name, in Chicago, Ill., reports that a great number of sales are being made on the strength of all wave reception. He further states that auto radio sales have held up well.

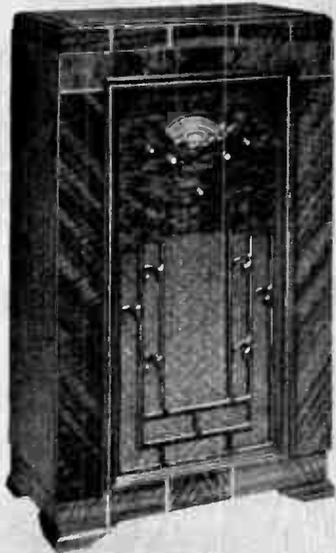
Adds Westinghouse Line

The Krich Distributing Co., Newark, N. J., has announced to its dealer trade its appointment as distributor for the complete Westinghouse home laundry equipment line which includes the washer line and a new automatic ironer.

Honor to Capital City Corp.

The Capital City Distributing Corp., Albany, N. Y., which is headed by Max Landay, talking machine and radio pioneer and who is one of the first ten Gibson distributors when that company launched its national campaign in 1931, has made such an enviable record that one-half of the front page of a recent issue of "Gibson Progress" was devoted to a resume of the company's accomplishments and the basic reasons for its success. Illustrations of Max Landay and of Max Hegleman were included with the article.

ATWATER KENT RADIO



788 R

*New
all-wave
8 tube chassis
in either of
these Successful
Cabinets*

\$99⁵⁰
F. O. B.
PHILADELPHIA



788 J

AMERICA is hot on all-wave radio. They're sparking at the mention of London, Buenos Aires, Calcutta . . . they are awake to a new thrill . . . they are presenting you and presenting us with a new chance for new sales.

Model 788 was created to hit this market right in the middle. Below the price of the 711 which we believe to be the finest instrument of its kind in the world—and only slightly above the price of the 808 which, in

our opinion, is the lowest price consistent with quality for a radio that is truly "World-wide sensitive."

FEATURES

TUBES: 1 type 2A5 Output. 1 type 80 Rectifier. 1 type 2A6 2d Det. A.V.C. 1st Audio. 5 type 58 Osc. 1st R.F. 1st Det. 2 I.F.

Four-gang condenser—All four used on broadcast band—three on short wave.

All eight tubes function throughout entire tuning range. The 788 is TRULY an eight-tube short wave receiver.

Automatic volume control. Four-point tone control, silent tuning control, visual shadow tuning.

Four tuning ranges—Covering from 540 to 23000 kilocycles.

Full-vision compensated dial—very accurately calibrated.

Large 11 inch electro-dynamic speaker.

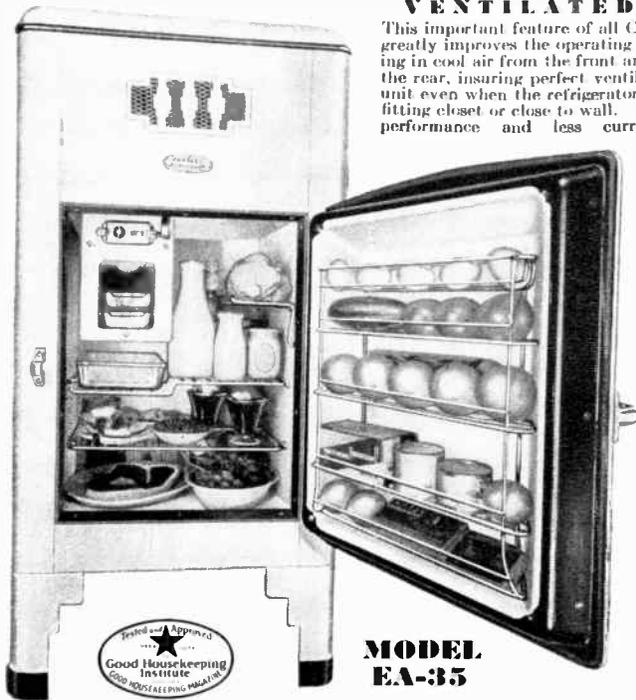
Built and assembled with extreme care and precision. Heavy duty transformers and filters. High gain, low loss radio frequency circuits.

Read the features of this remarkable new value listed on this page. Look again at the cabinets that have already proved their eye-value in sales.

That is the radio that Atwater Kent adds today to its present famous, successful all-wave sets.

Remember: "If you are talking ALL-WAVE you are talking ATWATER KENT."

CROSLLEY Presents



VENTILATED FRONT

This important feature of all Crosley 1934 models greatly improves the operating efficiency by drawing in cool air from the front and expelling it from the rear, insuring perfect ventilation of the power unit even when the refrigerator is placed in tight-fitting closet or close to wall. It makes for better performance and less current consumption.



(UNITED STATES PATENT RE-ISSUE NO. 19,008)

MODEL EA-35

only \$99⁵⁰

MODEL EA-35

This Crosley Shelvador Electric Refrigerator (shown open above) has a NET capacity of 3.5 cubic ft., with 7½ square ft. of shelf space. Two ice trays, each with 21-cube capacity, or 12 cubes in all. No-stop defrosting control will defrost while operating. Thoroughly insulated body

and door. Porcelain interior. White lacquer exterior with black trimmings. Stamped brass hardware is chromium-plated. *Ventilated Front* . . . refrigerator may be placed in small closet or close to wall. Illuminated interior. Dimensions: 18" high, 23 7/8" wide, 21 1/8" deep.

YOU will be surprised at the roominess of even the smallest Crosley 1934 model. Consider, for example, the one illustrated above. While the rated size of this box is 3.5 net cubic feet, the "usable" food storage capacity is increased about 50% by the Shelvador feature. In these days of daily deliveries, this box should be large enough for ordinary family requirements. The price, extraordinarily low, becomes still more amazing to your customer when she learns that the size is comparable to a larger box. Here is a leader of leaders from which to "sell up." All Crosley models, in addition to the special features elsewhere described have: The self-contained removable unit that may be exchanged without interfering with refrigeration and that has an unequalled record for trouble-free service; the ventilated front; thermal cut-out; no-stop defrosting switch that defrosts while operating; one-piece, rounded-corner porcelain interior; flat bar shelves; illuminated interior. All models available in full porcelain at slight extra cost.

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

The Crosley Radio Corp. - Cincinnati
(Pioneer Manufacturers of Radio Receiving Sets)

POWEL CROSLLEY, Jr., Pres. Home of "the Nation's Station" - W.L.W.

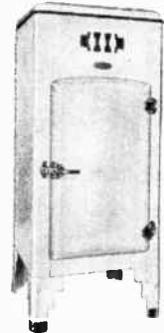
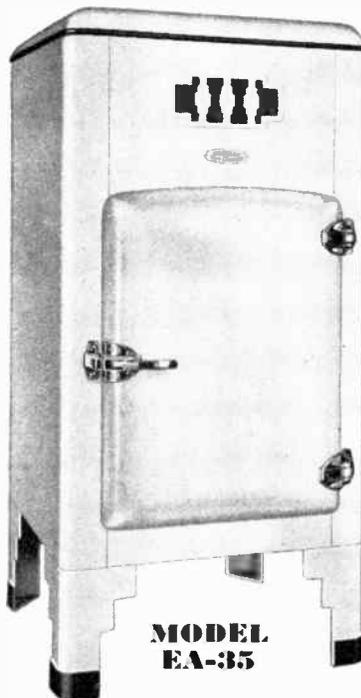
THE startling success of the Crosley Shelvador Electric Refrigerator last year will be exceeded during 1934! There is no question about it. For here's Shelvador dressed in *STREAMLINE BEAUTY*, Shelvador with new, added features . . . Shelvador—in short—in a new, finer, more convenient edition.

Quick, ready sales are written all over these new models. Their breath-taking beauty catches the eye of the housewife. Nothing like it has ever been seen. Not just an "improvement" on former models in smartness . . . a wholly new and entirely different concept of what the refrigerator ought to look like.

The Shelvador feature, patented and exclusive, is of course the Big Idea in the 1934 Crosley Line. This—and Crosley's quality and value—is what lifted the Crosley during 1933 way up among the biggest leaders in refrigeration. It meant hundreds of thousands of dollars in profit to Crosley dealers . . . and competitive dealers also have occasion to remember it!

This is the refrigerator of the hour. Its sales message is packed with profit. It is the golden opportunity for refrigerator dealers . . . and for other dealers who want to enter this field. It is endorsed and approved by the largest, oldest, and most successful refrigerator outlets who pronounce it the outstanding line of the refrigerator world. See your Crosley distributor . . . this proposition means *real* money to you.

AUTOMATIC ILLUMINATED INTERIOR IN ALL MODELS



MODEL EA-43

Designed for apartment or home. NET capacity 4.3 cubic ft., with 9.15 square ft. of shelf space. Shelvador greatly increases "usable" capacity. Two ice trays, each of 21-cube size; total 42 cubes. Also one double depth tray. No-stop defrosting control will defrost while operating. Thoroughly insulated throughout. Stamped brass, chromium plated hardware of modern design. Porcelain interior; exterior in white lacquer with black trimmings. *Ventilated front*. Illuminated interior. Dimensions: 54 1/4" high, 23 3/8" wide, 24 1/8" deep. Price—delivered, with one year free service. **\$117.00**

MODEL EA-35

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

Streamline Beauty



(UNITED STATES PATENT RE-ISSUE NO. 19,008)



THIS—the world's most beautiful refrigerator—incorporates features never before combined in an electric refrigerator. For example:

1. **THE SHELVADOR . . .** the biggest sales feature in refrigeration. Increases "usable" space about 50% over rated cubic capacity. Think of the price advantage to the Crosley dealer who can sell on a comparative basis of "usable" space. Think of the convenience to the housewife, whose "reach and hunt" days are over.
2. **THE SHELVATRAY . . .** When you want what is behind the chicken, merely put Shelvatray in a level position, place the chicken on it and get what you're after. Shelvatray (patent pending), an exclusive Crosley feature, saves "steps and stoops." Just put what you want on Shelvatray and take it—Shelvatray and all—to table or stove. (Patents Pending.)
3. **THE SHELVABASKET . . .** Handy for greens, cabbages, carrots and the like. Swings with door. A place for everything and everything in place . . . that's Crosley's motto. Exclusive, of course. Not refrigerated. (Patents pending.)
4. **THE VENTILATED FRONT . . .** Increases efficiency and economy of power unit. Stops "churning" of warm air when refrigerator is placed to wall or in tight closet. Exclusive. Sure!
5. **THE STORABIN . . .** A place for potatoes and onions and other bulk items. Just another example of Crosley's scientific use of space ordinarily wasted. Not refrigerated. Exclusive. (Patents pending.)

The above are *some* of the features. See your distributor. See the new Crosley models.

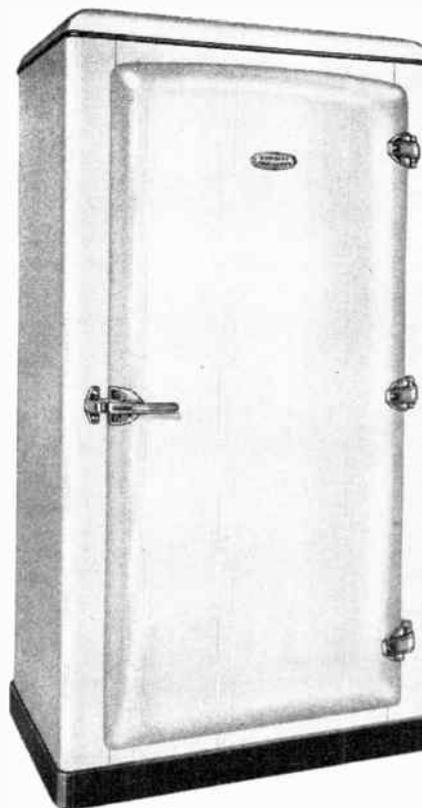
MODEL E-55

(Shown Open Above)

NET capacity, 5.5 cubic ft. Shelf space, 11.6 square ft. Features: Crosley Shelvador; Shelvatray; Shelvabasket; Storabin; self-closing door to ice-tray chamber; no-stop defrosting control, will defrost while operating; three 21-cube ice trays—63 cubes in all; one double-depth tray; thoroughly insulated in door and body; chromium plated hardware of stamped brass; porcelain interior; exterior in white lacquer with black trimmings; illuminated interior. Base rests on floor. Dimensions: 57 $\frac{1}{8}$ " high, 29" wide, 25 $\frac{13}{16}$ " deep. Specially ventilated front. . . .

\$157.50

Model E-55 showing both open and closed views



MODEL E-43

NET capacity, 4.3 cubic ft. Shelf space, 9.15 square ft. Incorporates all features of Model E-55. Twice trays, each holding 21 cubes—42 cubes in all—also one double-depth tray. Chromium plated brass hardware, porcelain interior, white lacquer black trimmed exterior. Base rests on floor. Interior illuminated. Dimensions: 56 $\frac{1}{16}$ " high, 23 $\frac{7}{8}$ " wide, 21 $\frac{1}{2}$ " deep. Price, delivered, installed, one year free service. **\$135.00**



MODEL E-70

NET capacity, 7 cubic ft. Shelf space, 14.9 square ft. Incorporates all features of Model E-55. Has four 21-cube ice trays—84 cubes in all, and one double-depth tray. Hardware is stamped brass, chromium plated. Porcelain interior with white lacquer exterior trimmed in black. Base rests on floor. Dimensions: 58 $\frac{7}{8}$ " high, 32 $\frac{3}{4}$ " wide, 26 $\frac{7}{8}$ " deep. Specially ventilated front. Price, delivered, installed, one year free service. **\$185.00**



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

The Crosley Radio Corporation - Cincinnati
(Pioneer Manufacturers of Radio Receiving Sets)

POWEL CROSLY, Jr., President

Home of "the Nation's Station"—WLW

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

With the Jobbers and Dealers

New York Dealers View

New Grunow Refrigerators

Over 500 dealers in the metropolitan territory were the guests of the North American Radio Corp., distributor of Grunow Carrene refrigerators and Grunow radio receivers at a luncheon and business meeting held on Tuesday, February 13, in the grand ballroom of the Pennsylvania Hotel, New York. At this meeting the new 1934 Grunow Carrene refrigerators were shown to the local dealers for the first time and they were received with an enthusiastic welcome which assured their success in this territory.

The most interesting and informative program was offered to the dealers with the opening of the business meeting in the hands of David F. Goldman, general manager of the North American Radio Corp., who gave the dealers a brief résumé of the history and accomplishments of the Grunow organization and who then introduced H. C. Bonfig, sales manager of the General Household Utilities Corp., Chicago, Ill., manufacturer of Grunow Carrene refrigerators. Mr. Bonfig gave a most important and timely address under the heading of "Merchandise" and among the other speakers on the program were Dr. J. D. Jordan, physicist-engineer, General Household Utilities Corp., whose subject was "The Famous Grunow Carrene"; J. J. Davin, sales promotion director, General Household Utilities Corp., whose subject was "Advertising and Sales Promotion"; Ralph E. Caldwell, well-known merchandising counsel of New York City, who spoke under the heading of "Uniqueness of the Grunow Story"; Larry Fay, Western manager, Curtis Publishing Co., with the subject "Saturday Evening Post Advertising Value"; Carl Knipe, sales manager of the Columbia Broadcasting System, with the subject "Radio Broadcasting and the Advertiser"; E. S. Brinsley, assistant vice-president, C.I.T. Corp., who discussed "Grunow and the C.I.T."

A thoroughly enjoyable musical program was presented to the dealers by Jerry Freeman's Orchestra with Evan Evans, famous baritone, as one of the guest stars. Subsequent to the luncheon and business meeting, it was announced that the new Grunow Carrene refrigerator line for 1934 would be displayed at the Pennsylvania Hotel for three days, under the auspices of the North American Radio Corp.

Sampson Electric Co. Is

Host to Norge Dealers

Over 650 dealers from the surrounding territory were guests last Wednesday of the Sampson Electric Co., Chicago, Ill., distributor of Norge products,

at the third annual convention of Norge dealers held at the Hotel Knickerbocker. The meeting was a decided success and the new Norge line was given an enthusiastic welcome by the dealers. In the evening 1,250 people attended a dinner given by the Sampson Electric Co. to Norge dealers and their families, and at this dinner a splendid entertainment was provided for the guests. Pete Sampson, president of the Sampson Electric Co. and one of the most popular distributors in the Middle West, was highly gratified at the success of the meeting and said: "If dealer enthusiasm is an indication, public interest in 1934 mechanical refrigerator features will be as great as it is in the new automobile style now being shown in Chicago."

Leonard Meetings Held

Walter L. Brous, director of Leonard electric refrigerator sales of the Klein Stove Co., Philadelphia, Pa., announces that the company has held a series of special displays, showing the new 1934 Leonard line. One was held at the Adelphia Hotel, Philadelphia, another at the Pennsylvania Farm Show at the Penn-Harris Hotel, Harrisburg, Pa., and still a third at the Mallow-Sterling Hotel, Wilkes-Barre, Pa. Another showing was scheduled for the Lycoming Hotel, Williamsport, Pa. Mr. Brous announces the addition to the wholesale staff of C. Eugene Longenecker, who is covering Bucks County and half the city of Philadelphia.

Gambill Adds to Staff

J. R. Burnett, of the Gambill Distributing Co., Nashville, Tenn., reports that A. W. Craig, Jr., has joined the sales staff covering middle and western Tennessee, and B. O. Vristoff is covering the eastern section of Tennessee. The Gambill organization formerly distributed Crosley radios in the middle Tennessee section, but territory has been extended and the company now distributes Crosley radios and refrigerators over the middle and eastern Tennessee trading area.

Atwater Kent Contest

L. A. Hackett, Chester, Pa., recently conducted a contest to find the oldest Atwater Kent receiver still in use in Delaware County, Pa. The contest aroused wide interest.

Attend Sparton Convention

F. R. Gooding, president of the Sparton distributing company bearing his name, and Richard P. Gooding, attended the Sparton distributor convention at Jackson, Mich., during the past month.

