

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

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

## NEW! STEWART-WARNER AUTO RADIOS



### Only Stewart-Warner Could Make Them

DESIGNED and built by the world's foremost makers of automobile accessories, precision instruments, and the famous "Magic Dial" Round-the-World Radio. Years of engineering, manufacturing, and sales experience in the automobile accessory and radio fields underlie the superiority of these new car radios. Only Stewart-Warner could make them!

Exceptional performance made possible by a sensational new system for suppressing ignition interference is the surprise feature of the new Stewart-Warner Automobile Radio. Use of old-time suppressors now eliminated. Sensitivity is less than one microvolt — power output is exceptional.

Six tube superheterodyne circuit with automatic volume control—3 gang condenser—variable tone control—variable sensitivity control—vibrator type "B" supply—full 6 inch electro-dynamic speaker. Black crackle finish all-steel cabinet is arranged for 3-position mounting. Remote control with patented drive—illuminated airplane dial. Easiest set on the market to service. List complete \$49.50.

Also a five tube set with many of the above outstanding features, list complete \$39.95.

*For complete details of advertising and selling plans, communicate with the Stewart-Warner distributor in your locality, or write to us today.*

STEWART-WARNER CORPORATION  
1837 Diversey Parkway Chicago, Illinois

Matchless  
Car Radios  
from the  
Most Logical  
Source

APRIL, 1934



**IMPROVED DOOR LATCH**  
Opens at a touch when hands are full—closes easily and firmly. Sure in action.

**EGG BASKET**  
Sixteen egg capacity. Saves breakage and shows how many eggs you have on hand.

**BUTTER AND CHEESE RACK**  
Convenient for keeping packages of butter and cheese at the right temperature.

**EASY SLIDING ICE TRAYS**  
A tray of cubes slide out easily. A new type tray shelf makes this possible.



**IT'S NORGE**  
all along  
the line

**Dealer forces organized  
under Norge leadership  
for another big year in  
Rollator Refrigeration**

NORGE never stands still. Dealerships today are more valuable than ever because the Norge is a bigger profit-maker than ever. It has everything that other refrigerators have...and in addition...it has Rollator Refrigeration...the great outstanding cold-making mechanism, easily demonstrated to customers by means of a cut-away Rollator...it

convinces...and once known, a Norge is sold. Norge retail sales records prove it by repeatedly leading in new business competition. Rollator Refrigeration gives you a powerful sales lever...and it is found only in the Norge.

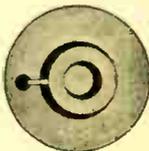
Investigate...the Norge invites comparison. A Norge franchise will be your merchandising triumph.

Norge is a natural seller...it offers big profits. This is a Norge year with new high sales records mounting from the great cooperative plans for Norge dealers. Investigate Norge before you take on any line. Write, phone or wire.

**NORGE CORPORATION**  
Division of Borg-Warner Corporation  
606-670 E. Woodbridge St., Detroit, Mich.

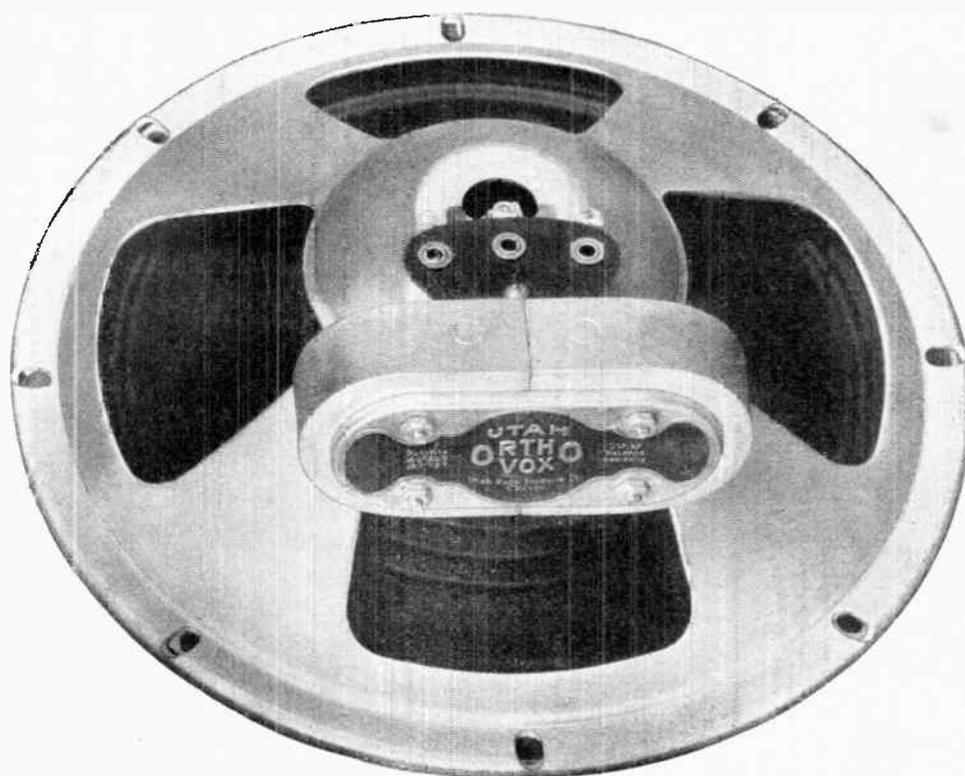
NORGE ROLLATOR REFRIGERATION • ELECTRIC WASHERS • BROILATOR STOVES • AEROLATOR AIR CONDITIONERS

**THE ROLLATOR** • Smooth, easy rolling power instead of the hurried back-and-forth action of the ordinary refrigerator mechanism. Result—more cooling power for the current used and a mechanism that actually improves with use. Only Norge has the Rollator.



**NORGE**  
Rollator refrigeration

*Yes!* IT'S THE  
**UTAH**  
**ORTHOVOX**  
**SPEAKER**



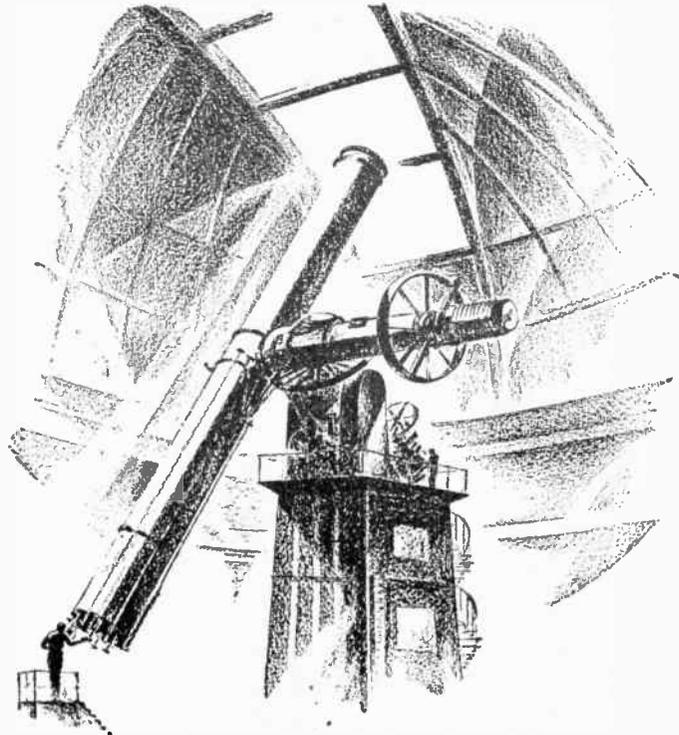
**TOTALLY NEW—**

**IN PRINCIPLE  
IN PERFORMANCE  
IN CONSTRUCTION**

**IN APPEARANCE  
IN FIDELITY OF TONE  
AND—  
THE PRICE IS RIGHT**

**WE INVITE SPECIFICATIONS FROM REPUTABLE SET MFRS.**

**UTAH Radio Products Co., 820 Orleans St., Chicago**



# VISION

● For centuries, man looked upward to the stars for new worlds of knowledge. Today radio science offers a realm of research equally broad and rich!