Many Well Known Radio

Firms Add ABC Burner Line

After the close of the distributor convention held in Chicago recently under the auspices of the Automatic Burner Corp. of that city, many prominent distributors from important trade centers made arrangements to distribute the products of the Automatic Burner Corp. in their respective territories. Joseph Hirsch, vice-president and sales manager of the company, announced this week that among the new distributors appointed by the company were the following: Bruno-New York, Inc., New York, N. Y.; Vermont Hardware Co., Burlington, Vt.; Morris Distributing Co., Binghamton, N. Y., and Syracuse, N. Y.; Midwest-Timmerman Co., Dubuque, Des Moines and Davenport, Iowa; Brown Supply Co., St. Louis, Mo., and the Albany Distributing Co., Albany, N. Y.

Among the well-known jobbers who have been distributing the products of the Automatic Burner Corp. with outstanding success are the following: Krich Distributing Co., Newark, N. J.; Trilling & Montague, Philadelphia, Pa.; J. H. Burke, Boston, Mass., and the D'Elia Electric Co., Bridgeport, Conn.

Vorce With E. S. & E.

Lee Vorce has joined the sales staff of the E. S. and E. Co., Albany, N. Y., and is covering Northern New York territory on Leonard refrigerators. G. W. Henzel, president and general manager of the company, reports that refrigerator sales during 1933 were 76 per cent greater than in 1932. He anticipates that 1934 will show a 50 per cent increase.

Visit Sparton Factories

Roy A. Whipple, president of Wakem & Whipple, Inc., Sparton distributors of Chicago, Ill., reports that the entire staff made a trip to the Sparton factories at Jackson, Mich., and spent three days in going over the new line of refrigerators and radios.

Introduces New Models

A. J. Slap, of Raymond Rosen & Co., Inc., Philadelphia, Pa., announced the introduction of a new Kelvinator refrigerator line to dealers during the week of February 5 at the Benjamin Franklin Hotel.

Service School Successful

L. M. Lovell, of the Lovell Distributing Co., Bath, N. Y., reports that the service school being conducted by the company is proving highly successful. New members are being added.



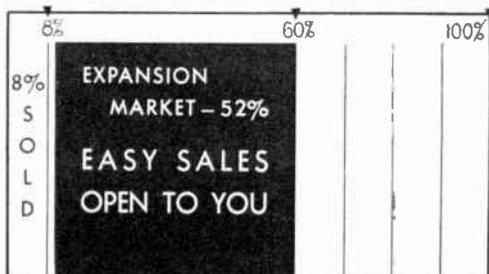
Here's Why
ALL EYES
Are on
GRUNOW

Safe **CARRENE**
Greater **BEAUTY**
More **CONVENIENCES**
Almost **NO SERVICE**
AND ? ? ? ?

*Ask your distributor quick
for the rest of the story!*

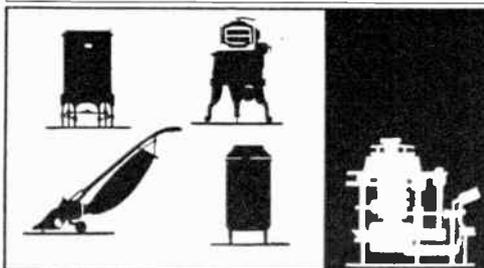
AMERICA IS FINDING OUT
WHAT'S INSIDE

A WIDE OPEN MARKET



CREAM OF SALES

ABC sales are past the 8% Introductory Market phase. Merchandising statistics show that the next 52% or Expansion Market phase is the easiest and most profitable. Only ONE home-owner in TEN who are potential prospects has been sold. Get in on these sales.



ESTABLISHED MARKET

Part of this great potential market is already SOLD ON YOU. You have already sold radios, washing machines, vacuum cleaners, refrigerators, etc., to home owners who want oil burners. Cash in again on this goodwill you have already established.

ABC Oil Burners Offer You a Profitable New Merchandising Opportunity

NEW ABC DISTRIBUTORS TAKE FRANCHISE

An ABC Distributors Organization Meeting was held at the Knickerbocker Hotel in Chicago on January 24-25-26. Prominent among the speakers were Distributors Dave Trilling of Philadelphia, Max Krich of Newark and Joe Burke of Boston, also very frankly told their experiences in merchandising ABC Oil Burners during 1933. The following distributors took franchises during the meetings:

Bruno - New York, Inc.,
460 West 34th Street,
New York, New York.

Vermont Hardware Co.,
Burlington, Vt.

Morris Distributing Co.,
25 Henry Street, Binghamton, N. Y.
407 South Clinton Street, Syracuse, N. Y.

Midwest-Timmerman Co.,
Dubuque, Des Moines, Davenport, Iowa.

ASSURED PROFITS FOR DEALERS AND DISTRIBUTORS

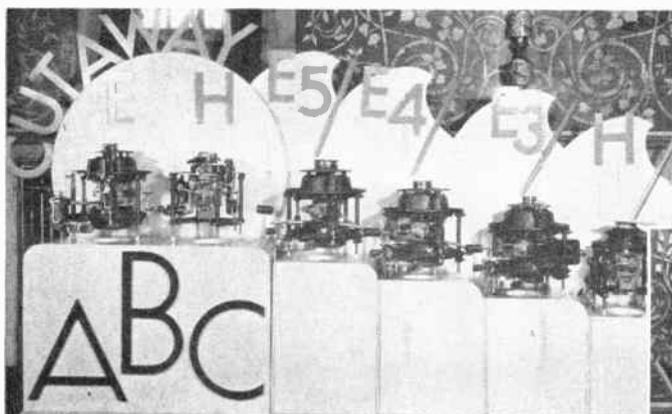
The ABC Merchandising Plan eliminates installation and service—ABC Oil Burners sell like package merchandise. All the dealer has to do is SELL, and there's a good profit in every sale.

A PROVEN PRODUCT

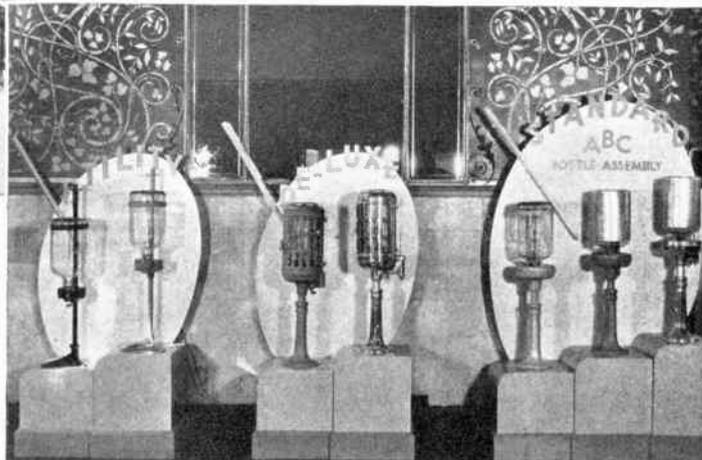
ABC is the oldest oil burner manufacturer still under its original management and financed entirely from within its own organization. ABC Oil Burners have been operating successfully in homes since 1920. There is an ABC Oil Burner for every heating need: residence burners, range burners, automatic water heaters, stoves and ranges. Each type of burner has some unusual engineering feature which makes it more salable than others of its kind on the market.

"ONLY ABC HAS THE MISTOLATOR"

Illustration shows part of the residence burner display at the Chicago Meeting. The ABC Mistolator is the simplest and most efficient method of atomizing oil on the market. It supports a selling story that no salesman can misson.



"ABC - THE ALL-STEEL RANGE BURNER"
Photo of part of the Range Burner display. The all-steel construction puts the ABC Range Burner in a class by itself. These burners attain maximum heat in one-third the time and require less than one-third the attention common to ordinary range burners.



Write or wire for further information.

AUTOMATIC BURNER CORPORATION

1823 CARROLL AVENUE, CHICAGO, ILLINOIS

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Changes in the Code

VIRTUALLY a new, or substitute, code for the electrical manufacturing industry, under which radio manufacturers operate, was submitted to the NRA at Washington on February 8. Important changes in the labor and almost all other provisions of the present electrical code were proposed as a result of testimony and criticism of the original code amendments presented on January 4.

Many witnesses, voicing strong attack upon and defense of the proposed code revisions, were heard Wednesday, February 8, by Deputy Administrator H. O. King of the NRA from 10:00 A.M. to 7:00 P.M., attended by a number of radio industry representatives. The hearings were adjourned subject to indefinite future call of the Deputy Administrator and for conferences between NRA officials and departments with the NEMA Board of Governors, the general code authority. Two or probably more months may elapse before the new code, with many probable future revisions, is finally approved by the NRA and President Roosevelt. In the meantime, the existing code will continue.

The new amendments, submitted to NRA by the Board of Governors of NEMA but without previous submission to or consideration of the electrical or other industries, propose a national uniform minimum wage of 40 cents per hour for males and 32½ cents per hour for females (with a Southern differential), and would eliminate the July 15, 1929, sub-minimum rate of 32 cents in the present code. In North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi and Louisiana, the newly proposed rates are 32 cents per hour for males and 27 cents for females. A 36-hour week is provided in the new code amendments but not until the metal working and capital goods industries effect a similar maximum week for similar employees. Until the metal working and capital goods codes become uniform a 40-hour week would prevail under the proposed code.

On overtime of employees, the amendments propose a 48-hour week limited to twelve weeks annually until the metal working and capital goods codes are uniform, and a 44-hour week for any 12 weeks annually thereafter, plus a controverted provision for special overtime arrangements in supplemental codes. The present unlimited "seasonal peak" overtime clause, of the existing code, would be abolished.

The "open price" plan of publishing prices and discounts has an amendment proposed to establish resale price maintenance by contracts with jobbers and dealers, but this and, in fact, the entire "open price" plan is under sharp attack in Washington and is expected to be materially revised.

Addition of NRA appointees to the code authority and also representatives of non-members of NEMA is proposed in other amendments. A copy of the new and sweeping amendments to the code has been mailed to each RMA member company. The RMA Board of Directors will meet next month, to consider the important code changes, before final action of NRA and the President. At the hearings in Washington, February 8, many labor representatives severely scored the proposed labor changes. They were declared to make drastic reductions in wages through the electrical and radio industries. On file with NRA also is a recommendation of the U. S. Labor Advisory Board for a 45 cent minimum hourly wage.

REPRESENTATIVES of the American Federation of Labor, electrical and also radio workers unions, joined at the hearing February 8, in severe criticism of the labor and also other code provisions. The proposed amendments, it developed, were drafted in consultation between the NRA officials and the NEMA Board of Governors but without an opportunity or time for consideration by the electrical, radio or other industries. A minimum weekly wage of \$20 and a 30-hour week of five days, or 66 2/3 cents per hour, was urged by the A.F. of L. Double time for overtime in excess of the 30-hour week also was demanded. Representatives of radio workers' unions supported the recommendation of a minimum wage of 66 2/3 cents per hour.

The hearing disclosed that the proposed 40-hour week (until the metal working and capital goods codes are brought into line with the electrical industry) was to meet a disadvantage of the present 36-hour code clause. Also the proposed differential for female and Southern workers was recommended by the employers because many codes, approved since the electrical code passed, contain such provisions and their inclusion is designed to bring the electrical code to equal status.



Courtesy of RCA Radiotron Co., Inc.

The Tragedy of Radio!

This illustration might well be termed an editorial without words. A corner of a charmingly furnished living room—quality furniture, tasteful decorations, paintings and drapes, all reflect a home of culture and refinement, the abode of a family accustomed to and desirous of having the better things of life. And in the midst of the scene we see a radio receiver, with its price tag indicating

that it cost but a fraction of any other item in the room. Radio, the greatest medium for the dissemination of entertainment,—of education,—of news. Radio the greatest utility the world has ever known. Hundreds of thousands of people drive good automobiles, wear expensive clothes and buy good furnishings. Yet these same families are satisfied with inferior radio. **Whose is the fault?**

Window Displays Make 80 Per Cent of Sales for the Kraus Radio Stores

As Told by

W. J. Purcell.

General Manager



W. J. Purcell

THAT there is good tube business to be had by radio stores and that tube business can be made an excellent means of making sales of sets, if stores will properly promote this branch of their business, is proved by the experience of Kraus Radio Stores, Inc., of Cincinnati, O. Today there is only one of these stores although the company has been in business for twelve years. It is strategically situated on Government Square in the heart of the city. The Square is the downtown terminal for all urban busses; hence traffic is always heavy in front of the Kraus establishment.

The Kraus store maintains a stock of 15,000 to 20,000 radio tubes at all times. During a special drive in which the slogan "trade in your old tubes" was featured in both newspaper advertising and in banners in the windows and inside the store, 9,000 tubes were sold in three months. The total spent for newspaper advertising featuring tubes alone during this time was \$240. The window display shown in the accompanying photograph was used with unusual effectiveness. A whole window, half of the total window display space of the store, was devoted to the promotion of tubes. A large tube in shadow form, in which the filaments appeared as red Neon lighting at night, was the central feature of the background of the window. Figures and special window display cards were employed in the display as shown. The window was changed frequently, but tubes were pushed continuously during December, January and February with results which were gratifying to the management.

"We sell tubes of all makes the year around," said W. J. Purcell, the general manager. "Part of our window display is devoted to radio tubes at all times. We do not say so in a boasting manner, but we are sure that a check-up would prove that this store sells more tubes than any other in Cincinnati. We have just installed a third large

tube-testing board on the first floor of the seven floors of our store. A display of tubes extending along one entire

Highlights in Kraus Merchandising Policy

1. Carry a stock of 15,000 to 20,000 radio tubes at all times.
2. Devote prominent position in windows to tube display every day in the year.
3. Sell, at conservative estimate, two radio sets a week as direct result of tube counter inquiries.
4. Salesmen carry through careful follow-up system for new and old customers, resulting in large number of set sales.
5. Retail seventeen kinds of radio, ranging in price from \$6.45 to \$900.
6. Special floors devoted to radio and electric refrigeration, home-like rooms on each floor being arranged for demonstrations.
7. Windows sell 80 per cent of merchandise sold, newspaper advertising 20 per cent.
8. Maximum service to the customer is Kraus slogan.

side wall of the store is maintained every week in the year."

WHEN questioned concerning the volume of sales of sets resulting directly from inquiries for tubes, Mr. Purcell was anxious to be conservative. He placed the figure of two radio sets a week resulting from direct tube counter queries. This does not include, of

course, the sales of sets resulting from the careful follow-up system by the salesmen for the store.

"When a set is sold, the salesmen who sold it always calls at the home thirty days after its installation," said Mr. Purcell. "The salesman merely checks the results being obtained by the owners and whether they are satisfied in every way with the performance of the set. Then later, as soon as payments for the radio are completed, the salesman calls again. He checks the set for need of

in the spirit of offering friendly service, he obtains three or four new leads for sales.

The experience of Kraus is that windows sell eighty per cent of the merchandise, newspaper advertising twenty per cent. It is for this reason that the Kraus store devotes much pains and expense to arrangement and dress of its windows. A man is employed regularly to plan new window displays and see that frequent changes are made. Never is there monotony in the Kraus win-



Tubes are sold in increasing quantities at the Kraus Store because they are displayed at all times and merchandised aggressively. This photograph shows an entire window devoted to an attractive presentation of RCA Radiotron tubes and throughout the entire year tubes are accorded a prominent place in the store windows. This display, it is estimated, sold some 9,000 tubes

replacement of tubes or parts. At this time the salesman also makes an earnest effort to interest the customer in the new developments in radio and very often succeeds in interesting the owner in trading in the set for a later model. Sales of a large number of sets result from these follow-up calls because after the thirty-day period has elapsed all the neighbors and friends of the customer have had time to visit and listen to the new radio. In many instances, if the salesman approaches the customer

dows; the ideas behind the displays and the frequent changes keep them interesting at all times. While crowds wait on the square for arrival of busses, they tarry to study the merchandise in the windows.

General Manager Purcell estimates, conservatively, that two radio receiving set sales a week are made as a result of direct tube counter queries. This does not include of course the sale of sets resulting from the careful follow-up that is made by salesmen on the outside

CONSTANT evolution of ideas to increase and maintain traffic in the store is one of the big aims of Mr. Purcell and the president, Morris Kraus. Last September the store cooperated with the Crosley Radio Corp. in staging a Crosley show for one week. An entire floor upstairs was utilized for the display of Crosley models and the windows were tied into the event in the manner shown as typical of Kraus methods. Daily broadcasts were given by Crosley artists from the studio of WLW. The public was invited to witness these broadcasts. A check of the attendance showed an average of 5,000 persons a day during the show. Needless to say, sales of radios mounted proportionately during that week.

Kraus sales are divided into three classes of merchandise: Radio, refrigerators and sports goods. Radio and electric refrigerators constitute approximately two-thirds of the dollar volume of the store's business.

Although much space is devoted to display of radios and refrigerators on the first floor, most of the actual demonstrations and sales are accomplished on the special radio and refrigerator floors above. The planning of these floors is unique. The second floor, for instance, is devoted entirely to a model set-up for radio demonstration and selling. When one leaves the elevator, he notices at once that the surroundings are home-like; that a handsome carpet covers the floor; that comfortable sofas and chairs are conveniently grouped about the floor with radios and floor lamps and tables placed very much as they would be

in home surroundings. Here the prospective customer can listen to almost any model of radio he desires to hear—there are seventeen makes of radios in all and all the models of each make are there, ranging in price from \$6.45 to \$900. The surroundings are quiet at all times, the noise of the street and store being entirely eliminated. The room is well cooled and ventilated.

ADDED to this feature of a special floor for radio, in the rear on the same floor three completely decorated rooms, just as they would be in homes, have been outfitted, fireplace and all. The several makes of radios are moved into these rooms during various weeks in such a way that all have their chance of this home-like display. On the particular day when the writer visited the store, the rooms there were the RCA-Victor, Zenith and Stromberg-Carlson rooms. In each room were shown all the models of the particular make of radio occupying the room during that time. Thus, if a customer inquired of a salesman on the first floor about a Zenith, he would be taken upstairs to the Zenith room and there the several models would be seen, all connected with grounds and aerials, ready to be heard.

On the third floor the same plan has been carried out in the display of electric refrigerators. Three rooms have been decorated to suit the occasion. In these the five makes of electric refrigerators carried in stock are to be

As a result of the excellent returns which the establishment has had from attractive window displays Kraus devotes much care and expense to the arrangement and dress of its windows. A man is employed to plan new displays and see that frequent changes are made. Monotony is not tolerated

ing the tube department as a feeder for set sales, in addition to operating it for its own profit possibilities, might well be studied by radio merchants throughout the country.

Part of a display on the third floor of the Kraus Store devoted in its entirety to electric refrigeration. This setting was part of the Crosley show staged at the store in cooperation with the Crosley Radio Corp. and broadcasting station WLW. At all times three rooms are set aside for the effective display and demonstration of the various makes of electric refrigerators carried in stock



seen by rooms and also lining the walls in the main display on the floor.

"Our plan is to give the public complete radio retailing service," said Mr. Purcell. "We do not push one make of radio over another. We merely point out the selling features of whatever sets interest the customer. We attempt to sell the customer the best radio we can, of course, in keeping with what he can afford to spend. We try to show customers that they can buy only what they pay for and that it pays to stick to quality and reputable merchandise. Above all we have proved to ourselves that there is business to be had, depression or no depression, and that the store that offers the best service and tells the public about it, is going to get the business."

The policy followed by the Kraus organization of utiliz-

In the first place tubes bring profits; secondly, by keeping the radio receiver in first-class condition through the replacement of worn-out tubes the customer is more liable to continue to use the set for longer intervals and to extract from radio greater pleasure and satisfaction, and thirdly, the store's salesmen who know the condition of customer's sets are in the best possible position to make replacement set sales. The continual contact with satisfied customers not only builds repeat business for the radio department but is equally effective in pushing electric refrigerator sales.

The efficacy of window displays as direct stimulants of sales has been proven by Kraus as well as by many other live merchants. Dealers who are neglecting this factor of their businesses are overlooking one of the best profit builders at their disposal.

"Cold Turkey" Canvass

Reveals Market

By

J. Edward Tufft

THE "cold turkey" survey method does at least two things, it gives the radio store looking for refrigerator sales a complete picture of the refrigerator situation in the town, and it builds up the morale of the salesman, if he persists.

That is why The Beverly Music, Inc., leading radio store at Beverly Hills, Calif., is leading its town in refrigerator sales today. The store carries Norge, Sparton and GE refrigerators and RCA Victor, GE, Sparton and Philco radios.

The outside salesman, selected because his personality fits, put in a month and a half ringing doorbells "cold turkey" fashion. He rang twenty-five hundred doorbells in that length of time besides taking care of the regular leads coming from other sources. When he got through he had made as a direct result of his "cold turkey" calls only three immediate sales and had secured only ten hot leads. He did not expect more, but when he finished *he knew his town*. He knew the resistance and whence it came. He knew how much of the city was already "saturated."

More than that—he knew himself and knew that nothing in the future could knock him off his pins, for he had done the hardest thing that a salesman could do and had persisted in it through thick and thin.

From that time on it was not difficult for him to make twelve "cold turkey" calls daily, the number which he feels pays him. Likewise he has no scruples now against six "cold turkey" telephone calls each morning.

All of the men in this store now do outside soliciting only when the mood is right, for the salesman who covered the territory surely found the only real results when courage and pep were hitting on all twelve cylinders—the first thing in the morning usually. The boys all follow that rule.

REACHING the quality homes in this city of wealth has not been easy. No handbills can be distributed in Beverly Hills and advertising matter, if handed out, must be handed to an individual. Entrée has been made and information acquired through a fashionable dry cleaner and tips received from a local transfer and storage company. Of course homes other than the wealthy ones are also reached through these sources of information.

Service calls to the radio department also give entrée and the service men are carefully trained to bring up the subject of electric refrigeration without seeming to, so



to speak. Through these various avenues this store is able to keep before its employees a pretty clear picture of Beverly Hills.

Twenty per cent of the sales are made by store attraction. One window during the summer months is given over entirely to refrigerators.

Out in front right where you have to contact it is an electric water cooler with free cups. Hundreds stop for a cold drink every day and when they do so they are facing that window full of refrigerators.

Inside the store every effort is made to get away from a crowded appearance in the front half. A crowded store suppresses easy conversation while a roomy one leads to easy conversation—that is the theory on which Beverly Music, Inc., operates.

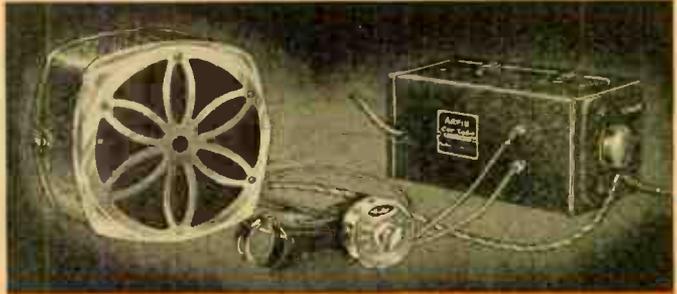
Returning for a moment to that "cold turkey" stunt, the store has found that the wealthiest city in the world is fifty per cent from the saturation point on electric refrigerators. It knows that those who are not buying are not buying because they do not want to invest the money. Only a small percentage are completely satisfied with other types of refrigeration. Another "cold turkey" survey probably will be made after the "New Deal" has been working long enough to push the depression back a few pages in the history book. The facts learned are encouraging, not discouraging, and everybody in the store looks for a big year.

HERE THEY ARE!

THE NEW 1934 SUPER-POWERED MODELS



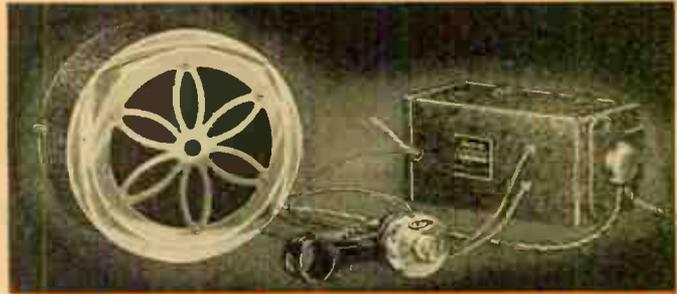
No. 15 SINGLE UNIT WITH DIRECT CONTROL
 2 TUBES • 6-INCH SPEAKER • LIST \$44.50



No. 35 DOUBLE UNIT WITH REMOTE CONTROL
 2 TUBES • 8-INCH SPEAKER • LIST \$69.50



No. 25 SINGLE UNIT WITH REMOTE CONTROL
 2 TUBES • 6-INCH SPEAKER • LIST \$54.50



No. 45 DOUBLE UNIT WITH REMOTE CONTROL
 2 TUBES • 10-INCH SPEAKER • LIST \$110.00

Arvin entered the car radio field last year with the determination to build the foundation for a big sales structure in 1934. The foundation work was done well—last year's Arvin record is evidence of that. And now—Arvin is ready with a complete new car radio line and a sales-building program that

will get the business for Arvin dealers. Each of the new super-powered Arvins is the biggest value you can offer at its price. Improved in performance and appearance—more powerful—marvelous tone—easier installation—and many distinctive new features will win consumer preference for Arvin. And

big national advertising campaign in magazines, newspapers and on the billboards will make Arvin the big-profit car radio line to sell. See your jobber or write us for full information now.

NOBLITT-SPARKS INDUSTRIES, Inc.
 Columbus, Indiana

ARVIN

Car Radio

BY THE MAKERS OF ARVIN HOT WATER CAR HEATERS

What Factors Will



and realize that the 1934 prospect requires an entirely different type of handling.

There has never been a time when consumer engineering was so all important. Nor has there ever been a year when it was so necessary for the successful salesman to understand the conditions surrounding the typical buyer or the factors which most influence her buying decision. By gaining such knowledge now and adjusting his tactics to fit it, the alert salesman can look ahead confidently to increased 1934 income while otherwise, at the end of next year, he will be found looking back with regrets. Let's substitute some foresight for the usual hindsight and plan now to win our individual parts of the rich rewards from the business upswing in 1934.

Firm in the conviction that the post-depression period would require more scientific sales planning than ever heretofore, in October, 1933, the Norge corporation conducted the most comprehensive survey of the electric refrigeration industry ever made. Nearly 25,000 consumers and 1,500 refrigeration dealers in 339 cities lo-

Factor	% Rating
Economy of Operation	31.5
Convenience Features	16.2
Mechanism	15.4
Company Stability	10.
Beauty	8.5
Dealer Responsibility	5.
Price	5.
All Other Reasons Mentioned	7.1

COMMODORE HERBERT HARTLEY states that it is necessary for the captain of the *Leviathan* to think at least three miles ahead of his position at all times because any ship that big will travel that far ahead after its commander has thrown the engine-room telegraph lever to full speed astern. Thinking ahead is equally necessary to the appliance salesman, if he intends to steer a straight course towards success in 1934.

Unless they think ahead, many salesmen, accustomed to the discouragements of the depression, may fail to discern the oncoming break-up of the storm. The clear sailing and strong trade winds of 1934 may catch them unprepared unless they change their present outlook.

Other salesmen, still resorting to the lazy selling methods and disorganized presentations with which they once got by, will swirl to defeat if they fail to look ahead

cated in 47 States were personally interviewed. Upon the many amazing findings of this mammoth study, the Norge 1934 Market Program has been designed. In building it, we reversed the customary viewpoint. Rather than work from the factory out to the dealer, we started with an understanding of the consumer and worked back toward the company. And in our planning, the needs and problems of the retail salesman were uppermost in our minds.

Among other things, we found that 32.2 per cent of all families who, at present, do not own an electric refrigerator intend to buy one in 1934. Since there is an unsold expansion market of 5,000,000 units necessary to bring refrigeration up to the same level of saturation as that of washing machines, we are able from these findings to rather surely predict a 1934 refrigeration volume of approximately 1,600,000 units. This will make 1934 the

Most Influence Refrigerator Buying?

greatest year the industry has ever known by nearly 50 per cent.

Since electric refrigeration is the only major appliance market still well in the middle of its expansion phase (all others either laboring under pioneering risks or replacement resistances), it can be concluded that it offers specialty salesmen the greatest of all sales opportunities next year; particularly when such a comprehensive survey indicated such an unusual buying intent. But no salesman should kid himself that selling will require no effort in 1934. Far from it.

LET'S take a look at some of the characteristics of the typical family prospect for electric refrigeration next year. A survey by *Time*, the news magazine, demonstrates that each 1,000 families at the \$2,000 income level, have bought 55 electric refrigerators during the past two and a half years while each 1,000 families of the \$5,000 income class have bought 323. Since four of each five American families have an income of \$2,000 or less, this indicates that there is 16 times the chance the 1934 refrigerator prospect will be under the \$2,000 income level than above.

Such a family wants just as many things, but hasn't the money to buy. It therefore shops more carefully, buys more cautiously and insists that the purchase be convincingly justified. You can't expect to get its name on the dotted line with a general line of "blah" about how superior the ownership of a refrigerator will make that family feel over its neighbors down the street. The average family has lost a lot of pride in the last three years and has, in consequence, become more "real people" than during prosperous days. It is interested in use values rather than appeasing its vanities today.

Likewise, the average housewife has had three years of practice in careful buying. She can't be fooled any more.

She studies, examines, compares and then decides. Very often her buying process has proceeded far towards an ultimate decision before she ever steps foot in a store. She studies the advertising. She sends for literature. Then she makes certain "mental purchases" based on an expert knowledge of the vital advantages of one make over another. It is interesting to know that in this hidden comparative process, the average prospect narrows the field down to a consideration of 1.9 refrigerators; the lowest average of any electric appliance. In other words, while like studies have shown that the average prospect will look at 3.1 automobiles, 2.9 radios and 2.6 washing machines, the Norge survey revealed that the housewife will look at only 1.9 refrigerators before making a final

A survey of
consumer desires
by

**John H.
Knapp,**

*Vice-President
in charge of
sales,
Norge Corp.,
Detroit*



selection. That indicates that she eliminates many makes in advance of visiting a showroom. It emphasizes the vital importance of more doorstep selling in 1934.

Then again, although a recent Starch survey reveals that the average woman has double the desire to own an electric refrigerator, compared to other major household conveniences, we must not neglect to realize that about everything the average family owns is worn out and will need replacing in 1934. Thus there will be a more terrific inter-competitive struggle among all manner of products for the consumer dollar than has ever been the case before. And during normal times this competition was bad enough.

IT will not only be necessary to sell the prospect to refrigeration but, likewise, away from everything else the family might need. Add to this the necessity of selling away from price and towards a greater appreciation of use-values and anyone can see the extreme importance of revising his entire selling strategy in 1934.

Finally, any prospect who has resisted the urge to buy a refrigerator during the past three years with all the sales persuasion the industry has used, cannot be expected to voluntarily order a refrigerator over the phone during 1934. She has built up such a defense attitude against the purchase of a refrigerator, particularly when she wants one so much, that she will seldom react to the common arguments used during the past. It will be necessary to convince her truthfully, specifically and thoroughly that

Refrigerator Buying

(Continued
from page 23)

she can finance the purchase of a refrigerator out of the savings it creates. That will remove all the objections which, during her years of resistance, have become strongly entrenched in her mind.

The refrigerator salesman must contend with another unusual condition resulting from this defense attitude of the 1934 prospect. Many housewives want a refrigerator so intensely and are so sure the family purse can't afford it that they purposely avoid exposing themselves to any buying temptation. Because they fear they might weaken, they intentionally keep away from a dealer's showroom. Thus, there are five prospects in every neighborhood for every one entering the store. They are dodging their desire to buy. Unless the salesman arranges to spend at least 75 per cent of his time selling direct, he will never capitalize upon his 1934 opportunity fully. Refrigeration has moved into its direct selling phase, just as the washing machine did in the middle of its expansion period. Salesmen must become adroit in home selling and, believe me, that is an entirely different type of a retail selling job.

Just what are the factors that will most influence buying decision of a refrigerator in 1934? Any salesman who has definite knowledge of them and patterns his sales presentation to deliver the most persuasive appeal based upon them, can be expected to win the greatest number of prospects to calls and the greatest number of closures to prospects.

The Norge market study isolated 12,718 non-owning families in all parts of the country. We asked each of these what factors would most influence their buying decision. Of 15,499 specific mentions, we were able to isolate the seven most important reasons. The study was broad enough to be generally reliable and it is recent enough to gauge the interests of the 1934 prospect. Therefore, these surveyed reasons become an excellent pattern for the successful 1934 refrigerator presentation. The table reproduced on the first page of this article shows the result of our survey.

THE average number of factors mentioned per prospect was 1.1; signifying that if the salesman can find the one important consideration in each prospect's mind early in the solicitation he stands an excellent chance to close the sale by sticking to one dominant idea thereafter. In nearly 50 per cent of all cases, this single dominant factor will be either "economy of operation" or "convenience features." There is very little reason for a salesman to clutter up his mind or becloud his argument with a complicated number of selling arguments. And there certainly is no excuse for him to become price-conscious in his solicitation. Forget all about price in selling a refrigerator. It is a relatively insignificant factor in the prospect's mind. As long as he is near a price-competitive basis, it will have no effect on his sale. Similarly, any

salesman with a distinct price advantage will still have to convince the prospect on the other six points.

It is likewise interesting to observe that all other than the seven specific factors mentioned have only a 7.1 per cent importance rating. Thus by focusing entire attention on the seven, a salesman can build a simple, powerful, persuasive presentation with the sure knowledge that he has hit the interest of nine out of each ten prospects.

It is not only important to know what factors to focus on but, as well, how the argument surrounding each factor should be developed.

The great trouble in sales retaining now evident in most industries is the tendency to give the retail salesman profound and complicated instruction, very difficult to apply. It usually involves the need for so much study and necessitates so much that must be remembered that the salesman becomes confused in front of the prospect. Thus what has sprung from a worthy motive to be of help to him ends up by doing him harm. Proper 1934 sales training can only be valuable to the extent in which it can be simply and easily applied.

The coming year is ripe in promise for the electrical refrigeration industry and all those connected with it but the rewards will come to those who work for them.

An Opportunity for Profit

DEPENDABLE and unvarying quality that satisfies is built into Ken-Rad Radio Tubes. The best grade materials, expert workmanship and the highest standard of excellence makes them thoroughbreds in the radio tube field. Their dependability and long life makes them favorites with the public. Cash in on this profitable merchandise. Write for details.