Engineers of the Hygrade Sylvania Corporation hold a leading position in the exploration of this new field. Hygrade Sylvania first pioneered in the development of the new and more efficient 6.3 volt tubes. And recently, this company established a complete new plant for similar development work in the allied fields of broadcasting and electronics.

There is an important reason for this progressiveness. The men who own the major portion of Hygrade Sylvania's stock

are all active in the management. Their sole interest is the welfare of their company and its associates. They strive to meet today's needs with the finest tubes that can be made . . . and to anticipate tomorrow's new conditions.

Set manufacturers are invited to write for engineering consultation on circuit and design problems. The facilities of Hygrade Sylvania are placed at your disposal without cost or obligation. Sylvania engineers stand ready always to cooperate

in the manufacturer's own plant or in Hygrade Sylvania's complete Circuit Laboratories. Hygrade Sylvania Corporation, Emporium, Penna.



## Sylvania

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



THE SET-TESTED RADIO TUBE

© 1934, H. S. C.

# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION



Vol. XXX. No. IV

New York, April, 1934

Price Twenty-five Cents

## Speaking of Carloads

**P**REDICTIONS made by manufacturers in the electrical refrigeration industry at the start of this year that upwards of a million and a half electric refrigerators will be sold during 1934 seem well on the way to fulfillment. From all sections of the country come reports of distributors ordering 30 and 40 carloads and record shipments proudly proclaimed by a manufacturer one month are topped the succeeding month. Modernization is taking place in the factory, in the office and the housewife is seeing to it that the home keeps pace with the forward movement.

**W**ITH the advent of warmer weather all those connected with the washing machine industry expect a spurt in sales. In 1933 this industry had its second greatest year, being exceeded only by the boom days of 1929. It is confidently expected that 1934 will see the figures of the previous year surpassed by a wide margin.

Electrical appliances of all types and descriptions are enjoying a consumer acceptance such as has never before been accorded them. Dealers should cash in on this public favor and merchandise these products intelligently and aggressively.

LEE ROBINSON.

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# 5 Leaders in World-Wide

### GLOBE TROTTER MODEL 121

A popular price long and short wave receiver. Six tubes. Full-vision airplane dial, tone control, automatic volume control, 6-inch dynamic speaker. *List price, with RCA Radiotrons . . . \$58.50*

### GLOBE TROTTER MODEL 221

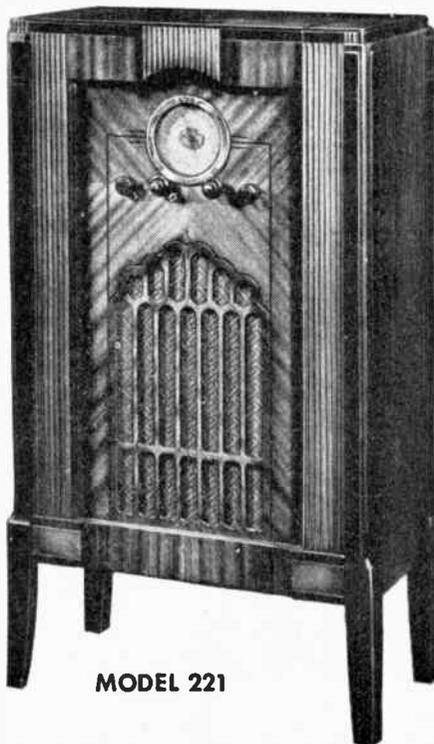
A new, 6-tube long and short wave console. Full-vision airplane dial, all other RCA Victor features. *List price, including RCA Radiotrons, only . . . \$79.50*

### GLOBE TROTTER DUO MODEL 321

An all-electric phonograph (Long Playing or Standard Records); a superb 6-tube long and short wave radio; a handsome cabinet. Excellent sensitivity, record reproduction and outstanding tone-quality. *With RCA Radiotrons, list only*

## NEW RCA VICTOR WORLD-WIDE SETS THAT REALLY MEET THE MARKET...RIGHT IN PRICE, RIGHT IN WORKMANSHIP, RIGHT IN PERFORMANCE!

MODEL 121



MODEL 221



DUO MODEL 321

# RCA VICTOR

# Radios FROM RCA VICTOR

THEY said it couldn't be done...sell radio sets in summer. But last year RCA Victor—with a great line of instruments and the right kind of promotion—did it!

Now, RCA Victor is going to do it again! This year it's World-Wide Radios that are going to be big summer sellers! Here are a few numbers (look

them over) that meet every requirement of beauty, skill and pocketbook... the best all-wave radios engineering can produce and money can buy. See your RCA Victor distributor today—and get all set for spring and summer *extra* sales... on the latest big time sellers—Globe Trotter Radios! RCA Victor Company, Inc., Camden, New Jersey.

*All prices (F. O. B. Camden) subject to change without notice*



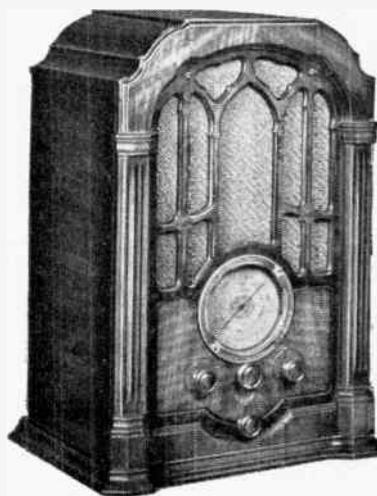
MODEL 240

**GLOBE TROTTER MODEL 240**

An eight-tube superheterodyne long and short wave receiver. Beautiful walnut-veneered cabinet. Automatic volume control, tone control, large dynamic speaker. *List price, with RCA Radiotrons . . . \$128.75*

**GLOBE TROTTER MODEL 140**

International long and short waves. Airplane dial, automatic volume control, tone control, 10" dynamic speaker. *List price, with RCA Radiotrons . . . \$92.50*



MODEL 140



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

# With the Jobbers and Dealers

## Three New Zenith Jobber Appointments Announced

E. A. Tracey, general sales manager of the Zenith Radio Corp., Chicago, Ill., recently announced the following new distributor appointments: V. J. McGranahan Distributing Co., Toledo, O., formerly the Toledo Majestic Co.; this company is well known throughout the Toledo territory, having been in business since 1921; the John Pritzlaff Hardware Co., Milwaukee, Wis., which has been in the wholesale jobbing business for the past 83 years, handling Zenith radio exclusively covering 53 counties in Wisconsin and the entire upper peninsula of Michigan; in Grand Rapids, Mich., the new Zenith distributor is the J. A. White Distributing Co., of which John A. White is president.

## Electric Supply Co. Moves to New and Larger Quarters

The Electric Supply Co., Oakland, Calif., is now located in its new home at Twelfth and Fallon streets. This is the third time in eleven years that Edd. Watkins who operates the company has found it necessary to move to larger quarters in order to adequately care for the increasing demands of the radio trade. At the new location, the entire building has been remodeled to accommodate a complete stock of radio parts, accessories and appliances, and provision has been made for a modern auto radio installation station. The company distributes a wide line of radio parts and accessories including Cunningham tubes, Electrad products and a number of makes of testing equipment.