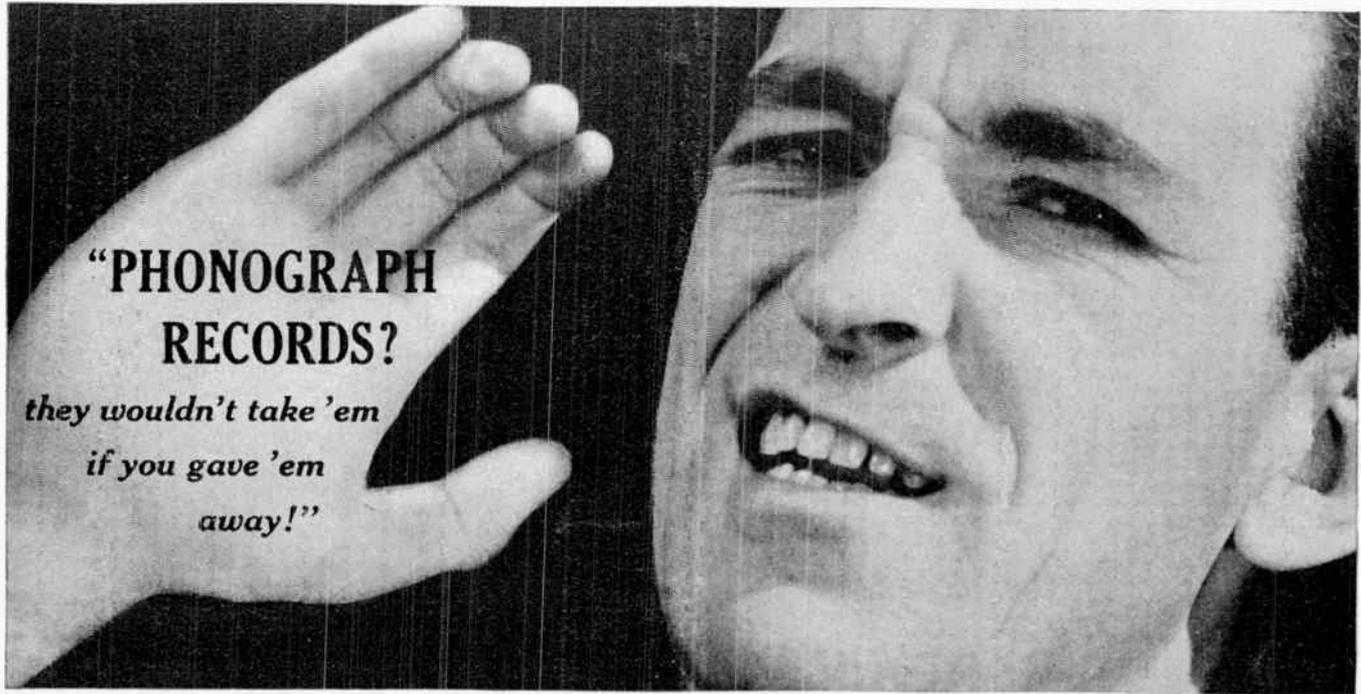
Ken-Rad Radio Tubes

DEPENDABLE LONG LIFE

THE KEN-RAD CORPORATION, Inc., Owensboro, Ky.
Division of The Ken-Rad Tube and Lamp Corporation
Also Mfrs. of Ken-Rad Incandescent Electric Lamps

Business Follies of 1934

FOLLY NO. 1



... And that shows he's a year behind the times! Victor's new records, with their new clear tone, increased sales 100 per cent. last year—and they're selling faster every day!

IT'S time we told the world what's happening in the record business... that sales of phonograph records jumped up 100% last year... that they're still going up. Live dealers know it;

they're cashing in on it; and they know the reason why. It's all because Victor is putting out an amazing new record, with a crispness and definition that is remarkable.

Through higher fidelity, Victor gets a new sweetness and purity of tone never before achieved in any kind of reproduction. We'll grant you that back when the depression was hitting bottom, phonograph records were perhaps a dead item. "Them days are gone forever!" The news is out that more and more turntables are being

bought every day. Dealers who are making a modest investment in Victor records are finding a steady stream of profits coming in. They're taking advantage of the new sales plans Victor is offering. Fill out the coupon below and we'll tell you all about it... Also how you can cash in on the new Blue Birds, fastest selling low priced records.

RCA VICTOR CO., INC., A Radio Corporation of America Subsidiary.

Get These New Releases:

- 24517 { Wagon Wheels—Fox Trot (from "Ziegfeld Follies")
If I Love Again—Fox Trot (from Musical Comedy "Hold Your Horses")
Paul Whiteman and his Orchestra
- 24485 { Love Locked Out—Fox Trot
On the Other Side of Lover's Lane—Fox Trot
Ray Noble and his Orchestra

- 24505 { One Morning in May—Fox Trot
Hoagy Carmichael and his Orchestra
Armful of Trouble—Fox Trot
Don Bestor and his Orchestra
- 24512 { This Little Piggie Went to Market—Fox Trot (from film "8 Girls in a Boat")
If I Didn't Care—Fox Trot
Eddie Duchin and his Orchestra

- M196 { Der Rozenkavalier (Red Seal) The Vienna Philharmonic Orchestra with Lotte Lehmann, Maria Olszewska and Elizabeth Schumann.



IT PAYS TO SELL Victor Records



RCA VICTOR CO., Inc., Camden, N. J.
I want to get in on the new increase in sales of Victor records. Please send me complete details of your proposition.

Name _____

Address _____

Selling Washing Machines

By
L. L. Shawber

YEARS ago when electrical washing machines were new devices, it was necessary to create a demand for them. You will remember the advertising of "Wife Saving Stations"—the pictures of women laboring at scrub boards over steaming tubs, and the talk about how electricity removed this old-way drudgery.

Today women know that electrical washing machines are good things to own. They want them. They know that they save human energy, that they save money easily—as against the cost of hiring wash women, or sending the wash out to be done; they know from sometimes sad experience that their clothes will last longer if washed at home, with safe, pure soaps.

During the last half of 1933 electric washer sales reached the peak of a greater rate of sale than had ever before been reached by any major electrical appliance. There are a number of very good reasons for this.

For the past seven years the average annual sales of washing machines have been 816,000. If it had not been for the depression the average would have been much greater. During the last of these several depression years total sales have fallen 600,000 below the normal which has been built up. There have been thousands on thousands of women who have postponed buying the new washers they needed and wanted.

The same conditions have applied to those new buyers who would normally have come into the market each year. We have lost much ground. Ten years ago, in 1923, there were only seven million odd homes in this country that had electricity, but did not have electric washers. In 1933 there were twelve million odd who had electricity, but did not have electric washers.

This summary of the washing machine and ironer industry was given by Mr. Shawber, who is manager of the laundry equipment and vacuum cleaner sales of the Westinghouse Elec. & Mfg. Co., at the Electrical Appliance session, Merchandising Division, National Retail Dry Goods Association Convention on January 17, 1934

Now we can get an idea of what is bound to happen in the very near future.

TODAY there are approximately 8,250,000 homes in which washers are being used. We know that the average life of a good washer is about 10 years. Of course, many have been sold that will not last that long—and here and there we find one which has received exceptional care and has lasted longer than that. But based on an average life of ten years, there are each year in this country 825,000 women who want and need new washing machines to replace worn-out ones.

Due to the depression, 600,000 of these women who have needed replacement washers have postponed buying them. Approximately 200,000 of them bought washers last fall at the first indication of better times. Husbands began to feel confidence again. Their wives did, too. And that is what increased 1933 washer sales just that much above the average of the previous seven years. Bear in mind that all of this renewed confidence and increased rate of sale came in the last half of the year—an indication to you of how fast this market will continue to open up.

Here then is a picture of the immediate opportunity that will unfold itself shortly before your great merchandising organizations:

Regular annual replacement needs, 825,000 washers; to catch up on *postponed* replacement needs, 400,000

**The potential market for
electric washing machine
sales in 1934 is 1,725,000**

washers; "new" users, to catch up with our market, 500,000; or a total potential for 1934 buying of 1,725,000 electric washers!

Perhaps we can get a better picture if we look at it in dollars' worth of business to be done.

LET'S see what washers sell for, per each. Back in 1927 the average retail price paid per washer was \$143. In 1928 it was \$133. In 1929, \$113. (You will see it was contrary to most other products during the prosperous times.) In 1930 the average was \$104.50. In 1931, \$85, and in 1932, \$60.

At an average of \$68 each retail—and I am using that figure advisedly, with my fingers crossed—the 1934 potential market amounts to \$117,300,000.

Here is a market well worth shooting at. It warrants special retail attention. It rates time spent thinking and planning for its development.

You gentlemen can do more about putting it on a sound basis than any other group of men in America. I hope you will give it the major attention it deserves—for your own profitable operation. And may I make some suggestions.

Largely because washers are accepted merchandise—because we did not need to make women want them, and only to buy them—practically all washer advertising during the last six or seven years has been on price. You may not have been responsible for this—the entire industry may have been at fault.

Radio Servicing

Trouble Shooting

By
R. BURNS

WHILE numerous methods have been suggested for trouble shooting, it is quite amazing what can be done by an "effect to cause" method. This, of course, does not concern the method of test or appraisal of any given part nor its localization. On the other hand, it is an accurate method of determining the nature of the trouble in any receiver system based on probability arising from experience.

This method of trouble shooting should be the first step in any repair job. It is simply a mental procedure requiring no tools and will save considerable time on every job.

Before making any tests such as continuity, point to point voltage, point to point resistance, or stage by stage elimination, this method should aid in determining what tests to make and how to make them. It suggests one or more possible causes of every conceivable trouble so that testing may be confined to parts which are pointed out as probable causes.

A receiver owner calls in a serviceman only because he is displeased with the performance of his receiver. While his trouble may be founded on operation of the device regarding sound, it may also be due to mechanical difficulties or other minor troubles. All trouble with which he will be concerned will be made known to his ears, his eyes or his hands, and it follows that one or more definite things have happened to the receiver accounting for his call.

In the great majority of cases one particular trouble will manifest itself in one way at the speaker and hence by carefully considering the customer's complaint and your own judgment, with the help of the charts included, you can form a very good idea of the trouble.

ONE example will serve to demonstrate the logic of this method of determination of receiver troubles. A customer calls, saying that he gets a squeal on all stations above 1,000 kilocycles. Since this is quite a common trouble every service man has the answer ready immediately. His experience tells him that one or more tubes in the R.F. section of the receiver is oscillating and he knows further that it may have several causes, excessive plate or screen voltage, open screen by-pass condenser, improperly neutralized circuit or others.

The author of this article, R. Burns, is chief engineer of the Capitol Radio Research Labs., Washington, D. C.

TABLE I

	Over entire dial 19, 16, 10, 8, 23, 9, 21, 22, 11, 14, 15, 3, 17, 24, 32, 33
	tunable—16, 22, 21, 24, 11 (17-19)
	with signals only—16, 22, 21, 24, 11 (17-19)
Hum	vary with volume adjustment—(17-19) 16, 22, 21, 24, 9 constant—19, 24, 23, 22, 21 no signals—11, 9, 10, 22, 21, 30, 29, 17 smooth—19, 15, 14, 16 rough or variable—23, 24
Cross-Talk ...	broadtuning—6 sharptuning—9
	motorboat sound—2, 3, 8, 11, 17, 19, 21, 22, 31 machine gun fire—19, 23, 24, 26, 14, 15 hissing with signal—8, 12, 7 hissing all over dial—12, 3, 9, 11 scratching on moving volume control—20
Interference .	scratching continuous—14, 15, 16, 17, 19, 22, 21, 4 throbbing—24, 23, 21, 22, 29, 30, 15, 14, 5, 8 audio howl—31, 11, 10, 22 wheezing—28, 26 ringing with mechanical jar—11 starting howl—11, 9 noise from electrical fixtures—2, 1 (and external) static—2, 1, 3, 37
Squeal.....	variable pitch—8, 16, 15 constant pitch—36, 35 body effects—(shielding) upper frequency only—8, 14, 15, 22 all over dial at stations—8, 15, 16 code reception—6
Dead Spots ..	low frequency end of dial—6 7, 29, 30, (17-19) high frequency end of dial—6 7 elsewhere—7
Distortion. ...	flat response—26, 27, 16, 31, 32, 22 mushy—22, 27, 17 rumble-booming—(cabinet resonance) echo and whining, mushy sound (outside cause)
Low Volume..	locals only received—9, 11, 10, 13, 22, 21, 24 few distant stations—9, 11
Intermittent ...	fade out and stay dead—9, 11, 21, 22 fade out and in—9, 10, 11, 22 instant erratic volume change—1, 2, 5, 12, 14, 15, 17, 19, 20, 21, 22, 23, 24, 26, 27, 29, 30, 31
No Sound....	tubes light—1, 3, 4, 5, 12, 18, 19, 20, 25, 26, 32, 33 all tubes do not light—9, 10, 11, 12, 13, 32 flickering tube—23, 24, 32

Other Troubles—Pilot lights out; dial sticks; dial cord broken; dial off calibration; dial rubs on frame



Mr. L. W. Ettelson

Prop., Ridge Radio-Electric Shop
Philadelphia

tried our

RADIO SET "TUNE-UP"

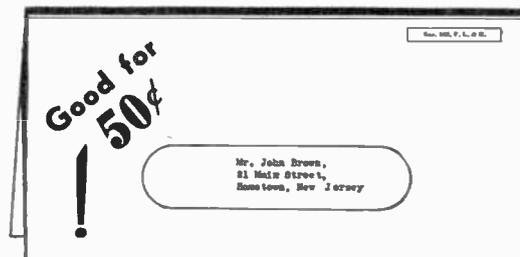
PLAN - -

Sold \$587⁹⁰

worth of merchandise and service
work on an investment of only

\$31²⁰

RCA RADIOTRON CO., INC. — E. T. CUNNINGHAM, INC.
CAMDEN, NEW JERSEY



"TUNE-UP" POST CARD

Don't Believe It?

For detailed proof read GOOD NEWS (Special Spring Number), see your distributor, or write us. The extraordinarily successful "Tune-Up" campaign is only one of the many profit-making features included in the Cunningham-Radiotron Spring merchandising drive on Micro-Sensitive Radio Tubes. No alert dealer can afford not to be interested.



In the same respect and none the less definite every receiver trouble is directly traceable to one or more defective parts or incorrect adjustments. The serviceman who is not familiar with certain parts and the specific troubles which they cause can make himself so by a detailed study and use of the accompanying chart. He should develop his sense of trouble discrimination constantly.

Noises are so varied and numerous in character that an accurate description is not always possible, but those listed are sufficiently general in scope to take in other ones somewhat similar. For example: scratching, sputtering, snapping, etc., are all termed scratching, which may be defined as any irregular high frequency disturbance.

All of the items within a receiver which in any way may contribute to trouble are listed in Table II and numbered for cross reference. That is, the numbers following the items in Table I refer to the most probable causes in Table II. The item referred to by number may be defective, out of adjustment or disconnected from the circuit.

Note that no reference is made to various receiver types such as A.C., D.C., battery, T.R.F. Super, etc., but the reference system makes no such discrimination necessary.

As an example of how the table should be used suppose you have a set that operates all right for a time and then the signals slowly fade out entirely, coming back gradually after a time. Under "intermittent fade out and in" Table I we find that the trouble is most probably due to tubes other than oscillators or rectifiers or high resistors carrying direct current, such as plate and screen types for direct feed or bleeders. It will be recognized by anyone who will devote sufficient thought to the matter that the other items listed in Table II could hardly possibly cause

TABLE II

Connections	{	Antenna	1
		Ground	2
		Batteries	3
		Power cable	4
		Voltage regulator	5
Alignment	{	Synchronization	6
		Tracking	7
		Neutralization	8
Tubes	{	Amplifiers R.F.I.F.	9
		Audio and power	10
		Detectors, first and second	11
		Oscillators	12
		Rectifiers (power)	13
Condensers	{	Plate by-pass	14
		Screen by-pass	15
		Bias by-pass	16
		Coupling	17
		Tuning	18
		Filter	19
Resistors	{	Volume control	20
		High fixed (no. D.C.)	21
		High fixed D.C.	22
		Low	23
		Power divider, etc.	24
Speakers	{	Plugs and cord	25
		Voice coil or armature	26
		Field coil	27
		Diaphragm	28
Coils and Transformers	{	R.F.	29
		I.F.	30
		Audio	31
		Power	32
		Filter	33
External	{	Electrical devices	34
		Transmitters	35
		Nearby receivers	36
		Static	37

Modernize

Your Obsolete Tube Checker!

with **"Precision"**

**JEWELL
No. 538**

After
Re-building
Tests 202
Different
Tubes



ALSO AVAILABLE . . .

MODERNIZATIONS FOR

- DAYRAD NO. 381 TUBE CHECKER
- JEWELL NO. 214 TUBE CHECKER
- JEWELL NO. 535 PANEL CHECKER

48 HOUR SERVICE

Write for our plan

PRECISION APPARATUS CORPORATION,
821 E. N. Y. Ave., Dept. RM., Brooklyn, N. Y.

Send your plan for modernizing our

DAYRAD No. 381
JEWELL No. 214

JEWELL No. 538
JEWELL No. 535

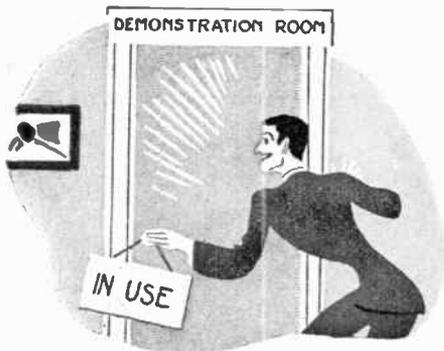
this trouble. We will also agree that the information is independent of the type of receiver in question.

Again noting Table I under "dead spots—frequency end of dial" and more specifically one of synchronization of the tuned circuits or of oscillation tracking (for supers): For any receiver other than a superheterodyne the trimmers should be adjusted or the alignment fan leaves on the tuning condensers must be adjusted. For superheterodynes the low frequency tracking condenser in addition must be given attention. The possibility of one of the R.F. or I.F. coils being open or a grid return filter condenser coupler being defective is suggested by the other numbers.

This procedure practically eliminates guesswork and saves considerable time by so doing. Numbers are arranged in order of descending probability and all significant information from a broad servicing experience is included.

There are some cases where the design of the receiver will make it fall under one of the trouble classifications, as, for example, a receiver may have short tuning and yet cross-talk will prevail. If the receiver is designed properly with "vario-mu" tubes and a preselector which functions correctly the trouble may be due to wrong bias or a defective tube. These two possibilities are included, but no change of design is recommended unless at the customer's request.

A demonstration method that set a new sales record!



How a dealer in Meriden, Conn., found a simple yet effective way to increase his G-E Radio sales at very small cost.

THIRTY-EIGHT General Electric Radio sets sold in less than a month!

That's what this wide-awake dealer did . . . and he broke the state record when he did it!

How? By demonstrating G-E's. But in a rather unusual way . . . in a friendly, hospitable way.

He built, at very small cost, a soundproof room within his store. Furnished it with a rug, lamps, chairs and a davenport. Made it

comfortable, inviting. Gave it the home atmosphere.

He displayed, in this room, eight different G-E models—all-wave sets, standard-range sets and radio-phonograph combinations.

After a complete demonstration of his own, he told his prospective customers that they were free to linger there as long as they wished. Then—closed the door and left them alone . . . to listen without annoying interruptions . . . to be thrilled by G-E performance . . . to talk themselves into buying.

And they bought . . . as the records show. Thirty-eight G-E sets in twenty-five days!

The moral is plain: Demonstrations continue to sell General Electric sets . . . just as demonstrations won for G-E the famous "tone-tests." Because G-E dem-

onstrations are convincing demonstrations—prove G-E quality . . . G-E's superiority of tone.

See your General Electric distributor. Or write General Electric Co., Section R, 372 Merchandise Dept., Bridgeport, Conn.

"Now is the time to buy."

NEWS FLASH!



Short-wave radio now is riding the high wave of radio popularity. And General Electric is the short-wave pioneer. Display and demonstrate G-E's all-wave receivers: They are the leaders which will sell your entire line. The new G-E All-wave console (K-85) is shown here. It lists at \$128.75 in the East. Slightly higher West, Middle West and South.

GENERAL  ELECTRIC
RADIO

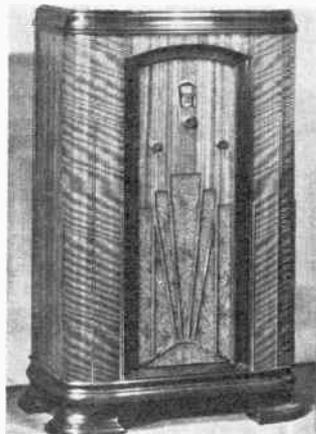


New Products

NOBLITT-SPARKS INDUSTRIES, INC. Four new models of Arvin auto radios. The line starts with Model 15, a 5-tube single-unit model with direct controls, all contained in one compact metal case and priced at \$44.50. The overall size of this small model is 6½ inches wide, 5¾ inches high and 10¾ inches long. The unit fastens to the dash in the back and to the instrument panel in front. While this is a direct control set it is so placed that it is within easy reach of the driver. The model has two-point tone control and a 6-inch electro-dynamic speaker with an opening in the bottom of the case. The circuit is superheterodyne with 10 KC selectivity. Automatic volume control is a feature. The set is said to have ample power and range for good daytime reception from nearby broadcast-

set has automatic volume control and interchannel noise suppression to reduce interference between stations when tuning. The remote control case is of bakelite with an illuminated escutcheon plate and Tenite control knobs. The entire set is double shielded and a built-in suppression circuit reduces the need for suppressors. The makers recommend this model for its extraordinary power and clarity of tone. The tubes used are one type 87, one 77, one 37, one 6B7, one 79, one 84, and two No. 41s.

Model No. 45 is a set for the "higher income bracket" and listing at \$110. The radio chassis is contained in a metal case 6¾ inches x 6¾ inches x 11¾ inches. The speaker and "B" power unit are in a case size 10 inches x 10 inches x 6¾ inches and finished in morocco and



Emerson Model 77

dynamic speaker, shadow line dial tune with broadcast and short wave bands directly calibrated in kilocycles. Regular broadcast band covers 200 to 500 meter range and short wave

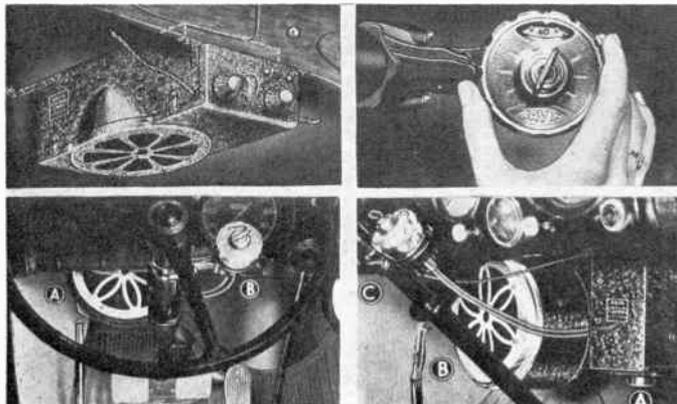
Further information on Emerson Products appears in advertisement on outside back cover.



Columbia Portable

COLUMBIA PHONOGRAPH CO., New York City. New portable phonograph, finished in two-tone suede and patterned after modern luggage. Available in brown and blue with stripes in lighter shades of the same colors. Instrument is equipped with good standard parts and has a remarkable tone for its size. Weighs 12½ lbs. and hardware trim is of nickel. List price \$16.50. **RADIO MERCHANT**, February, 1934.

Further information on Columbia products appears in advertisement on page 27.



Upper left: Typical installation of Arvin car radio. Right: Close-up, showing remote control features. Lower left—Installation of Arvin 6-tube model with remote control (B) and 6-inch speaker (A). Right: Installation of 8-tube model with chassis (A), speaker and power supply unit (B) and remote control (C)

ing stations in metropolitan areas, and for distant stations at night.

The next higher priced model in the Arvin line is a 6-tube single unit Model No. 25 with remote control, and listing at \$54.50. All parts are contained in one metal case of attractive design and measuring only 8 inches x 8¾ inches x 8¾ inches. The finish is black morocco with chrome plated grille front. The 6-inch electro-dynamic speaker has 8-point tone control regulated by a knob on the top of the tuning dial. The remote control clamps on the steering column for greater convenience. The superheterodyne circuit of this model is said to be extremely selective and interchannel noise suppression reduces interferences when tuning between stations. Through perfected automatic volume control, the output is kept constant over a wide range of station variation.

Model 35, 8-tube set, is of double unit design and lists at \$69.50. This is described as a very powerful set that will get excellent reception on distant stations, day or night. The radio chassis is contained in a metal case 6¾ inches high, 6¾ inches wide and 11¾ inches long. The speaker and "B" power unit are in a distinctive case 8¾ inches x 8¾ inches x 5¾ inches. The 8-inch speaker has full-range tone control regulated by a knob on the remote control dial which is clamped on the steering column. On the side of the set is a plug socket for extension speaker if desired. The

highly polished chrome. The speaker is large—10 inches—and has full-range tone variation controlled by a knob on the top of the remote dial. Like Model 35, this set has a socket on the side so that an extension speaker can be used if desired. To counteract station fading and stabilize reception the set is equipped with a new-type automatic volume control. It is unnecessary to change the volume setting when switching from one station to another. Interchannel noise suppression reduces interference when tuning between stations. The power unit consists of a full-wave non-polarized vibrator. A type 84 full-wave rectifier tube is used with adequate filters and RF suppressors to provide high voltage output with low hum level. The entire set is double shielded, with a built-in ignition and motor noise suppression circuit, making suppressors seldom necessary. The remote control case, escutcheon plate and knobs are all made of Tenite, a special translucent material which is indirectly lighted to give a pleasing glow. Tubes used in Arvin's deluxe set are two type 78s, two 37s, one 77, one 79, two 41s and one 84. **RADIO MERCHANT**, February, 1934.

Further information on Noblitt-Sparks products appears in advertisement on page 21.

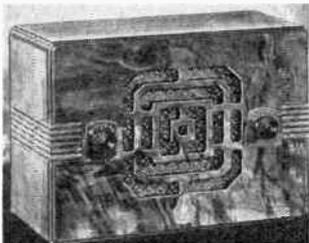
EMERSON RADIO & PHONOGRAPH CORP., New York City. Model 26 is a five-tube superheterodyne long and short wave receiver, 75 to 550 meters, 110 to 120 volts, AC 60 cycles; has 6"



Emerson Model 26

band 75 to 200 meter range receiving police, aircraft, etc., reception. Is a table model of modern design with hand-rubbed walnut finish. List price \$26.95, complete with tubes.

Model 416 is a Universal compact model operating on either AC or DC. Is of Georgian design with simple lines and hand-rubbed walnut finish. No out-



Emerson Model 416

side aerial required. List price \$19.95 complete with tubes and built-in aerial.

Model 77 is a 7-tube superheterodyne, with 12" dynamic speaker, 110-120 volts, AC, 50-60 cycle. Features include tone control, automatic volume control, Duo-Diode detector, pentode output tube. Cabinet is of imported oriental woods with finger-rolled, figured walnut. Has chromium trimming and glossy piano finish. List price \$69.50, complete with tubes. **RADIO MERCHANT**, February, 1934.



Modernized Checker

PRECISION APPARATUS CORP., Brooklyn, N. Y. Modernization service on obsolete models of tube checkers. The model illustrated is a modernized Jewell 214, transformed into a larger cabinet, 15 x 25", finished in black crystalline. It provides for the testing of 202 different tubes, short test sockets for all tubes, testing of both sections of dual purpose tubes and full-wave rectifiers. Other features include a new easy-reading meter scale plate, new power transformer, new metal etched panel, replaceable sockets, seven pre-heater sockets for 2.5 and 6.3v tubes and provision for future releases. Testing is accomplished in the same manner as before modernization. Modernizations for the dealers Jewell 535, Jewell 538 and Dayrad 381 tube checkers are also available. **RADIO MERCHANT**, February, 1934.

Further information on the Precision Products is available in advertisement on page 30.

I. O. BANKS MANUFACTURING CO., Higginsville, Mo. Banks Variable Antenna Control, designed to control incoming radio signals and give balanced reception under all atmosphere changes. May be used as a volume control and provides a

New Products

perfect sound at any setting of the dial. Is made of Bakelite and is quickly and easily attached to a receiver. List price \$3.00. **RADIO MERCHANT**, February, 1934.

ACME ELECTRIC MFG. CO., Cleveland, Ohio. Variable-voltage adjuster, designed to permit the regulation and adjustment of the primary line voltage from either below or above normal to the proper operating voltage of the electrical product. Similar in construction and appearance to an ordinary step-down transformer, a series of taps has been created within the case. Manually operated dial provides the regulating medium for control. Is especially suited for service shop use. **RADIO MERCHANT**, February, 1934.

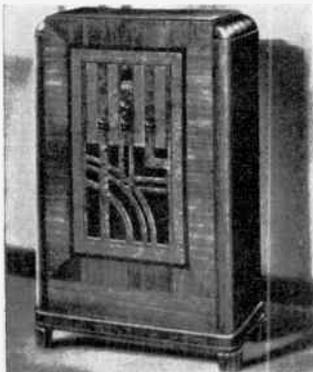
STROMBERG-CARLSON TEL. MFG. CO., Rochester, N. Y. Model 59 radio receiver is an



Model 59

11-tube superheterodyne, incorporating all the latest technical improvements. It has 15 watts of class A power, sufficient to provide clear reproduction throughout an auditorium. This power is obtained through the use of the 2A3 Triode superpower tubes in push-pull arrangement driven by a stage of push-pull audioamplification preceding them. The cabinet is a highboy type with operating panel concealed by 2 doors provided with special decorative bronze pulls. All exposed woodwork is of solid walnut.

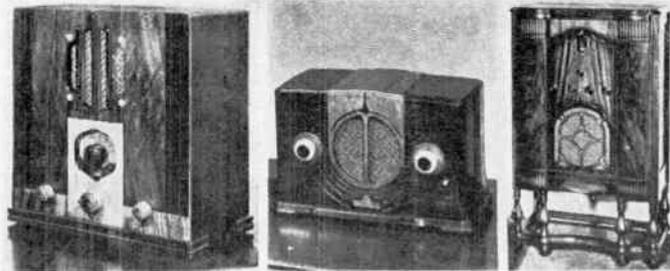
Model 64 covers the broadcast



Model 64

band from 540 to 1,500 kilocycles. The audio system incorporates push-pull class A triode design to provide a maximum undistorted output of 15 watts. A new feature, known

Radio Merchant, February, 1934



New General Electric Models

as "free wheeling" permits the owner to seek distant stations unimpeded by touch tuning contacts. This model incorporates touch tuning which allows the listener to set up on a pre-selection mechanism a number of stations which can thereafter be dialed in merely by touch. The modern cabinet has 6.5 square feet of built-in area. List price, \$125. **RADIO MERCHANT**, February, 1934.

GENERAL ELECTRIC CO., Bridgeport, Conn. Three new radio models which incorporate improvements in cabinet design and engineering: a new Deluxe Console, and two new table models of modern design, one of which operates on both AC and DC.

The new General Electric

Model K-105 is a 10-tube superheterodyne with push-pull amplification, lo-tone compensation, dual automatic volume control and noise silencing. The tube complement includes four type 58 Super-control Pentodes, three type 56 Triodes, two type 2A5 Output tubes and a type 80 rectifier. The cabinet is full-size, made of imported walnut woods, and is of early English design.

Model M-41 is a superheterodyne with dynamic speaker, a two-point tone control, a police-call range of from 1400 to 3600 kilocycles, and illuminated full-range tuning dial, graduated in kilocycles. The modern cabinet has a two-toned walnut finish, full hand-rubbed. Top and sides are solid birch. The front panel is of center-matched Oriental wood with an overlay of aspen

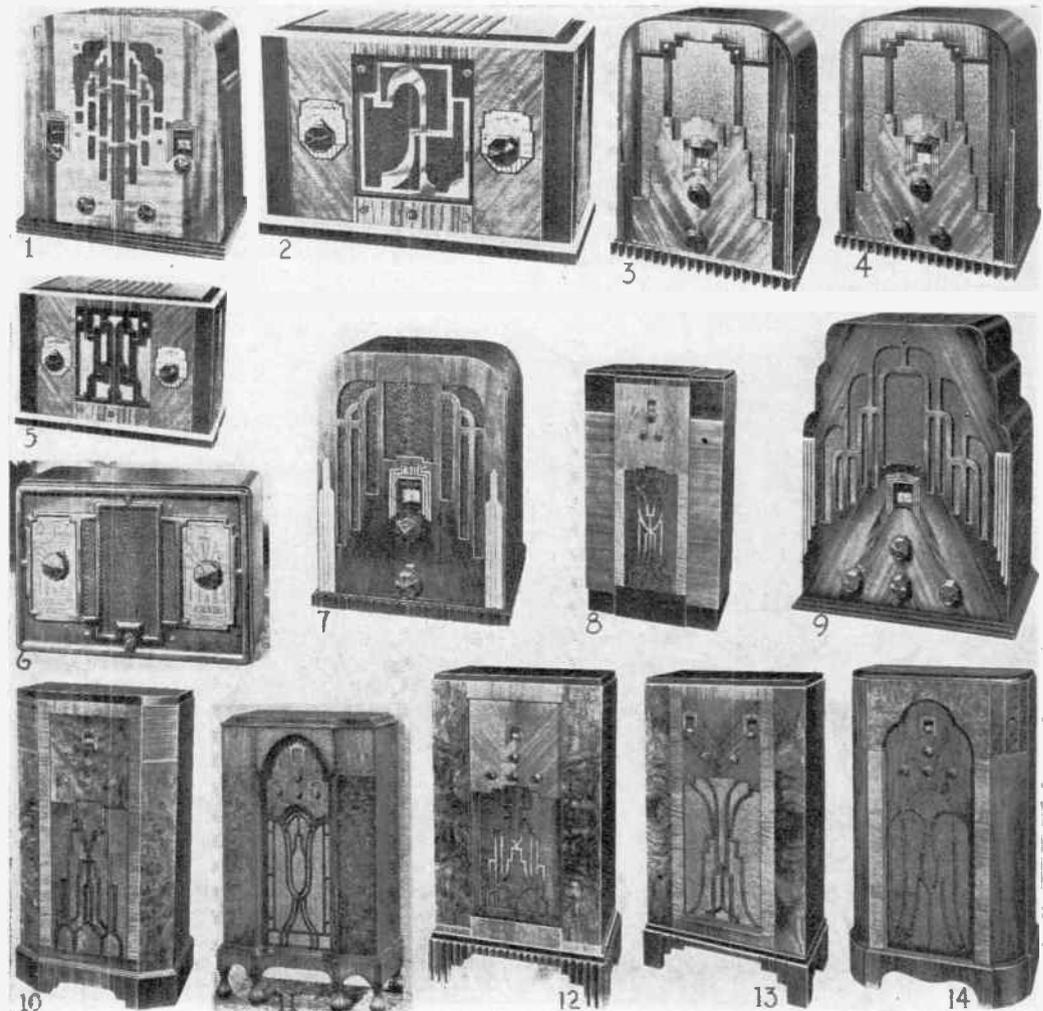
in the center and small panels of zebra wood at either side near the base.

Model L-53 is a superheterodyne table model of conservatively modern design operating on either AC or DC. It has a tuning range from 1500 to 1712 and 2400 to 2590 kilocycles, embracing all police call bands, in addition to regular broadcast bands (540 to 1500 kilocycles). The modern cabinet is of solid birch and mahogany with a striped walnut front having an aspen overlay. Finish is hand-rubbed with wax. **RADIO MERCHANT**, February, 1934.

Further information on General Electric products appears in advertisement on page 31.

CROSLLEY RADIO CORP., Cincinnati, Ohio. New series of radio receivers, called the Ultra Moderne, including 13 models ranging from a 4-tube set to the 14-tube dual 140. The Ultra Moderne series includes the following models: the Travo Deluxe, an attractive compact 4-tube superheterodyne portable

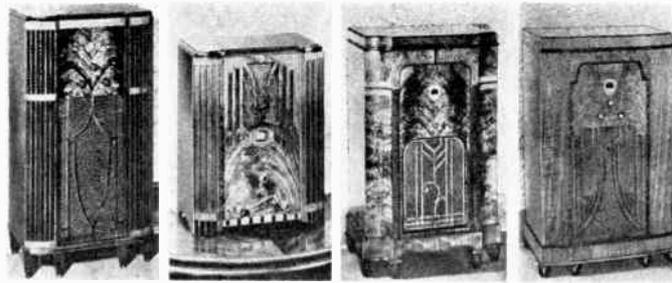
Key to new Crosley models pictured below: 1. Dual 60; 2. Travoette Moderne; 3. New Fiver; 4. Dual Fiver; 5. Travo De Luxe; 6. Travo; 7. Crosley 40; 8. Dual Fiver Lowboy; 9. Dual 70; 10. Dual 70 Lowboy; 11. Dual 140; 12. Dual 10 Moderne; 13. Dual 60 Lowboy; 14. Dual 12 Moderne



New Products

set operating both on AC and DC current, price \$19.95; the Travette Moderne, a beautiful 5-tube superheterodyne which operates on AC or DC current, price \$28.00; the Crosley Forty, a 4-tube superheterodyne, with full-floating, moving coil, electro-dynamic speaker, price \$19.99; the new Fiver priced at \$26.00 and its companion model the Dual Fiver Lowboy at \$39.50; the Dual Sixty, a 6-tube superheterodyne with dual range and featuring automatic volume control, tone control and full floating moving coil electro-dynamic speaker, price \$35.00; the Dual Sixty Lowboy at \$50.00; the Dual Seventy, a 7-tube superheterodyne with dual range, automatic volume control, tone control and full floating moving coil electro-dynamic speaker at \$45.00, and the Dual Seventy Lowboy at \$59.50; the Dual Ten Moderne, a powerful 10-tube superheterodyne of the console type with dual range, automatic volume control, push-pull output, continuous (stepless) tone and static control, full floating moving coil electro-dynamic speaker, retailing at \$69.50; the Dual Twelve Moderne, a 12-tube superheterodyne at \$85.00; and the Dual 140, a 14-tube superheterodyne console type featuring dual range, automatic volume control, meter tuning, static control, tone control and auditorium type dynamic speaker at \$99.50. RADIO MERCHANT, February, 1934.