## Erskine-Healy to Sponsor Dealer Contest This Month

Erskine-Healy, Inc., Rochester, N. Y., has recently added the ABC oil burner line. Bill Warren, formerly with Westinghouse, has been appointed to direct sales on this new line and also to do special work on Crosley refrigerators. This firm reports that it is starting a big dealer sales contest, the most ambitious it has ever attempted, in the very near future. It will be open to any dealer handling any of the Erskine-Healy lines in its territory. Officials of the firm report that an unusually large list of valuable prizes will be awarded and the regulations for the contest will be such that even the smallest dealer will have a chance to win one of the major prizes.

## Schneiderhahn Host to Dealers

A most successful and enthusiastic dealer meeting was recently sponsored at the Fort Des Moines Hotel, Des Moines, Ia., by the A. A. Schneiderhahn Co. of that city. More than 400 Iowa dealers attended. The latest models of Atwater Kent radio receivers, Leonard

Kent Mfg. Co.; Godfrey Strelinger, sales manager and Sam Mitchell, advertising manager, Leonard Refrigerator Co.; J. H. Wiley, advertising manager and E. C. Huisman, comptroller, Althorfer Bros. Co.; and Carl J. Hollatz, vice president and general manager Ken-Rad Corp.

## Eight New Leonard Refrigerator Jobbers Named

Godfrey Strelinger, sales manager of the Leonard Refrigerator Co., Detroit, Mich., during February enfranchised eight new distributors and 224 new dealers. The new Leonard distributors are: Hughes & Co., Spokane, Wash.; R. H. Curtiss Co., San Francisco; Kansas City Philco Co., Kansas City; Taylor Distributing Co., San Antonio, Texas; Mullin Furniture Co., Dodge City, Kansas; Bertram Motor Supply Co., Boise, Ia.; Cain Radio Co., Jacksonville, Fla.; and the Ferrell-Wright Co., Albany, Ga.

## Arch R. Strong with Pritzlaff

The John Pritzlaff Hardware Co., Milwaukee, Wis., recently announced that Arch R. Strong, formerly manager of the State Radio Co. of Indianapolis, has succeeded Charles Hamilton as manager of the radio and refrigeration departments. He will direct the distribution of Zenith radios and Ken-Rad tubes, two popular lines in the Milwaukee area.

## Richard V. Keyes Promoted

The J. H. Burke Co., Boston, Mass., recently announced the appointment of Richard V. Keyes as sales manager of the company in complete charge of radio and washing machine operations. Mr. Keyes has been connected with the Burke organization for the past 16 years, maintaining close contact with the trade throughout the New England territory.

## Distributes L. Tatro Sets

The Jay Preher Corp., New York City, was recently appointed authorized distributor for the L. Tatro 32-volt radio line.



Glimpses of Schneiderhahn meeting, the host in center insert

Electric refrigerators, ABC washing machines, and other products were introduced to the trade. The chief topic of the speakers was what method could best be employed to cash in on the upturn in business. The principal speakers were J. W. Hitchcock of the Atwater

The visiting executives and dealers were guests of Mr. Schneiderhahn at a banquet and Governor Clyde L. Herring, Mayor Dwight N. Lewis, R. M. Evans were among those who attended and who spoke. An elaborate entertainment program was given.

# Here IS News!

**O**ut of dollar depressions and radio revolutions, Fada emerges sound, cheerful, aggressive and with a forward-looking message for the trade . . . .

- In the immediate future there will be announced a number of new items true to the high tradition of FADA standards.
- The full FADA line will have unusual profit possibilities for the wide-awake dealer. It will be backed by a four-square manufacturing and sales policy and supported by national and local advertising.
- A number of models, both table and console are real short wave sets...the larger sets reach down to 13 metres—630 more 10 kilocycle channels than are covered by many short wave receivers that go only to 18 metres.
- Included in the new line will be an advanced battery-operated receiver with a true short wave band, giving more than 1200 hours performance on a single air cell.
- Your profits are in a radio that's "there today"—and still there tomorrow. FADA has always been progressive-minded, never production - mad.

**W**atch for detailed coming announcement of the new Fadas

**FADA**  
Radio

FADA RADIO AND ELECTRIC CORPORATION, LONG ISLAND CITY, N. Y.

**1920 . . . SINCE BROADCASTING BEGAN . . . 1934**

# THERE'S NOTHING NEW ABOUT CONSIGNMENT SELLING AS FAR AS TUNG-SOL IS CONCERNED ★ ★ ★

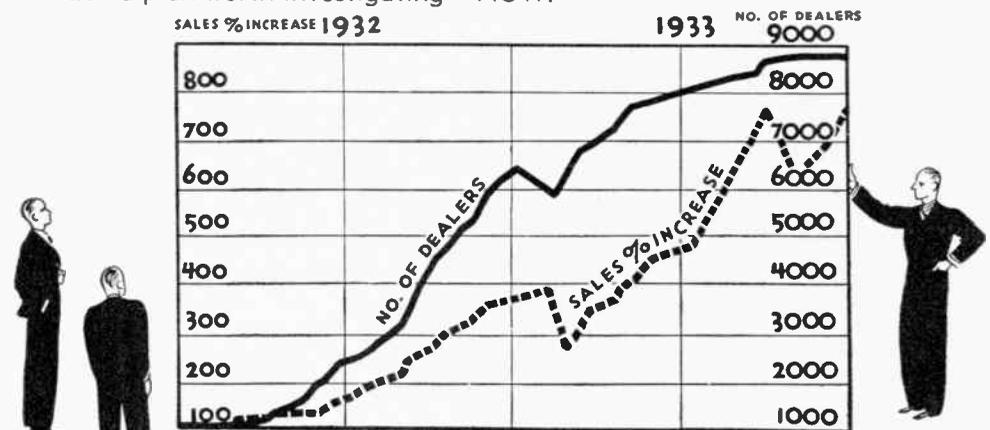
- ★ ★ ★ AN ACCOUNT OF STEWARDSHIP
- ★ ★ ★ A RECORD OF SERVICE

Two years ago TUNG-SOL perfected the policy of merchandising radio tubes on a consignment basis. Today, more than 9,000 TUNG-SOL retailers and wholesalers will agree that they are just about two years ahead of competition in consignment experience—and that this experience is a valuable asset to them in promoting profits.

To build a successful retail organization the size of TUNG-SOL'S, the sales plan must be right. To maintain retail prices, protect profit margins, insure full stocks of all items, and at the same time avoid high retailer investment and obsolescence is no small achievement. Yet these objectives have been attained and maintained in the TUNG-SOL CONSIGNMENT-SELLING PLAN over a period when they were particularly needed.

TUNG-SOL is happy to throw this spotlight on a successful record of cooperative service to its wholesalers and retailers and to commend them on their foresight for having chosen the TUNG-SOL sales plan as their road to profits.

The difference between the TUNG-SOL Plan and others lies in the fact that TUNG-SOL CONSIGNMENT-SELLING has been tried and proved over a period of two years and found definitely profitable. In the perfected TUNG-SOL Consignment Plan, the wholesaler is protected by an exclusive territorial franchise which eliminates any chance of abuses, profitless competition and any tendency on the part of retailers to resort to price cutting. Isn't such a plan worth investigating—NOW?



## TUNG-SOL RADIO TUBES INC.

95 EIGHTH AVENUE, NEWARK, NEW JERSEY



Showing growth in dealer acceptance of TUNG-SOL Consignment-Selling.



# Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

## *Are You Getting Your Share?*

**I**T is unnecessary to tell the trade that "business is on the upgrade." Nevertheless the news of the past month has been so heartening that everyone in the United States cannot help but agree with Mr. Taylor of the U. S. Steel Corp. and Mr. Sloane of the General Motors Corp. that the forward surge of recovery is such that nothing can stop the return to better times. The National Industrial Conference Board reported that a total of 1,592,000 more workers had regular jobs in February, 1934, than in March, 1933, when employment reached its lowest point. This does not include emergency workers employed under government auspices, as such workers were classed as being unemployed.