Further information on Cros-



New Lyric Models; l. to r. 450Z, 450A, 490X, 490Y

ley products appears in advertisement on pages 10 and 11.

RUDOLPH WURLITZER MFG. CO., No. Tonawanda, N. Y. Wurlitzer Lyric combination radio phonographs, models 490X and 490Y. Each of the models includes a 9-tube superheterodyne receiver with 3-gang condensers and 7-tune circuits. Features include automatic volume control, inter-station noise suppression, continuous tone control, dual pentode output circuit, 10" dynamic speaker and illuminated vernier type dial. The model 490Y phonograph has a 2-speed motor for playing 78-r.p.m. and 33 1/2-r.p.m. records; automatic switch, counterweighted pick-up and volume control. The model 490X phonograph has the same features and in addition can play ten

10" records consecutively, repeating the last record until machine is stopped. Both models are housed in handsome cabinets, designed along modern lines of walnut veneers.

Model 450A is a 5-tube superheterodyne, covering the wave bands from 350 to 3,500 kilocycles. It has an electro-dynamic speaker and a power output of 3 watts. The cabinet is of modern design in walnut veneer with black trim. List price \$34.50.

Model 450Z is a 5-tube superheterodyne receiver with an 8" electro-dynamic speaker. Instrument is housed in a 6-legged console cabinet in walnut veneer with black trim. List price \$49.95. RADIO MERCHANT, February, 1934.

Further information on Wurlitzer products appears in advertisement on page 4.

ZENITH RADIO CORP., Chicago, Ill. Model 725 incorporates the short and standard wave chassis in the ultra modern cabinet which recently made its debut as model 767. Model 725 is housed in a cabinet of striped and figured American walnut. The dial is calibrated in megacycles, operating on 5 separate sections of the wave band. Other features of this set include automatic volume control, sensitivity control, trimmer condenser, full range tone control, phonojacks and a full-sized electro-dynamic speaker. RADIO MERCHANT, February, 1934.

THORDARSON ELECTRIC MFG. CO., Chicago, Ill. New line of Universal-Duplicate replacement power transformers. Eleven models are included in



Replacement Transformer

the line, electrically designed to meet the exact needs of any receiver. A new replacement guide has been prepared listing the proper transformer for over 2,000 receivers. RADIO MERCHANT, February, 1934.

Stromberg-Carlson Adds Thirty-eight Dealers

The Stromberg-Carlson Co. recently announced the addition of thirty-eight radio dealers to its retail sales organization. They are as follows: Warner Bros., San Francisco, Cal.; Warner Bros., Oakland, Cal.; C. A. Fox, Taft, Cal.; Roy M. Chapman, Grand Junction, Col.; Androphy Electric Co., Ansonia, Conn.; Whiting Radio Service, Bridgeport, Conn.; Symolon's, New Britain, Conn.; Downes-Smith Co., Inc., Stamford, Conn.; John Bengston, Rock Island, Ill.; Swanson-Nunn Electric Co., Evansville, Ind.; Allen-Harper Elec. Eng. Corp., Lexington, Ky.; Cressey & Allen, Portland, Me.; J. Stoner Geiman, Westminster, Md.; Soo Machine & Auto Co., Sault Ste. Marie, Mich.; Stix, Baer & Fuller Co., St. Louis, Mo.; Griffith Piano Co., Newark, N. J.; Griffith Piano Co., James K. O'Dea, Passaic, N. J.; Boyce & Boyce Radio Sales & Service, Plainfield, N. J.; A. Damsky, The Gramophone Shop, Inc., Highland Radio & Elec. Co., Brooklyn, N. Y.; Temple of Music Stores, Inc., Freeport, L. I.; Temple of Music Stores, Inc., Hempstead, L. I.; Temple of Music Stores, Inc., Lynbrook, L. I.; Wm. F. Batterham, Bloomingdale Bros., Inc., L. Gabler & Sons, Inc., Haynes-Griffin Radio Service Corp., Liberty Music Shop, Trinity Talking Machine Co., Inc., John Wanamaker, New York City; Geo. Olson Co., Ossining, N. Y.; Hosterman & Stover Co.,

Millheim, Pa.; F. R. Hall, Pine Grove, Pa.; Gimbel Bros., Pittsburgh, Pa.; Belcher & Loomis Hardware Co., Providence, R. I.; and J. R. Millner Co., Inc., Lynchburg, Va.

Philadelphia Distributors Add Grunow Refrigerators

Harry A. Ellis, president of the Philadelphia Distributors, Inc., takes great pleasure in announcing to the trade the appointment of Philadelphia Distributors, Inc., as the wholesale distributors for Grunow electric refrigerators, in addition to the Grunow radio line for the Philadelphia territory. Plans are now being made by Albert E. Hughes, vice-president in charge of sales and advertising, to promote the sale of the Grunow refrigerator, together with the Grunow radio. Of course, attention will be given to automatic washers and ironers and Kleen-Heat oil burners, which also constitute the line of major electrical appliances distributed by the Philadelphia Distributors.

"The sales personnel has been increased, so that a well-rounded organization will be able to properly contact and promote business with the dealers. Frank Frambes is the sales representative for the New Jersey territory. The department stores and central Philadelphia will be taken care of by Harry S. Rheiner, while north and south Philadelphia will be given the attention of D. C. Freeman. West Philadelphia will be

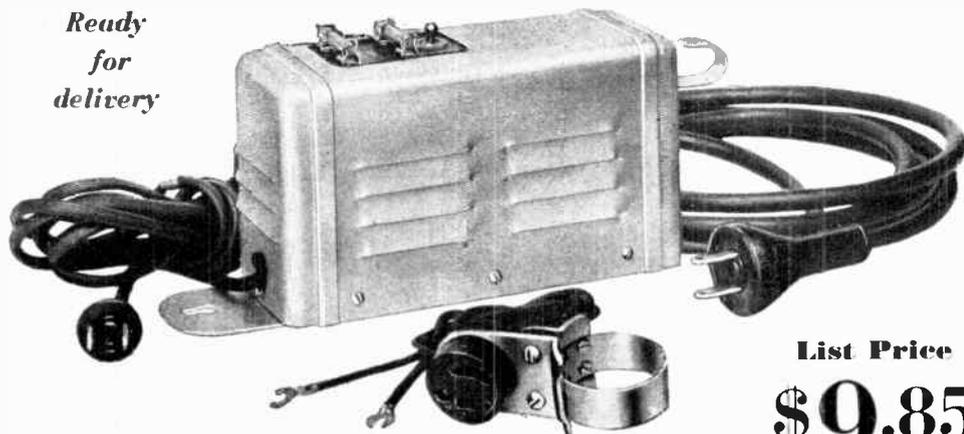
under the guidance of John H. Roland. The Harrisburg and Lancaster territory will be covered by J. E. Alexandre, John J. Eagan will take care of the Reading, Allentown, and Easton territory, with Carroll Taylor taking care of suburban Philadelphia sections. The credit department will, as heretofore, be under the supervision of Raymond J. Boldt, who is also an officer of the company.

Heat Transfer Products Win Wide Acceptance

The Heat Transfer Products Corp., Chicago, Ill., which is an affiliate of the Utah Radio Products Co., has won a widespread acceptance of the new condenser for electric refrigerators upon which it holds exclusive patents. The Heat Transfer unit was recently added to the General Electric refrigerator line following extensive tests of its value at the G.E. refrigerator division in Cleveland, Ohio. Henry C. Forster, chairman of the board of the Utah organization, who is directing sales of the refrigeration appliance in addition to his manifold duties in the radio and furniture fields, states that the refrigerator industry is evidently placing the same confidence in the affiliate company of Utah as the radio industry learned to do many years ago. Mr. Forster, in commenting on the wide use which the radio industry makes of the Utah Laboratory facilities, stated that the same high degree of confidence will undoubtedly be earned by the Heat Transfer Products Corp.

UTAH Battery Charger

Ready
for
delivery



Size—7" long, 2 $\frac{3}{4}$ " wide, 4 $\frac{1}{4}$ " high. Weight 6 lbs.

List Price
\$9.85

Packed one to a
carton

CHARGING rate—3 amperes, tapering to one ampere as battery approaches full charge • Receptacle attachment bracket—mounts securely on steering post. Fits all cars • Both AC and DC circuits fused • Safety Pilot Light • Equipped with 19 ft. of high quality rubber covered cable and non-breakable rubber plugs.

Order out samples and cash in on a live item.

UTAH RADIO PRODUCTS COMPANY • 820 Orleans Street, CHICAGO

Colonial Announces Plans for Retail Radio Promotion

"Nineteen thirty-four will be a year of well-informed radio buying on the part of the public. Radio circuits, with few engineering changes, will be approximately the same as last year. Compact and console styles, for the first six months at least, will show no marked revision. Controlled production will discourage widespread dumping. The answer to profitable volume in the retail market must be found in more intensive store promotion."

These are a few of the challenging statements made by the Colonial Radio Corp. in a large broadside now being mailed to dealers throughout the United States. Stressing the importance of more aggressive effort at the point-of-sale, the broadside carries details of the company's initial move in that sort of promotion—a series of cash prize contests wherein the public, the dealer and the dealer's clerks may participate. One hundred and eight prizes, totaling \$2,000, will be awarded to people who write the best judged letters on Colonial "10-Feature" Radio. Thirteen cash prizes, totaling \$650, will be awarded for the best judged window displays, and 108 cash prizes, totaling \$850, will be awarded to clerks who interview and help winners in the \$2,000 contest. All three contests close on May 1 and

awards will be made by a committee of judges on May 22.

Window displays, contest folders and



Fred C. Carson

coupons and other supplementary material, to be used by the dealer in this opening effort in the 1934 promotion series, are all designed to force a point-

by-point study of Colonial radio. In order to participate in the \$2,000 contest, entrants must call on the dealer, get a Colonial demonstration and write a brief letter of opinion.

Fred Carson, vice-president in charge of sales, stated that through the seventy-three branch houses of the Graybar Electric Co., Inc.—exclusive distributors of Colonial radio—virtually every city and town in the country will be represented in the 1934 program. "We are entirely satisfied," he said, "that the most important retail radio promotion during the next ten or twelve months will be of a direct-from-dealer-to-buyer nature. With seventeen-or-more million radio sets in use throughout the country, it is our opinion that the public is now sufficiently 'radio-wise' to know value when it sees it and hears it—and the closer we get to making people see and hear it through a point-by-point comparison, the more certain we are of getting our rightful share of the business. This is why we are devoting most of our appropriation to point-of-sale promotion. Wherever the plan has been discussed, dealers have expressed the keenest of interest, realizing that the element of 'news' and the 'pull' of cash offers have never failed to stop the crowds.

"Other Colonial point-of-sale activities throughout 1934 will be equally as striking as this first in the series, but of an entirely different nature." Complete details of the Colonial proposition can be obtained from any branch of Graybar, or by writing to Graybar Electric Co., Inc., 420 Lexington Avenue, New York

Straight Line Production Method Used by Emerson Corp.

John B. Hawkins, Production Manager, Explains Production and Test Methods Employed in Manufacture of Emerson Sets

The past two years have seen many changes in the radio set manufacturing field. The advent of the compact AC-DC receiver and the self-contained automobile sets have called for new methods in production and the Emerson plant is an outstanding example of what can be considered as the most modern and completely equipped radio factory. "In designing our equipment and laying out the factory, we have followed to the letter the 'Straight Line Production'

When completely wired, the tubes are inserted and the sets passed on to the inspectors. The process of inspection is so arranged that every solder joint, wire, mechanical construction, and electrical characteristic is thoroughly checked.

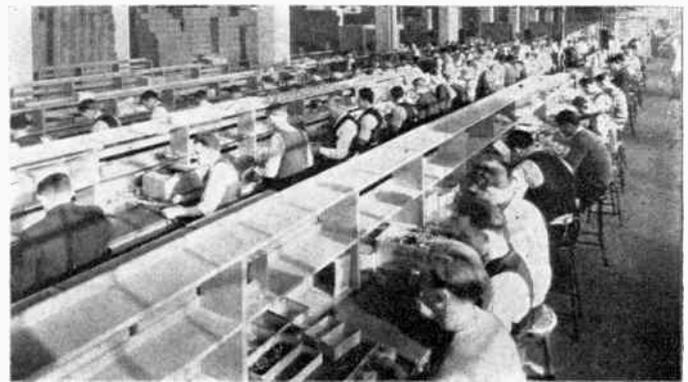
After the first inspection, the intermediate frequency is lined up and the sets passed on to the final line-tester who aligns the radio frequency and checks the tracking of the oscillator condenser for the broadcast band. The final

The completed assembled sets are then carried to the final testers on conveyors. In the final testing department, the cross table progressive assembly is used—the conveyors running between two rows of tables. From the conveyors, the sets are placed on racks adjacent to the final test booths handling the particular model. The sets are then placed on "boats" with the line cord plugged-in on flexible leads and fed to the final tester with the tubes heated. The final test is severe and each set, before it is passed on to the packing department, must measure up to the standard placed for performance and appearance.

From the receiving of the raw materials, to the delivery of the finished product to the shipping department, every operation flows in a straight line, with no cross work or doubling back. The equipment is sturdily built and purposely made as simple as possible. Mr. Hawkins states that the fact that the



Cabinet Assembly Department With Line Test Booths



Production Line at Work

method," explained John B. Hawkins, Emerson's production manager.

The visitor to the Emerson plant is first introduced to their spacious and well-equipped laboratory, where new models are created and designed. Mr. Hawkins demonstrated the series of tests to which every new Emerson model is subjected by the factory staff after it has been released by the laboratory engineers. Such tests and inspection are made to prove the new model worthy to be manufactured and offered to the buying public.

Starting with the actual production of an Emerson radio from the first step, the visitor is shown to the main stockroom, where all raw materials are received and inspected. No material is passed for issue to the factory until it has met the specification requirements and bears the inspector's O. K. From the main stockroom, the parts are issued to the "line" stockroom, in releases ranging up to 4,000 sets at a time, according to requirements. The "line" stockroom, in addition to being the supply source direct to the "line," is also the sub-assembly department, where the parts are sub-assembled and thoroughly inspected before being furnished to the "line."

In the making of the sets on the "line," the progressive assembly method is used. The operations are timed and so divided that the sets pass at about one-minute intervals from operator to operator.

testor on the "line" checks the sets from all angles and thoroughly vibrates the set while receiving a broadcast signal. When the sets have been passed upon and are up to the standard requirements, they are placed on rack-trucks for delivery to the cabinet assembly department, for the assembly work to be completed.

removal from their old quarters to their new plant was accomplished without a moment's loss of production proves that the layout is efficient and the methods effective.

From the shipping department, merchandise is dispatched to all parts of the world, loaded directly on trucks which are conveyed right up to the plant.

New Thordarson Executive Appointments Announced

C. H. Thordarson, president of the Thordarson Electric Mfg. Co., Chicago, Ill., has announced an expanded program embodying an aggressive sales plan for 1934 involving important personnel changes in the Thordarson organization.

A new line of transformers is announced for radio manufacturers; an improved line of replacement transformers for radio servicemen is featured in the new 1934 catalog; and a new line of transmitter and amplifier transformers is also announced for radio amateurs.

An important change in personnel is indicated by the appointment of Donald MacGregor who becomes treasurer and general manager of the company. C. P. Cushway has been engaged as general sales manager to stimulate the sale of Thordarson equipment to the radio and electrical industries, and Russell Lund,

advertising manager of Thordarson for the past six years, will be chief sales engineer in which capacity his broad technical knowledge will be utilized in serving manufacturers requiring special engineering service in the application of Thordarson equipment.

331% Increase Over Last Year Shown by Wurlitzer

Homer E. Capehart, general sales manager of the Rudolph Wurlitzer Mfg. Co., N. Tonawanda, N. Y., stated that this company has shown an increase of 331% in the amount of business done in January, 1934, as compared with January, 1933.

This increase is an indication of the improved general business conditions over the country together with the reception of the trade to the outstanding nature of Wurlitzer products.

News in the Allied Field

Refrigeration—Washing Machines—Electrical Home Equipment

Automatic Burner Corp. Holds Three-day Jobber Convention

New Plan to Merchandise Oil Burners Through Home Appliance Market Channels Outlined—Radio Distributors Speak

One of the most interesting and successful distributor conventions ever sponsored by a manufacturer of products closely allied with the radio industry was held January 24, 25 and 26 at the Hotel Knickerbocker, Chicago, under the auspices of the Automatic Burner Corp. of that city. This company for the past 14 years has been manufacturing a complete line of ABC oil burner products; the line including domestic power burners, range burners, oil burning water heaters and oil burning circulating heaters.

One of the principal objects of the convention was to introduce a new plan to merchandise oil burners through home appliance market channels—probably the first large scale attempt to use distributor-dealer setup in the history of the oil burner industry. The company has completed a plan of establishing service depots in the principal trade centers throughout the country so that ABC oil burners can now be sold as packaged merchandise with the service problem solved.

The president of the Automatic Burner Corp. is J. H. Hirsch, who has not only attained outstanding success as the head of his organization, but who has earned and maintained the respect and esteem of every member of the oil burning industry. For many years Mr. Hirsch has been a leader in sponsoring and developing plans for the constructive advancement of the oil burner trade, and he is known from coast to coast as one of the leaders in an industry that gives every indication of being a prominent factor in this country's commercial development during the next few years.

The three-day convention was directly under Mr. Hirsch's supervision with the able assistance of his son, Joseph Hirsch, vice-president in charge of sales, E. A. Weil, treasurer of the company; M. A. Rolfe, field representative and various members of the company's engineering and research staff. Ralph E. Caldwell, merchandising counsel for the company, cooperated with the executives in preparing a program which won the enthusiastic commendation of every jobber who attended the meetings.

At the Products Session, a series of interesting and important talks were made by the executives of the Automatic Burner Corp. and several invited guests. The practical value of this session is manifested in the subjects covered at this

meeting, which were as follows: J. H. Hirsch, president, Automatic Burner Corp., "History of the Automatic Burner Corporation"; M. A. Rolfe, field rep-

resentative of Minneapolis-Honeywell Equipment"; H. N. Booth, vice-president and sales manager, U.S. Radiator Corp., "The ABC Capitol Oil Burning Boiler"; Joseph Hirsch, "Complete Oil Burning Stoves and Ranges."

The Merchandising Session was held under the direction of Mr. Caldwell and the program at this session included forceful and important discussions by a number of the most prominent distributors in the radio industry who are now distributors of the Automatic Burner Corp.'s oil burner products. The speakers at this session and their subjects were: J. H. Hirsch, "Our past experi-



1. J. H. Hirsch, President of ABC, in action; 2. David Trilling, Max Krich and J. H. Burke; 3. O. S. Schroeder, chief engineer, and Lee Ramsey, Vermont Hardware Co., Burlington, Vt.; 4. Ralph E. Caldwell, merchandising manager, and Joseph Hirsch, ABC vice-president

representative, "ABC Type 'E' and Type 'H'"; Stanley Perry, assistant chief engineer, "The ABC—All Steel Range Burner"; E. A. Weil, treasurer, "The ABC—Automatic Water Heater"; Joseph Hirsch, vice-president, "The Side-arm Water Heater"; A. H. Lockrae, Original Equipment Engineer, Minneapolis-Honeywell Reg. Co., "The Superi-

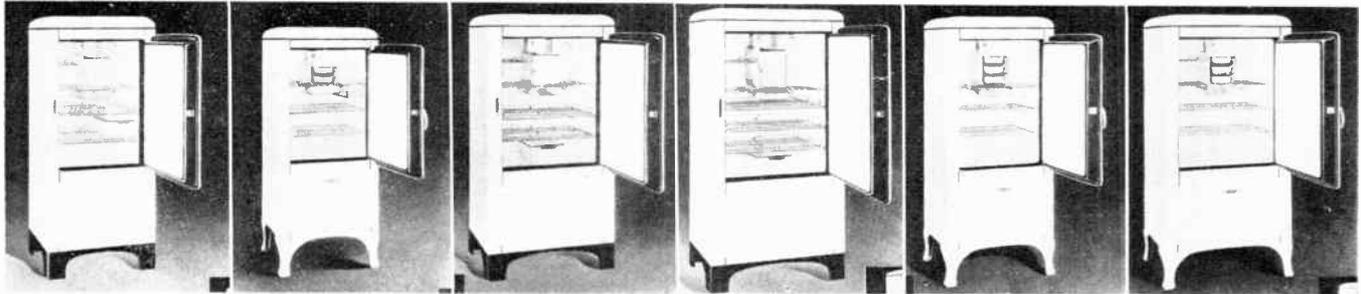
ence in marketing power burners and range burners; our reasons for adapting the distributor method of selling—our approach to the market through specialty jobbers"; D. M. Trilling, Trilling and Montague, Philadelphia, "The essential sales setup required by a specialty distributor in order that he may function
(Continued on page 42)

New Products in the Allied Field

STEWART WARNER CORP., Chicago, Ill. Two lines of refrigerators, de luxe and standard. Features of the de luxe line which include Models 561, 714 and 834 are automatic interior light, new type "Forget-proof" freez-

564 has food storage space of 5.6 cu. ft. and shelf area of 11.3 sq. ft.; ice capacity is 77 cubes. Model 714 has food storage space of 7.1 cu. ft. and shelf area of 13.4 sq. ft.; ice cube capacity is 77 cubes. Model 834 has

has food storage space of 4.6 cubic feet and shelf area of 9.3 sq. ft., with ice capacity of 56 cubes. Model 554 has food storage space of 5.6 cu. ft., shelf area 10.5 sq. ft. and 84 cube ice capacity. Model 704 has food stor-



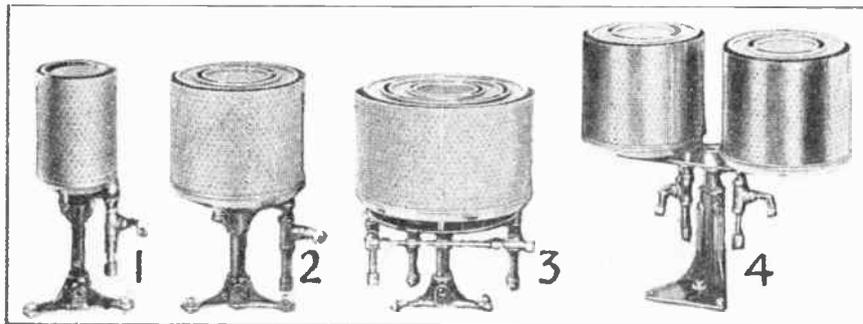
Stewart-Warner Line: Models 564, 454, 834, 714, 554, 704

ing control and defroster, porcelain chilling unit with chromium plated door, roller bearing tray shelves, porcelain vegetable crisper and glass chilling tray. These models also have automatic door openers, adjustable shelves and all-porcelain freezing unit. Model

food storage space of 8.3 cu. ft. and shelf area of 17.1 sq. ft.; ice capacity is 105 cubes. The standard models, 454, 554, 704, have variable freezing controls, "Perma-Cold" defrosters, porcelain chilling unit, glass chilling tray and all porcelain interiors. Model 454

age space of 7.5 cu. ft., shelf area 13.4 sq. ft. and 84 cube ice capacity. **RADIO MERCHANT, February, 1934.**

Further information on Stewart Warner products appears in advertisement on pages 6 and 7.

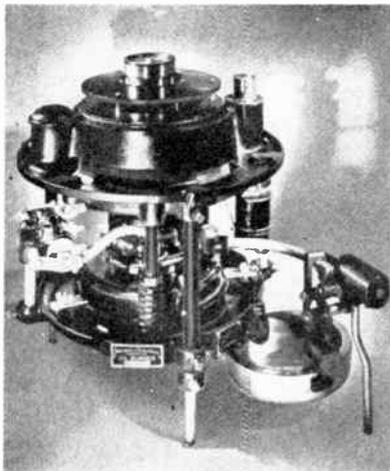


ABC Range Burners

AUTOMATIC BURNER CORP., Chicago, Ill. Complete line of domestic power burners, range burners, oil burning water heaters and oil burner circulating heaters. Four sizes of power burners range in price from \$325 upwards including complete installation. Five sizes of range burners listing from \$21.50 to \$45. Two models of oil burning water heaters. Domestic power burners comprise many exclusive features including the Mistolator

water heaters, small parlor stoves, hot blast stoves, etc. Capacity 1/2 to 1 pint of oil per hour. (3) Single 9 inch burner for circulating heaters, large hot water heaters, hard coal burners, etc. Capacity 1 to 2 pints of oil per hour. (4) Double 6 1/2 inch burner for cooking stoves, parlor stoves, laundry stoves, etc. Capacity 1/2 to 2 pints of oil per hour. **RADIO MERCHANT, February, 1934.**

Further information on ABC products appears in advertisement on page 14.



Model E3 Power Burner

which automatically breaks up the oil and mixes it with the proper amount of air to become an instantly inflammable mist. Simplicity of operation is found in the ignition system and automatic lubrication; accessibility and economy of operation are among the most important features of the Automatic Burner Corp.'s power burner line.

The four model sizes of range burners illustrated herewith are as follows: (1) Single 4-inch burner for brooders, small space-heaters, etc.; capacity as low as 1/4 pint of oil per hour. (2) Single 6 1/2 inch burner for hot

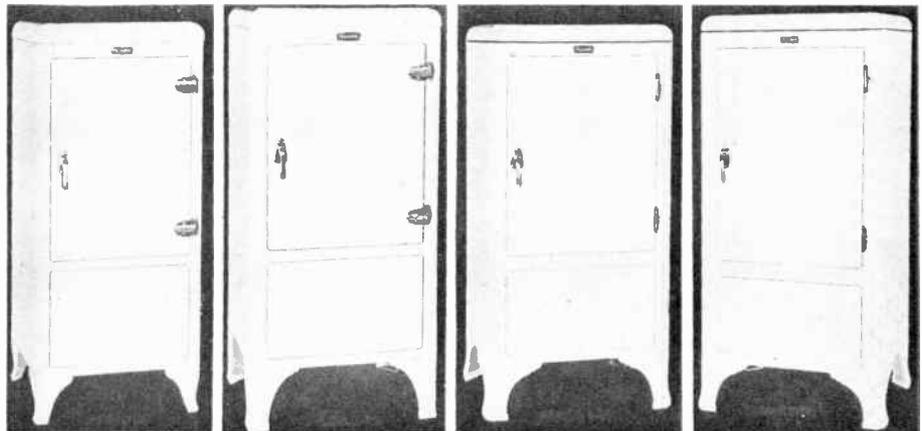
RUDOLPH WURLITZER MANUFACTURING CO., No. Tonawanda, N. Y. Five models of Wurlitzer Mohawk Refrigerators, each one of which has broom high legs, heavy modernistic hardware and each is equipped with the Mohawk Duozone Unit which may be described as being two separate refrigerating

with a capacity of 36 cubes and bottle space for 6 quarts. Finished in lacquer. Model L46 has cubic content of 4.6 cubic feet; shelf area of 9 square feet; 2 trays with a capacity of 56 cubes and bottle space for 8 quarts. Fin-



Speedi-Spin Washer

ished in lacquer. Model L58 has 5.8 cubic feet capacity; shelf area of 11 square feet; 3 trays with a capacity of 84 cubes and is finished in lacquer. Model P58 is identical with Model L58 except that it is finished in porcelain. Model L72 has 7.2 cubic feet capacity; shelf area of 14 square feet; 4 trays



Mohawk Line, 1 to 4: L-10, L-16, L-58, L-72

systems in one. The upper coil is devoted to cooling the food storage compartment and the lower coil is designed for fast freezing of ice-cubes and desserts.

Model L40 has cubic content of 4.0 cubic feet; shelf area of 7.4 square feet; 2 trays

with capacity of 112 ice cubes and is finished in lacquer. Model P72 is identical with Model L72 but is available only in porcelain finish.

Wurlitzer Mohawk Speedi-Spin washer has a power pump for emptying the tub and thus

(Continued on page 42)

Radio Merchant, February, 1934

New Grunow Refrigerators Introduced to Distributors

Distributors From All Sections of Country Attend Enthusiastic Sales Meeting—Policies for 1934 Outlined

With the slogan: "This is our year and your year," General Household Utilities Co., manufacturers of Grunow electric refrigerators and radios, held a highly enthusiastic distributor meeting January 22 and 23 at the Lake Shore Athletic Club, Chicago, at which the new 1934 line was shown. More than 200 representatives of the seventy-five distributing outlets attended the meeting, which started with the showing of the new refrigerators, followed with vigorous presentations of plans by executives of the company, a visit to the new giant cabinet and refrigerator unit manufac-

ture plant and ending with a banquet Tuesday night.

William C. Grunow, president of the company, was accorded a rousing reception when he presented the new and improved super-safe Carrene refrigerators. In a brief talk he told of the large sums of money spent by the company for new tools and special machinery and of the new important engineering improvements built into the box.

"We have taken the service grief out of refrigeration," he emphasized, adding that the new Grunow line was virtually foolproof. While improvements have been made in mechanical operation and interior design, the exterior design has been left unchanged because the public has shown a preference for the existing classic beauty and simplicity of style, Mr. Grunow said.

One after another the company executives discussed the various phases of the new line, the advertising, promotion and general merchandising plans, and throughout there prevailed a spirit of confidence that 1934 would be a banner year for the company and its distributors and dealers.

J. Clarke Coit, chairman of the board, paid high tribute to the General Household organization. "I cannot begin to

tel you," he said, "of the tremendous labors and accomplishments of our organization during the past few months. It is the best organization it has been my pleasure to be associated with in my forty-two years in business."

H. C. Bonfig, general sales manager, outlined the numerous improvements made over last year's merchandise. He revealed that the company had seventy-five distributors and some 5,000 live dealers and predicted 1934 would be the best year in the history of electric refrigeration industry. The refrigeration unit, he said, contains a sensationally simplified re-



William C. Grunow



Grunow distributor meeting

frigerating mechanism, with only one major moving part, presenting negligible service problems.

A comprehensive, hard-hitting advertising campaign was announced by Duane Wanamaker, advertising director. In addition to a 50 per cent increase in newspaper advertising, plus national magazine advertising, the company will embark on a coast-to-coast radio program on forty-four stations, over the Columbia Broadcasting System, featuring the famous Minneapolis Symphony Orchestra of eighty-five pieces. This program will be heard Tuesday evening at 9:30 eastern standard time, beginning March 6.

Selection of the orchestra and type of music to be presented was based on an extensive survey to determine what the people like in the way of radio entertainment. The survey showed that 92 per cent of the people like and want a high type of music, semi-classical in character, he said.

"And that is what we will give them," he asserted. "If we can get 92 per cent of the audience to listen in, we need not worry about the other eight per cent."

Mr. Wanamaker also revealed that the program will be merchandised to help bring concrete returns to the dealers. A

contest will be held, the subject to be "Why I Want Carrene" or some similar topic, and contest blanks will be available at all dealers. One major weekly prize will be awarded, and in addition, there will be credits on Grunow products for other contestants.

Several striking window displays and other colorful promotional material have been developed for distributor and dealer use.

Other speakers on the program were Hays McFarland, advertising counsel, J. J. Davin, sales promotion manager, J. P. Rogers, treasurer, Homer Kunkler and J. H. Rasmussen of the sales department and Dr. J. D. Jordan, physicist.

The distributors were promised they would not be clogged with a multitude of models. There will be seven or eight at the most. The line consists of the Super DeLuxe, the DeLuxe and the Standard, all equipped with the improved mechanism, and incorporating many new interior conveniences.

The radical improvements that have been made in the mechanism makes for increased capacity and efficiency and more economical operation. Only about two-thirds as much current is used in 24 hours as an ordinary light bulb consumes in the same period. Among the improved features are the new Grunow pump, having a single shaft with four small vanes as the only moving mechanism; a duo-flow lubrication system with a permanent supply of cooled oil; a new Grunow motor especially designed for sealed operation—the motor has no bearings and the windings are unaffected by oil or refrigerant and the complete motor is mounted on a single shaft. There are no pulleys, belts, connecting rods or other sources of trouble.

The new, completely sealed construction makes leakage practically impossible. The entire unit can be taken down in part or completely for service right in the home without danger or the use of expensive equipment. Precision building makes for unusual silence and efficiency.

Men in the Month's News



W. R. G. BAKER was recently appointed vice-president and general manager of the RCA Victor Co., Inc. Mr. Baker started his career in the laboratory of the General Electric Co. in 1918. He took a prominent part in the development of war-time radio equipment and later was placed in charge of the transmitter work of the radio department of General Electric. In 1924 he was made design engineer of all radio production of the General Electric Co. and in 1926 was made managing engineer of the entire radio department of the same company, having charge of research, development, design and production. On Jan. 1st, 1930, Mr. Baker was appointed vice-president in charge of engineering of the RCA Victor Co. Later he directed production.



DAVID SARNOFF, president of the Radio Corp of America, was elected a director of the Metropolitan Opera Association, Inc. and the Metropolitan Opera Co. He was also appointed a member of the recently organized executive committee of the Metropolitan Opera Association. The honor thus accorded Mr. Sarnoff marks another step in the closer association between the Metropolitan Company and the Rockefeller Center enterprise. Broadcast of the performances by the Metropolitan Opera Company on Saturday afternoons are being carried over both networks of the National Broadcasting Company and have proven to be star attractions on the air. There still remains the possibility that the Opera may move to Radio City.



FRED P. OLIVER, one of the pioneers in the talking machine and radio industries and well known to the trade throughout the country, was recently appointed sales manager of the refrigeration division of the Wholesale Radio Equipment Co., New York City, distributor of Stewart-Warner radios and refrigerators. For many years Mr. Oliver was general manager of the Blackman Talking Machine Co., Victor Distributor throughout the metropolitan territory. Later he was a member of the firm of the Boley-Oliver Co., which distributed Kellogg radio receivers. Mr. Oliver recently conducted a sales meeting of the staff at which time new models of Stewart-Warner Refrigerators were introduced. He is optimistic over prospects.



POWEL CROSLLEY, Jr., Cincinnati industrialist and sportsman, president and founder of the Crosley Radio Corp. and owner and operator of Station WLW, recently acquired the presidency and controlling interest of the Cincinnati Reds, National League baseball team. Despite the fact that the Reds have been tailenders for the past several seasons, Mr. Crosley assumes his new role as a baseball magnet confident that the syndicate he heads will be able to bring the team out of the doldrums. Mr. Crosley has always been interested in sports and for years he has been an ardent hunting, fishing, riding and aviation enthusiast. Breeding quail and pheasants is one of his hobbies and each season he releases several hundred birds.