**N**ATURALLY these bettered conditions are being reflected in the sale of radio receivers and allied products. As a matter of fact an increase of 56 per cent in radio manufacturing in February is indicated by Federal reports of radio and phonograph excise taxes collected. The collections during February, 1934, of the 5 per cent excise tax on radio products and phonograph records amounted to \$272,335.09, comparing with similar collections of \$173,987.28 in February, 1933. Tax collections on mechanical refrigerators in February of this year were reported at \$97,264.58, as against \$22,626.77 in February, 1933.

**I**T is interesting to note that the Treasury Department anticipates an approximate increase of 50 per cent in radio sales in the two years ending July 1, 1935. Figures presented by this department to Congress in connection with pending tax revisions contain such an estimate. The actual receipts in radio and phonograph excise taxes for the fiscal year ending July 1, 1933, were \$2,206,763.39. The estimate for such taxes for the year ending July 1, 1935, is \$3,400,000. Naturally all such forecasts are in the nature of guesses, but the fact remains that the government has at its disposal the most complete statistics regarding employment income and the dammed-up desires of the people of all sections of the country, so it is cheering to note that, backed with this information, Treasury experts have vouchsafed such an optimistic prediction.

**I**F more statistics are needed to drive home the fact that the radio industry is well in the fore-

front of all industries in the march back to better times, one has but to look at the figures issued by the Bureau of Labor Statistics, U. S. Department of Labor, which show that radio is one of the two industries which reported more than a 100 per cent increase in employment over a year's interval. The employment gain in radio during January, 1934, was 114 per cent over that of January, 1933. The showing of the radio industry is all the more remarkable because the other industry reporting more than 100 per cent gain was the beverage industry and the gain in this case was largely attributable to the legalization of beer.

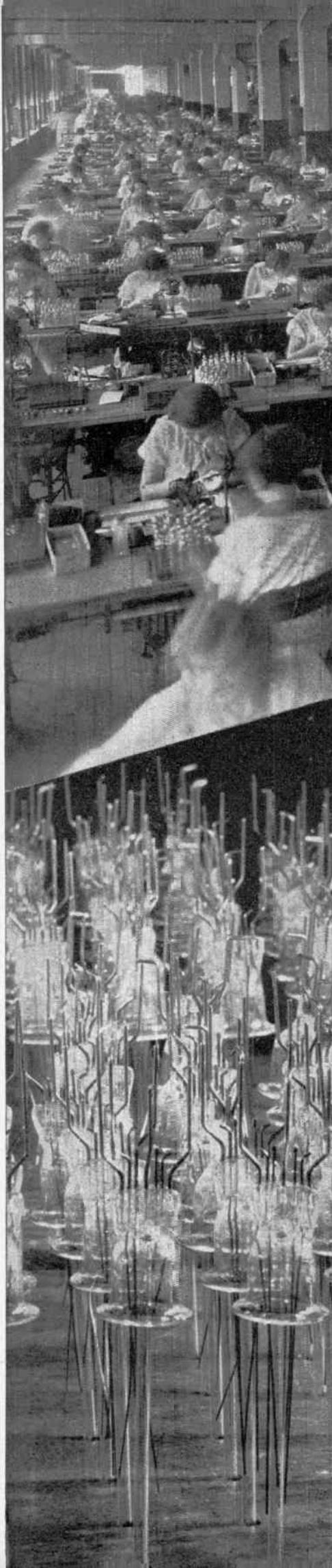
## *Auto Radio*

**N**EW automobile purchasers are specifying that their cars be delivered including the installation of an automobile radio. Recent figures showed that there is a very definite increase in the number of cars being sold with radio equipment installed at the time of purchase. One out of every five purchasers of a certain make of car requests such installation and it is confidently predicted that within a comparatively short time this figure will increase to 40 per cent, meaning that four out of every ten deliveries made by this manufacturer will include an auto radio set.

**A**LTHOUGH such installations take out of the market prospects for the dealer, far-sighted merchants will regard such sales in the light of being very effective promotion and propaganda. There can be no better means of making the public auto-radio minded than by having the roads thronged with cars receiving programs and scattering music in their wake.

Auto radios have reached a quality of performance that is little appreciated by the majority of the public. Cars now equipped may be regarded as demonstration models and it is thoroughly understood by members of the trade that the more demonstrations that are made the more sales will result. The law of averages still holds true.

**P**LANS are now under way for a nation-wide campaign on behalf of the automobile radio set. In June there will be auto radio parades in all the principal cities of the country and dealers should lend their every effort to those in charge in order to make the promotion a successful one.



# Why Profitless Tube Sales?

By  
**V. E. Moynahan**

**M**UST the radio trade continue to sell tubes to the public at a price that represents no real profit to either the manufacturer, distributor or dealer? Must the ruinous, price-cutting policies of the past few years be continued indefinitely? Why must so necessary an item as the radio tube be placed on the bargain counter as is a package of pins? Whose is the fault? Is it that of the manufacturer who gave such substantial discounts that the mass-sale merchandiser, depending on a huge turnover for profits, felt he must pass some of his discounts on to the public thus forcing the smaller dealer to do likewise? Or is the fault that of the retailer who has failed to properly merchandise tubes for what they really are—the heart of the radio receiver and as necessary to the proper functioning of that instrument as are tires to an automobile.

Regardless of who is at fault, it will be generally agreed that the time is ripe for the radio tube industry to find a path to more profitable practices. In the May, 1933, issue of *RADIO MERCHANT*, when the National Industry Recovery Bill was still in the formative stage, the following paragraph appeared in an

editorial: "The purpose of the bill, according to an authoritative explanation, is to lend encouragement and motion to the establishment of trade agreements with private industry, looking to the control of prices and production. Industries would be allowed and even encouraged to work out their own agreements, limit product schedules, etc., subject to the approval of Federal authorities."

Despite the high promise with which the trade regarded the enactment of the National Recovery Act and the addition of a code under which the radio industry would operate, the promise has not been performed insofar as radio tubes are concerned.

Individual manufacturers are fully aware of the problems with which they are confronted and each is seeking the method which will best promote the interests of his line while at the same time insure a fair margin of profit to distributors and dealers.

**I**T is not to be taken however that the fault for the tumble in tube prices to the present low level can be laid at the door of the manufacturers alone. Dealers are as much to blame, if not even more guilty. In the early days of the industry and during the boom times when sets were selling for hundreds of dollars the tube business was a "stepchild" and stocks of tubes were carried merely as an accommodation for set purchasers than as items of merchandise worthy in their own right of being aggressively advertised and sold.

Unfortunately, retail trade as a whole has never gotten over this indifference to the tube section of their business. *In brief, comparatively few radio merchants have intelligently sold tubes but have depended, to far too great extent, on the price lure to dispose of the merchandise. Tubes can be sold at their full list price with the result of a fair margin of profit.* Numerous instances of such merchandising have appeared in these columns over a number of years. Unfortunately, they were only the exceptions which proved the rule.

The indifference with which so many in the trade regard the profit possibilities of intelligent tube selling is all the more remarkable when it is taken into consideration that, aside from immediate profits, tube business can be an excellent means of bringing in set sales. The manager of a prominent midwestern retail concern which featur-

*Side strip illustrations: Views of manufacturing processes in tube factory. Skilled workers perform delicate operations in the making of these intricate mechanisms.*

Courtesy RCA Radiotron Co.

bes at all times during the year states that this store sells 100 radio sets a week as a direct result of contacts made at the tube counter. (See article on Kraus Radio Stores in February issue RADIO MERCHANT).

At the present time there are millions of radio sets operating with tubes which are far below normal efficiency. The owners of these sets listen night after night to what is being broadcast over the air with no realization that the programs to which they are listening are being distorted and are in a sense but caricatures of the entertainment as it emanates from the broadcasting studio. The unfortunate part of the situation is that in the vast majority of cases these set owners do not realize that their tubes have ceased to function properly. The retrogression in tone quality, the raucousness and blurred rendition has come about so gradually that they are not apparent. How can set owners be made to realize that they need new tubes? By testing the old tubes in the home, if possible, inserting an entire new set of tubes into the radio receiver and letting their own ears perceive the difference.

FREQUENTLY automobile tires and radio tubes are compared to one another as being somewhat parallel in the functions they perform. And the comparison is a just one, for both tires and radio tubes are equally necessary and on their efficiency depends the satisfaction to be derived from the instrument and machine of which they are accessories. Tires, however, hold a big advantage over tubes in that they are visible to the eye and their worn-out run-down condition is apparent. Also the skidding of tires on a wet pavement is ample reminder to the car owner that replacements are necessary. Lacking such forceful reminders, radio dealers in selling tubes must make use of the next best possible thing and that is to demonstrate the difference in quality of reception between the old and the new.

There is no better time than during the spring and summer months to make a check-up of the tubes in the sets which were sold a year or more ago. When times are slack at the store send the salesman or service men to the homes of your customers and have them give such demonstrations. A campaign may be worked out stating that tube inspections are being made as a part of your service

to customers and that the offer of free inspection is restricted to a limited period. To save time and trouble it might be well to send post-cards to your tube prospect list inquiring as to whether or not such an inspection would be welcome. Whatever the means you try, make some effort to sell new tubes to replace those which have become obsolete or inefficient.

When tubes are sold in such fashion price does not enter into consideration. The public will pay for what it needs. As a matter of fact a great proportion of the buying public has to some extent become shy of extreme bargains. "The worker is worthy of his hire" and so, too, is the quality product.

The daily newspapers are filled with information indicating that the day of cut-throat competition has passed. They also show that prices in all industries are reaching a high degree of stability. The radio industry has kept pace with other industries and will continue to do so with greater profit when the members of the industry as a whole realize that they are selling the greatest utility of all times and that it can be merchandised on a quality basis. Programs now on the air merit good reception and with worn-out tubes this is impossible.

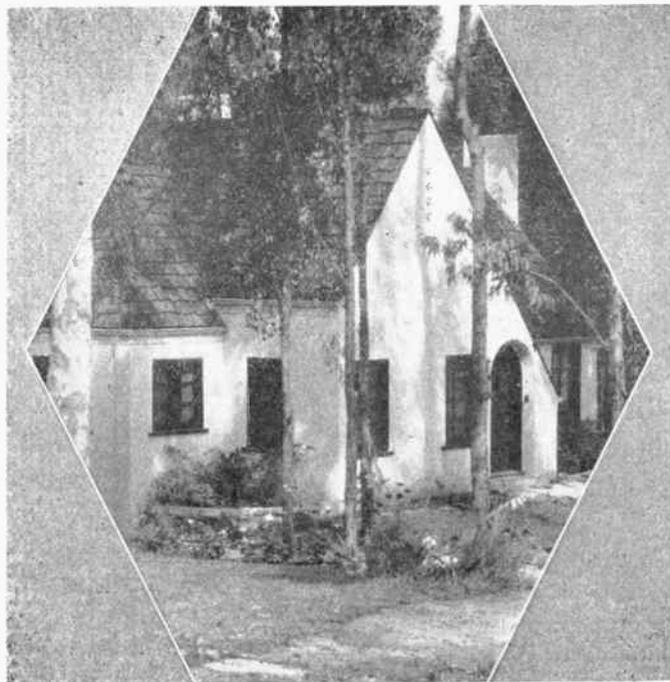
**Millions of tubes now in sets need replacement. This market can be sold, and at full list prices, if dealers will intelligently merchandise radio tubes. Demonstrate the difference in the quality of reception when a new set of tubes is inserted in the receiver**



# Radio Rentals *Lead to Sales*

By

Donald F. Kinney



The LeMoine Music Co. is profiting from its practice of renting radios. With the Summer season approaching it might be well to study the market for rentals and sales of second sets

**R**ENTING radios on the basis of an established, monthly charge has, for the Le Moine Music Co., Denver, Colo., Atwater Kent, General Electric and Stewart Warner radio, Grunow refrigerator and Easy Washer dealer, not only been responsible for a large amount of extra profit, gained from the rental rates, but has also proven to be an excellent method of getting the most good from trade-in sets, receiving payments for what might have been "free demonstrations," and making potential contacts for prospective sales.

The rates charged by the company for such rentals are \$3.00 per month, this being a minimum amount and entitling the renter to the use of the radio for not more than 30 days. The \$3.00 rate has been established as the minimum because it is felt that, if rentals were given for a week or ten days, with the same ratio of charge being used, the expense of delivering and picking-up a set would amount to more than the profit which might be gained. As many as 200 radios have been out on rentals at one time, and records show that the average renting period ranges from one to three months.

One of the most important benefits enjoyed by the company through such a practice has been the profitable use of trade-in sets. In many instances a radio traded in on a new model does not receive an immediate call,

and, as a result, tends to add to expenses without showing any near-future returns. Also, many prospective customers, in the market for a used set, might balk at purchasing a trade-in radio, even though it carries a store guarantee, without first giving it a lengthy home trial. With the rental plan, numbers of trade-in sets, which might otherwise occupy valuable space in the store, are put to good use and bring satisfactory profit.

"If a prospect asks for a home demonstration on either a new or used set, he is informed that such trials are not given but that the radio will be rented out and the renting charge accepted as part of the down-payment after the home demonstration has been made," Manager Le Moine Bechtold pointed out. "This has a tendency of persuading the prospect to carefully select the set he prefers, and after the home trial has been made, he usually completes the purchase rather than lose the opportunity of a partial down-payment."

**T**HE rental charge is collected before delivery of the set. After the contracted time has elapsed, a notice to that effect is sent to the renter; and if no communication is received, five days after mailing of the notice, a representative is sent to the home to make  
*(Continued on page 18)*

# Sell Appliances

## *as Self-Liquidating*

By

M. E. Bridston

SOMETHING far more significant than a stunt to attract attention was a promotional idea put to work at Schoenfeld's outstanding home furnishings store. Actually, this Seattle store is not selling electrical appliances, as such. It is selling self-liquidating equipment!

Here is the plan, as applied to electrical refrigeration last summer, and to a just-concluded washer event to take the slump out of January volume.

1. Large newspaper space was bought to announce a 30-day free trial of the appliance. The customer was offered the opportunity—the really unusual chance—to try out the appliance for 30 days in her own home, and if she retained it at the conclusion of that period, to pay the initial sum of \$5.00, and \$5.00 monthly.

2. The copy was focused to the heads of the families, who may have been demurring about the purchase of a washer on the grounds, for instance, that it wouldn't be as labor-saving and as economical as his wife believed. To wit: ". . . Every Monday night in this man's town there are thousands and thousands of tired housewives with red, swollen hands, and tired backs, weary from the day's washing. These poor wives have no electric washer. The man of the house permits this to go on and on week after week, year after year (unless he wears the skirts) simply because HE never has and never will do this labor. If he wears the pants, tomorrow he'll see that one of the best of all Electric Washers is sent out to his wife for 30-days FREE TRIAL. This man is going to give her a CHANCE to know what it really means for at least 30 days (maybe longer) to do away with wash-day drudgery!"