J. C. WARNER has been appointed vice-president and general manager of RCA Radio-tron Co., Inc. and E. T. Cunningham, Inc. He has held the post of vice-president in charge of engineering since December 1932. Previous to that Mr. Warner was in charge of the research and development laboratory. He was born in Freeport, Ill., and holds a B.A. degree from Washburn College, and an M.A. degree from the University of Kansas and an M.S. degree in Electrical Engineering from Union College. He was a member of the Signal Corps during the war, taught physics at the University of Kansas and was assistant physicist in the Bureau of Standards. From 1920 to 1931 he was engaged in research work and tube engineering.



R. M. COBURN has been appointed sales analyst for the National Union Radio Corp., New York City. Mr. Coburn brings to the post a wealth of experience gained through many years of activity in the radio industry. Originally in the retail field he was later appointed metropolitan district sales manager of the Kolster Radio Corp. Later as general sales manager for the Sterling Radio & Electric Co. he handled distribution of Majestic receivers. Freed-Eisman Radio Corp. then commanded his services as metropolitan district sales manager after which he established a fine sales record for the Ware Manufacturing Corp. as manager of sales. National Union now calls him back into the radio industry after a brief interlude.

Farm Radio Contest Attracts Wide Interest

Dealers Report Sales of Thousands of Air-Cell Receivers — Money Being Distributed in Farm Areas

National advertising, a national farm radio contest with \$6,750 in prizes, and volume production by eighteen leading set manufacturers are back of the new Air Cell type of receivers—and Eveready radio batteries. The market is the ten million homes, some of which are located in every county of every state, which are without electric service. Into a majority of these states the Government is this Spring pouring \$350,000,000



Farm Radio Contest Kit

of Hog and Grain Control money, with more to come later in the year. This is spending money—subject to no lien or attachment—and so farmers will be able to buy new Air Cell radio sets right away. And to complete the picture, National Carbon Co. has cut retail dealer prices on five types of Eveready "B" batteries—Nos. 486, 872, 870, 572 and 570—in anticipation of a tremendous increase in volume on these products and in order to enable dealers to recommend and more easily sell heavy duty "B" batteries for use in Air Cell receivers.

Above is pictured the kit with which dealers in every state are swelling the list of entrants in the National Air Cell Radio Contest

It contains all the information the contestant should have in order to tell what features of the Air Cell type of receiver appeal most, and why—the only information necessary to enable him to win one of the 383 cash prizes, with \$1,000 as the grand award.

Radio, electrical and hardware dealers

armed with this kit report that they are selling thousands of Air Cell type sets while the contest, which ends on February 20, is in progress.

Zenith Auto Set a Hit at New York Auto Show

Announcement has been made by the Zenith Radio Corp., Chicago, Ill., of the introduction of their new Auto Radio, which, when exhibited at the New York Automobile Show, created a sensation and proved a hit of the show.

In tests conducted in four sections of the country—the West Coast, New England, the South and the Middle West—the performance of the set was hailed by distributors as beyond all expectations. First orders on this model from Zenith distributors indicate that it will very likely take a foremost position in the auto radio market of 1934.

The phrase "Music at the Wheel," adopted by Zenith last year, is to be retained in Zenith Auto Radio advertising this year.

W. F. MacWilliams Is Sylvania Ohio Representative

The appointment of W. F. MacWilliams as Sylvania tube representative for the State of Ohio, effective immediately, is announced by the Hygrade Sylvania Corp. Mr. MacWilliams succeeds F. Howard Waite. While new in the Ohio area, MacWilliams is not new to the organization nor to tube merchandising. He has a background of successful lamp and tube selling in other territories, and has been in the organization's sales department for several years. MacWilliams will operate out of the Cleveland office located at 1783 Eleventh street, although he will continue to handle the Detroit territory for both Hygrade lamps and Sylvania tubes.

Moves Chicago Office

The Chicago office of the Hygrade Sylvania Corp. has moved from its former location at 445 Lake Shore Drive to 612 North Michigan avenue. The warehouse, however, is still maintained at the former address. All products of the corporation—Hygrade lamp bulbs, Sylvania radio tubes and equipment are represented in the Chicago office.

Sylvania News Enjoys Growing Circulation

The newsy little "Sylvania News" issued monthly by the Hygrade Sylvania Corp. at Emporium, Pa., and containing a mass of interesting data on radio tubes, tube applications, transmitter developments, ingenious servicing activities, news of the Institute of Radio Service Men, merchandising stunts and general radio progress, has already attained a circulation in excess of 20,000 copies. And the circulation is still growing. Hundreds of additional subscribers are enrolled each week. The "News" is sent to any radio man on request, without charge or obligation.

"Service Hints" in Demand

The demand for the 64-page "Service Hints" booklet, compiled and published by the Sylvania organization and distributed free to service men and radio workers, has exceeded all expectations. The first printing of ten thousand copies was exhausted some time ago and the second printing is now being distributed. A copy of this valuable radio literature containing a vast compilation of selected servicing short-cuts and ingenious trouble-shooting stunts from the experiences of thousands of service men, will be sent free to anyone addressing the Hygrade Sylvania Corp. at Emporium, Pa.

PHONOGRAPH
ELECTRIC MOTORS
one and two speeds
SPRING MOTORS
one and two speeds
TONEARMS
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.

New International Kadette Models Ready

**New Line Will Be Introduced to
Trade During Next Week—Many
Distinctive Features Included**

Charles A. Verschoor, president of the International Radio Corp., Ann Arbor, Mich., announced this week that his company had perfected a new line of moderate priced, all-wave radio receivers which would be ready for the trade within the next week or ten days. The new International Kadette receivers for 1934 will include many distinctive features and three of the new models have been built to receive European and South American Stations. According to present plans the retail prices of these new all-wave sets will be \$34.50, \$36.00 and \$38.50. The fourth model in the new line is a five-tube AC-DC superheterodyne, listed at \$24.50 and covering the standard broadcast band.

Referring to the new International Kadette All-Wave Models, Mr. Verschoor said, "We have studied the importance of all-wave reception carefully and thoroughly, not only in our own laboratory but in trade surveys reaching the dealers and in consumer surveys going directly into the homes. The merit of direct reception, which is the only big thrill left at present in radio as far as the art has gone, was greatly over-emphasized as to the facility with which the early product would work satisfactorily. We perceived that first the listener would have to learn to tune an all-wave receiver. Next, he would have to be able to buy it at an exceedingly reasonable price in view of prevailing economic conditions, for most people have standard broadcast sets.

"The urge to listen is there, however, so we prepare to give the market what it wants. If hundreds of thousands of low-priced all-wave sets of good quality are made available, and we are making them, the jobber and dealer will find the public immediately responsive. Our new product represents the best in all-wave engineering that the science affords. They will work well in most locations and work splendidly when the listener learns how to go after what he wants. And they work even better with good tuning in a good location, of which there is an abundance in this country. We foresee some more International leadership in this organization and I have been trying to plan a little South American trip myself to assure our friends down there that America is very much interested in the programs these days."

Jack Newmark With Grunow

Jack Newmark, formerly in charge of the radio section of the New York "American" and one of the most popular newspaper men in New York City, has joined the staff of the General Household Utilities Corp.

Automatic Burner Corp. Convention

(Continued from page 37)

efficiently as an ABC wholesaler"; Max Krich, Krich Distributing Co., Newark, N. J. "The method of selling successful power burner dealers. How they should be sold, trained and directed. The necessary store displays and equipment. Direct mail activity and selling tools, etc."; J. H. Burke, J. H. Burke Co., Boston, Mass. "The method of selling successful range burner dealers. How they should be sold, trained and directed. The necessary store displays and equipment. Direct mail activity and selling tools, etc."; Joseph Hirsch, "The essential service setup required by a specialty distributor in order that he may function efficiently as an ABC wholesaler"; Milton Rosenow—"The ABC advertising program as it relates to direct mail, displays, dealer campaigns, window display, etc."

The social side of the program consisted of various luncheon gatherings and a banquet on Wednesday night which in the opinion of the distributors present was one of the finest and most successful events of this type that has ever taken place in any industry. The outstanding feature of this banquet was the fact that the executives of the Automatic Burner Corp. acted only as hosts while the guests present paid tribute to the accomplishments of the Automatic Burner Corp. and the stability of the company's merchandising program.

The three prominent radio jobbers who were such important factors at the Merchandising Session on January 26th spoke extemporaneously at the Wednesday night banquet and gave facts and figures as to their success with the ABC products. These jobbers, Messrs. Burke, Krich and Trilling, who are known from coast to coast as leaders in the radio industry, literally "sold" the jobbers who attended the dinner on the merits of the ABC products and the soundness of the company's manufacturing and marketing program. At the close of the meeting radio jobbers in various trade centers expressed a desire to become thoroughly familiar with the Automatic Burner Corp.'s distributing program in order to become distributors for the products.

Lots of Experience

Merchandise, salesman with ten years' management experience in radio, domestic and commercial refrigeration, wholesale and retail, having thorough knowledge organization, sales, credits, and accounts seeks connection as field representative or branch manager with national manufacturer. Box X, c/o Radio Merchant, 420 Lexington Ave., New York.

New Products in the Allied Field

(Continued from page 38)

eliminates the necessity for a wringer with its Speedi-Spin rinser and drier. Incorporates many other mechanical refinements and improvements. RADIO MERCHANT, February, 1934.

SPARKS-WITHINGTON CO., Jackson, Mich. New line of electric refrigerators. Model 374 has exterior of lacquer on rust-proof steel and interior of porcelain with rounded corners; food storage capacity 6 cu. ft.; shelf area 12.4 sq. ft.; ice capacity of 70 cubes. Features include anti-frost clock, spring suspension, porcelain door on evaporator, automatic electric light and cold regulator with 10 freezing speeds.

Model 884 has white lacquer exterior and one piece porcelain interior. Storage capacity of 8.8 cu. ft. and shelf area of 16.7 sq. ft.; ice capacity of 84 cubes. Features include anti-frost clock, porcelain door on evaporator, automatic electric light, two egg and dairy racks and regulator with ten freezing speeds.

Model 464 has white lacquer exterior, porcelain interior, food storage capacity of 4.4 cu. ft. and shelf area 8.5 sq. ft.; ice capacity of 42 large cubes. Features included are similar to those mentioned above.

Model 724 has food storage capacity of 7.2 cu. ft. and shelf area of 12.9 sq. ft.; ice capacity of 70 cubes. Features similar to those described above.

Model 106 has food storage capacity of 10.5 cu. ft. and shelf area of 16.53 sq. ft.; ice capacity of 126 cubes, equivalent to 11.5 lbs. of ice at each freezing.

Model 127 has food storage capacity of 12.6 cu. ft. and shelf area of 20.86 sq. ft. Has six single trays and two large double size trays with capacity of 140 large cubes, making 13.4 lbs. of ice at each freezing.

One of the outstanding features of the new Sparton refrigerators is the anti-frost clock which automatically defrosts the refrigerator each day. RADIO MERCHANT, February, 1934.

**YESTERDAY
AND
TOMORROW**

Under One Roof

The elegance of yesterday and the modernity of tomorrow are yours at the famous Auditorium Hotel — completely modernized at a cost of over \$100,000.

All the distinctive characteristics of superlative living, the high standards of service, the inimitable food and the distinguished Michigan Avenue location are offered you today in a new dress at a daily rate from \$1.50 single without bath — from \$3 single with bath — double from \$5.

Write for illustrated folder

ARTHUR J. NEWMAN MANAGER

**AUDITORIUM
HOTEL**

CHICAGO



DETROLA

Announce their
8 OUTSTANDING FEATURES

for 1934



THE SHEFFIELD — 5-tube AC Super . . . 110 volt, 60 cycle current . . . Available to operate on 110 volt, 25 cycle current or 210 volt, 60 cycle supply . . . superheterodyne circuit . . . dual wave. Frequency range broadcast band 550 kilocycles to 1500 kilocycles. Police band 1400 to 3400 kilocycles. Tone control . . . color illuminated dial . . . beautiful semi-modernistic cabinet. Tube complement 1-75, 1-42, 1-6F7, 1-90. Height 13 1/2", Width 11", Depth 8 1/2".



THE RENFREW — 4-tube AC set . . . 110 volt, 60 cycle. Available to operate on 110 volt, 25 cycle current or 220 volt, 40 cycle line. Dual wave . . . frequency range on broadcast 550 kilocycles to 1500 kilocycles. Police band 5" Dynamic Speaker . . . illuminated dial . . . beautiful walnut Gothic type cabinet. Height 11", Width 10", Depth 5 1/2".



THE YORK — 4-tube AC-DC . . . will operate on 110 volt. Dual wave. Frequency range broadcast band—550 kilocycles to 1500 kilocycles. Police band 1400 kilocycles to 3400 kilocycles. 5" Dynamic Speaker . . . advanced TRF circuit . . . Walnut Gothic cabinet . . . Height 9 1/2", Width 8 1/2", Depth 5 1/2".

LICENSED

Under patents of
E. C. A. Westing-
house, General Elec-
tric and Associated
Companies.



Write for Samples and Prices



THE WINDSOR — 5-tube Super AC-DC. Will operate on 110 volt. Superheterodyne circuit . . . illuminated dial . . . dual wave. Frequency range broadcast band 550 kilocycles to 1500 kilocycles. Police band 1300 kilocycles to 3400 kilocycles. 5" Dynamic Speaker. Beautiful Colonial Type Cabinet. Height 11", Width 11", Depth 8".



THE HAMILTON — 4-tube AC Superheterodyne Receiver. 110 volt, 60 cycle current. Available to operate on 110 volt, 25 cycle current or 220 volt, 50 cycle supply. Superheterodyne circuit . . . dual wave. Frequency range broadcast band 550 kilocycles to 1500 kilocycles. Police band 1400 to 3400 kilocycles. Tone control . . . colorfully illuminated dial. Tube complement 1-6F7, 1-75, 1-75, 1-42, 1-90. Beautiful Gothic cabinet. Height 13 1/2", Width 11", Depth 8 1/2".



THE DEVONSHIRE — 4-tube AC-DC. Will operate on AC or DC current. TRF circuit. 5" Dynamic Speaker. Beautiful neoclassical cabinet. Height 7", Width 9 1/2", Depth 5 1/2".



THE JAVERNE — 4-tube Super AC-DC. Will operate on 110 volts. Superheterodyne receiver . . . Tube complement 1-6F7, 2-6E7, 1-41, 1-375. Two illuminated dials . . . beautifully finished Walnut-Mahogany cabinet. Height 7", Width 9 1/2", Depth 5 1/2".



THE MANCHESTER — 4-tube AC-DC Smoking Stand model. Will operate on 110 volt AC or DC current. Advanced TRF circuit. Tube complement 1-37, 1-77, 1-78, 1-78. Permanent magnet speaker. Standard broadcast and police bands. Beautiful mahogany cabinet 9 1/2" long, 7" high, 8 1/2" deep.

DETROLA

RADIO CORPORATION

CORNER FORT and W. GRAND BLVD. DETROLA BLDG.

DETROIT

3 Brand New Models
that round out the
Complete Emerson Line
of 15 great models

MODEL 26
\$26⁹⁵



5-TUBE SUPERHETERODYNE. Long-and-Short Wave—75 to 550 Meters, Dynamic Speaker, Shadow-line Dial Tuning, exceptional tone quality and volume. Extremely attractive table model, made of highest grade woods, rich hand-rubbed walnut finish. Size: 15 1/4" high, 11 1/4" wide, 7 1/4" deep.

MODEL 415
sets a sensational price
for a radio with a
"name."

\$15⁹⁵



Now you have a genuine AC-DC EMERSON RADIO—"The Handful of Radio that Plays Anywhere"—at a price that meets any competition. And you know that its performance will make it "stay sold"! COMPLETE with 1-77, 1-78, 1-38, 1-1V Cunningham tubes and built-in aerial. Size: 9 1/4" wide, 6 1/4" high, 4 1/4" deep.

MODEL 77
SEVEN-TUBE
"SUPERHET"
CONSOLE AT

\$69⁵⁰

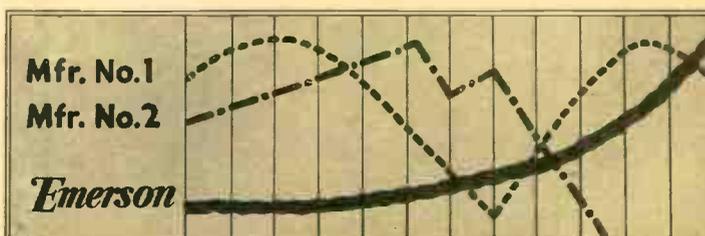


There's "eye-appeal" in every detail of this restrained modern cabinet of imported Oriental wood and finger-rolled figured walnut, with chromium trimmings. And quality performance is assured by such features as 12-inch Dynamic Speaker, A.V.C., Duo-Diode Detector. Size: 40" high, 23" wide, 13" deep.

Prices are COMPLETE with Cunningham tubes.

These FACTS point straight at Emerson

FACT No. 1—The Emerson Radio and Phonograph Corporation, ever since its inception in 1922, has enjoyed steady growth, without interruption—until in 1933 it has attained the position of one of the largest producers of radio sets in the world. There have been no sensational schemes—no extravagant promises, but always fresh, new ideas—against a background of proven dependability.



FACT No. 2—EMERSON has come to be regarded as the leader in the *styling* of radio—building radio sets that, in addition to price and performance, are outstanding in eye-appeal.

FACT No. 3—The new EMERSON plant is one of the most modern in the industry, equipped to produce between 4,000 and 5,000 sets a day. It is located in the Port of New York Authority Commerce Building, which also houses Inland Terminal No. 1—affording unequalled shipping facilities.



The COMPLETE Emerson Line for 1934

ranges in retail price from \$15.95 to \$69.50. It embraces a total of FIFTEEN GREAT MODELS—including a variety of AC-DC models, "straight" AC models, long-and-short wave sets, consoles, consolettes, automobile radio. Every person interested in buying a radio can find an EMERSON to suit his purse and purpose.

Jobbers and dealers are heartily invited to visit our new Show Rooms and Factory.

Emerson Radio and Phonograph Corporation

NEW HEADQUARTERS ♦ 111 EIGHTH AVENUE ♦ NEW YORK