3. The events were time-limited, model-limited. The washer event was a bustle of just two days, the refrigerator promotion extended a week. Also, just one model, and in a single price unit, was offered:

4. Naturally, the model offered for sale on such a basis must have merits which insure satisfaction through actual use in the home. This store did not in any way depart from its long-standing (over sixty years!) standard of quality in selecting the merchandise for this self-liquidating event. Still, the prices were popular ones—\$70.50 for the refrigerator (summer of 1933) and \$59.50 for the washer, (January of 1934).

5. There were no strings to these offers, save the logical one that the customer have a reasonably satisfactory credit standing. This was a fact pointed out in the newspaper copy attendant to the events. But—before any customer desiring to take advantage of the 30-day complimentary use of appliances reached the credit department stage, she underwent a careful "sizing up" from the salesman and the department head. The question mentally asked was: "Is this customer sincere in her

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**Promote the sale of major appliances by pointing out that they pay for themselves**

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desire to *possess* a washer?" If there was any doubt in the salesman's mind, or any reason to think that an individual was merely "taking the store for a ride," he signaled this impression in code on the sales slip, so that the credit department could exercise additional care.

**A**s a final precaution, the delivery personnel were given special instructions before the event. If any deliveryman encountered a situation which his judgment considered detrimental to the fulfillment of the contract he was not to leave the appliance. It should be gratifying to the Schoenfeld management that not a single instance of this was necessary. Also, that the class of homekeeper was substantial—mostly women representing established homes because of the general age span noted, that of between 35 and 50 years of age. In all, only 2 per cent of the applications, in the recent washer event, had to be refused on the ground of inadequate "reasonably satisfactory credit."

6. Logically, such precaution was a cure against turn-backs, for the very few "joy-riders" were eliminated at the outset. Another reason for the nil turn-backs was the important one that the 30 days of complimentary use convinced the customer (and her husband!) that the appliance was *self-liquidating!* In the case of the washer, the laundry money saved during the month was more than sufficient to make the \$5.00 payment at the end of the period—and she had another month in which to save enough for the next payment!

In a similar way, food savings made the initial payment for the electrical refrigerator, and kept on paying for it! After all, this store is taking the hump out of appliance purchasing, from the customer's standpoint, when it permits her to actually save enough money, through use, to pay for the equipment.

7. The limited duration of the promotion was a success factor, for the reason that the store personnel could nozzle down preliminary precaution to a finer point during a brief, intense period.

# When Titché-Goettinger *Sell* the Sets *Stay* *Sold*



*Radio show and demonstration in Titché-Goettinger store*

By  
**Charles N. Tunnell**

**T**HERE are radio retailers in many markets who sell more units than those sold by the Titché-Goettinger Co., of Dallas, Texas; but there are but few dealers of the Southwest who keep a larger number of sets sold. This firm is known as one of the largest radio dealers of Texas; yet repossessions for 1933 numbered but six sets.

In the first place, this firm advertises and displays new models and designs. Customers are sold sets that are the latest; they are made to know just what they are getting. These customers do not purchase an old design, then find out there are newer ones on the market and begin to become dissatisfied before the set is half paid out. At the time this interview was obtained, there was but one old model radio in stock in this store.

The Titché-Goettinger Co. is a large department store of the better type. The radio department is located on the fifth floor of the store to the back and adjacent to the furniture and home wares department. Radios are displayed down the foyer on this floor and in the department. B. D. Gates, manager of the refrigerator and radio department, says, "Our location is ideal. We contact prospects that are interested in home furnishings; and it is absolutely essential to have the radio department where demonstrations can be made away from the crowds."

This department manager explains: "But, of course, we pull shoppers from throughout the store. We have a battery of eight large passenger elevators in our store; on the street floor we keep a radio set stationed between each elevator. In this way, practically all people that enter the store see our radios and know that we maintain a very large radio department.

"Then, from time to time, we make special showings of radios to dramatize and glorify this line of merchandise. For example, we have a large auditorium where we have style shows, club meetings, and high class entertainments. Occasionally, we have radio shows which really attract attention and produce results.

"**O**UR merchandising methods are usually the routine activities along proven paths; but from time to time, we do something to increase sales and educate more and more people to know about our radio department. We use attractive window displays frequently.

"Although we sell our stock at regular prices instead of cut prices, we have sponsored special promotions successfully. The most recent event of this type was a special sale on (Majestic radios) one of our regular lines. On the first floor of the store, we cleared a large space just to the one side of the main street entrance to the store. We made a special display of this line of radios; then came out with a full page newspaper advertisement (Times-Herald, January 4, 1934). This newspaper advertisement announced a three days' sales event.

"Two salesmen were placed in this special street floor radio department for the three-day period. Only the featured line was shown. These two men sold sixty sets from this department during the three days; our sales in the regular radio department were normal for the time. Those who wished to see other makes of radios or preferred other sets were sent to our regular department by the salesmen on duty in the special section. During this sale, we obtained a number of out-of-town customers who were attracted by our newspaper advertisement. These out-of-town sales were sufficient to take care of the advertising expense."

Most radio advertising done by this firm is newspaper advertising. These ads generally run separate from the other store advertisements; but at times, a tie-up is made with other departments.

"We are having a lot of activity in all-wave sets," says Mr. Gates. He continues, "And for the most part, our sales are for the larger and more expensive units. Our salesmen are trained to never rush a prospect. We prefer to leave a sale hanging fire for a few days rather than rushing the prospect into a contract that may be regretted by both buyer and seller. We demonstrate tone quality

*(Continued on page 18)*

# Prest Electric Co.

## *Concentrates Sales Effort*

### In One District at a Time

Many purposes are served with a minimum of work by arrangement of prospect list geographically instead of alphabetically—How Prest's file serves a threefold purpose

By  
Willis Parker

**N**AMES of radio customers and prospects of the Prest Electric Co., San Bernardino, Calif.; Atwater Kent, Crosley and Stromberg-Carlson radio and Mayflower refrigerator dealer, are filed numerically by city streets and blocks, instead of alphabetically. And the filing system being used by R. O. Prest, manager, accomplishes many purposes with a minimum amount of work.

Briefly described, the cards are the metal plates used in an Addressograph. The position of the plates in the drawers, or trays, is under sections representing districts in the city. Four square blocks is the average size of each district.

The index card contains a small map of the district represented by the subsequent plates; and it also bears a number corresponding to a number on the wall map of the city in the office. At present there are approximately fifty districts; more are to be added as fast as the work of tabulating the residents of other districts is concluded.

Before explaining the uses of the filing system, we will explain how the information on the cards was obtained.

**T**WO women were employed to canvass every house in each district, whose size and position had been previously determined, at a time. The occupants were asked sufficient questions to elicit whether or not they owned radios and if so the name and age, and their degree of interest in new sets. The information was entered on cards which were turned over to the management for analyzing. Those who seemed likely, either soon or in the dim future, were saved and Addressograph plates made for them, whereupon they were filed under their district number.

Some of the plates bear small red signals. They repre-

sent customers,—purchasers either of radio sets or service from the Prest Electric Co.

"When I send a salesman out, I want him to concentrate his efforts within a proscribed territory," Mr. Prest explained in substance. "By limiting his territory, it is apparent that he can make more calls in a day than he can if he is permitted to jump hither and thither about the city. His automobile expense will be practically nil, too, for he can cover all of the prospects in a district of four square blocks on foot.

"Therefore, I pick out of the file the plates representing the prospects in the district to be worked, run them through the Addressograph, and hand the salesman a list of names and addresses in the district in which he is to work that day.

"Likewise the file is of assistance to the service man. Once every six months at least the service man calls upon our old customers—either service or set customers. When he wants to make some calls, he picks out a district he wants to work, takes from the file all plates bearing red tabs, runs them through the machine and compiles a list of customers in that territory. Then he takes this list, and, from his alphabetical file, removes the cards representing those customers. His alphabetical file contains information about all previous work done for the customer. Thus he has not only a list of customers within a small territory to call upon, but he also has sufficient information as will enable him to make his calls in a highly intelligent manner."

A third use of the file is obvious, that of addressing advertising matter to the prospects.

One file concerns radio customers and prospects only and other files cover prospects for electric refrigerators and washing machines.

# Sets Stay Sold

(Continued  
from page 16)

and tone quantity. Our prospects are shown that the smaller the set, the smaller the loud speaker, and that a radio, like most things, can only give results that are in keeping with the price paid. For example, a woman recently stated she wanted a midget set. We prolonged the demonstration—we found she responded favorably to grand opera. With this as a key, we showed her that a midget set could give her no qualities for grand opera, we sold her the right type set with no trouble.

"But we do sell many midget sets; however, sixty-five per cent of our midget sets are sold to people who already have one or more radios in the home. These sets are sold for individual rooms. But when we sell these sets for supplementary sets, the customers know exactly what they are buying and what to expect; hence, we have no disappointments or dissatisfaction.

"We get ten per cent down payment on all radios, or more if the customer prefers. We do not deviate from this policy; so we have no customers that only borrow sets from us for a few weeks that have to be repossessed. In fact, fifteen per cent of our sales are for cash.

"We watch our credit accounts here in the store and are able to pretty well select good prospects for radios. We contact them personally; but do no blind house-to-house soliciting. The only home contact our salesmen make is for follow-up purposes and not blind bell ringing.

"Our service department is efficient; but we do not advertise this radio service department to the public. Our men do service sets that were not sold by us, but for the most part, they service only our own sets, and are kept busy making installations and making calls on our own customers."

The Titcher-Goettinger Co. carries four complete lines of radios and the leading numbers from two other lines. This firm handles RCA-Victor, Atwater-Kent, Stewart-Warner and Crosley radios.

By featuring the style theme in radio selling and showing prospects that it is smart to buy new radios just as it is smart to drive a new model automobile or wear the latest cuts in clothes, this firm continues to do a big replacement business. In fact, 1933 sales were 20 per cent greater than those of 1932, and 1934 sales indicate even a much better increase over last year.

## • Radio Rentals Lead to Sales

(Continued from page 14)

advanced collection of the rent for the present month, the set being picked up if the collection is not made. As an extra protection, a \$10 deposit is required, in addition to the advance of the rental charge, when satisfactory credit ratings can not be supplied.

The store has found that, while many prospects purchase sets after paying for a home demonstration, other renters who, at the time of renting the radios, expressed

no desire to buy them, in many instances turn out to be valuable customers. The same psychological reaction is evident as with prospects who pay for home demonstrations, the renter deciding to apply the charges as a part of the down payment. And in cases where the set is not purchased, the company has the use of an excellent list of potential prospects to which advertising and other efforts on rental or purchase of radios can be directed.

Such a service is very profitable when sets are rented for use at parties—the rental charges, necessity in the mind of the renter of having an extra radio, and indirect efforts delivered to party guests being the outstanding benefits. In many instances, people who give parties in a downstairs amusement room of their homes and desire to have musical entertainment as part of the festivities find it inconvenient to detach the radio from its regular location and set it up in the other room. The rental, at a reasonable figure of \$3.00, solves this problem in addition to offering radio reception in the amusement room for an entire month, this fact making it possible for the renter to have several gatherings in order to take advantage of the service.

**A**FTER experiencing the benefits of having a set in the amusement room, the renter, especially if much entertaining is done in the home, realizes the necessity of an extra radio, such an advantage not only being of benefit to the entertaining parents but making it possible for the youth of the household to stage regular, informal dances for their friends. This, in turn, spares the parents much anxiety at times since it puts their minds at rest to definitely know where their offspring receive diversion. Indirect benefit is received by the company in that guests, at a party where a radio has been rented for the occasion, are impressed with the thought of renting or purchasing a set for their own amusement rooms.

The rental plan is also a profitable summer business, especially in sections of the country where tourist traffic is heavy. Many transients spend their entire vacations in one city and live in a hotel or rent an apartment or private home. In most cases, the rental plan offers a solution to their problem.

**T**HE Marietta Radio, Auto & Supply Co., Stromberg-Carlson dealer in Marietta, O., utilized a unique method of tying up with that company's national advertising. Selecting a list of good prospects they bought several copies of the *Saturday Evening Post* containing the Stromberg-Carlson advertisement and pasted their card on the front cover of each copy, noting on the card the page where the Stromberg-Carlson advertisement appeared. The copies of the *Post* were delivered to the prospect list by Western Union Messenger Service. This plan resulted in the sale of six Stromberg-Carlson receivers, directly traceable to this unusual merchandising method.

# MORE THAN CONSIGNMENT

MANY FEATURES MAKE THE RCA RADIO TUBE  
AGENCY PLAN A VALUABLE FRANCHISE

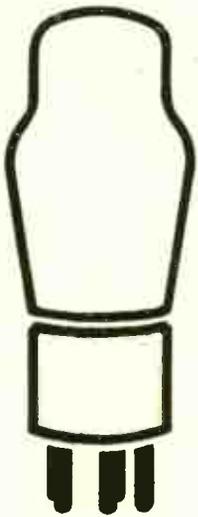
- ★ When the manufacturer of the fastest selling brand of any type of merchandise —the product which already occupies first place in dealer and consumer acceptance—adopts an agency plan of distribution, that plan has a value greatly in excess of the consignment feature alone. It must be valued first of all for the merchandising advantages already associated with the leading product. ¶ To use an illustration from another field, suppose you were to choose between an agency for Eastman Kodak Film and a consignment proposition on XYZ Film. Undoubtedly you or any other dealer would choose Kodak — the product that *already* enjoys a quality reputation and public demand. ¶ Similarly, the agency for RCA Radio Tubes should not be confused with “just another consignment proposition.” In contrast with other consigned radio tubes, RCA Radio Tubes —Radiotron and Cunningham—have long been established as the leaders in quality and in sales. These incalculable advantages continue under the Agency Plan. Thus, consignment is not *the* feature, but rather one attractive addition to a long list of attractive features. ¶ *In adopting the Agency Plan the Cunningham-Radiotron organization places itself in a position to establish sound business-building policies and can therefore protect good dealers from the few who, through price cutting, would destroy market stability and consumer confidence.* ¶ In the operation of this new plan of selling, I personally pledge that it will be administered fairly in the interests of the public, the dealer and the distributor. I earnestly solicit your support for our common good.



PRESIDENT, RCA RADIOTRON CO., INC.

# PROTECTED

The primary object of the RCA Radio Tube Agency Plan is to assure the orderly distribution of our product in the interest of the *public*, the *dealer* and the *distributor*. ¶ More retailers handle the RCA Cunningham-Radiotron brand than any other make. With such widespread distribution and outstanding consumer demand, some dealers have used the brand as a "Price Loss Leader." This demoralizing practice has caused loss of profit to RCA Radio Tube accounts. It is counter to present trends and to the spirit of NRA codes. ¶ Under the Agency Plan, no longer will it be possible for merchants to use the famous Cunningham-Radiotron brand as a "Price Loss Leader." The Agency Plan gives us control over our product. The list price becomes the sale price. This means protected profits for you. ¶ **BETTER DISTRIBUTION—NOT MORE DISTRIBUTION.** The RCA Radio Tube Agency Plan has been developed, not as a means of getting additional outlets, but of obtaining orderly distribution in your interest and that of our mutual customers. All RCA Radio Tube Agents will be carefully selected. *Better distribution—not more distribution*—is the keynote of this Agency Program. With fewer dealers handling our product, there will be a larger volume of business for those who remain. You can build your tube business on a quality and service basis with the knowledge that the retail prices on RCA Cunningham-Radiotron Radio Tubes will not be cut by your competitors. ¶ **ADEQUATE STOCK WITHOUT INVESTMENT.** As an RCA Radio Tube Agent you will be able to carry an adequate



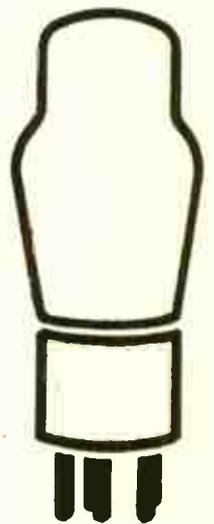
# RADIO

★ ★ ★ ★ ★

# PROFITS ★ ★

stock without investment. You pay for the merchandise as you sell it —not before. ¶ **COMPLETE PRICE PROTECTION.** You will have a tube stock adequate to take care of the needs of your customers, and yet the fear of over-buying is removed. No slow moving or dead stock can cut your profit margins. If certain types fail to sell, we, the manufacturer, will have to take them back into our stock. You will have complete inventory protection against price declines. And you will have no insurance and no transportation (except for local cartage) to pay. ¶ **A VALUABLE FRANCHISE.** As an agent for RCA Radio Tubes you are a "participant" in the business of the leading tube manufacturer—the leader in research, engineering and manufacturing, the leader in advertising, the leader in consumer demand, the leader in developing workable sales aids and plans. ¶ **ATTRACTIVE COMPENSATION SCHEDULES.** Attractive compensation schedules are provided. Because you will be able to get the full list price for our product, your total profit will be increased.

QUALIFICATION BASIS ANNUAL SALES IN UNITS	BASIC RATE	FOR PROMPT PAYMENT	EQUIVALENT
Under 1,000	37%	5%	40.15
1,000-2,500	38%	5%	41.1
2,500-5,000	39%	5%	42.05
5,000-10,000	40%	5%	43.
Over 10,000	41%	5%	43.95



# TUBES

★ ★ ★ ★ ★



# Compare

## ★ A S S E T S ★

PROTECTION AGAINST UNFAIR TRADE PRACTICES \_\_\_\_\_

ADEQUATE STOCK WITHOUT INVESTMENT INCREASED VOLUME \_\_\_\_\_

INVENTORY PRICE PROTECTION \_\_\_\_\_

NO LOSSES FROM DEAD STOCK \_\_\_\_\_

TRANSPORTATION PAID \_\_\_\_\_

CONSUMER DEMAND \_\_\_\_\_

CONSISTENT ADVERTISING FOR 18 YEARS

\$11,000,000 INVESTED IN ADVERTISING —

MORE ADVERTISING SUPPORT THAN ALL OTHER BRANDS COMBINED \_\_\_\_\_

MERCHANDISING HELPS \_\_\_\_\_

RESEARCH LEADERSHIP \_\_\_\_\_

ENGINEERING LEADERSHIP \_\_\_\_\_

MANUFACTURING LEADERSHIP \_\_\_\_\_

DIRECT ASSOCIATION WITH THE MANUFACTURER \_\_\_\_\_

ASSURED PROFITS \_\_\_\_\_



**RADIO  
TUBE  
AGENCY  
PLAN**

# Business Follies of 1934

## FOLLY NO. 3



*"I should tie up  
MY MONEY  
in records!"*

Which shows he's a back number! More and more turn-tables are being bought every day . . . and business with the new Victor records has shot up 100%! Better get in on it.

IT hasn't taken the public long to find out about the new Victor records—not even as long as we thought it would! One reason—more people are in the market for records in 1934, because more turn-tables are being bought today than in the past few years.

There's no longer any question of "sinking your money down a well" with phonograph records. Record sales are 100% greater than last year, 300% greater than when the depression hit bottom. Live dealers have thrown out the old, slipshod methods that used to be in vogue; they are learning how really to merchandise records—and what a help the new crispness and new definition in Victor records gives them!

Through higher fidelity Victor gets a new sweetness and purity of tone never before achieved in *any* kind of reproduction. Make this reopened market yours; find out, too, how you can cash in on the new Blue Birds, fastest selling low-priced records. Fill out the coupon below and we'll give you the whole story!

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

**GET THESE NEW VICTOR RELEASES:**

- 24579 *Ill Wind—Fox Trot* (From "Cotton Club Parade")  
*As Long As I Live—Fox Trot* (From "Cotton Club Parade")  
Eddy Duchin and his Orchestra
- 24580 *Without That Certain Thing—Fox Trot*  
*You Oughta Be In Pictures* (From Columbia film "New York Town")  
Rudy Vallee and his Connecticut Yankees
- 24574 *Sun Spots—One-step*  
*The Bouncing Ball—One-step*  
Paul Whiteman and his Orchestra
- 7957 *Pleasure Dome of Kublai Khan—Part 1*  
*Pleasure Dome of Kublai Khan—Part 2*  
Eugene Ormandy and the Minneapolis Symphony Orch.



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 \_\_\_\_\_

RM

# Looking at the Records

**T**HE steadily increasing interest in recorded music is reflected in the expanded activities of the recording companies who during the past month brought out records with appeals to all types and classes of people. Symphony orchestra renditions, piano music, vocals and the ever popular dance recordings were presented in profuse quantities.

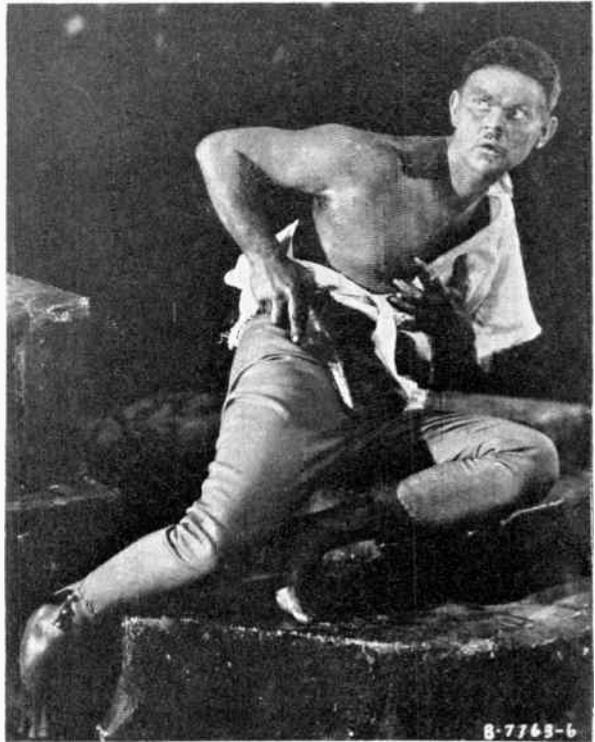
The RCA Victor Co. made a notable contribution to its Red Seal recording list of the popular Minneapolis Symphony Orchestra which was introduced to record lovers in the Hary Janos Suite. This recording consists of six movements, all highly descriptive, derived from the Hungarian opera of the same name. The Minneapolis Symphony Orchestra, under the direction of Eugene Ormandy, recently gave a series of programs in some eighteen or twenty of the principal cities of the South and mid-West and the reception accorded the musicians was such that it is certain that this release will find a ready sale.

Another outstanding Victor release is that featuring Lawrence Tibbett in two of the rôles in which he has scored momentous successes at the Metropolitan Opera House. This record couples the principal number from the newest American opera "Merry Mount" with the famous "Standing in the Need of Prayer" from "Emperor Jones."

Other Victor releases of moment include two 10 inch and three 12 inch records of the piano music of Debussy played by the French composer's pupil and friend, George Copeland, and the "Trio in E Flat Major" of Brahms for horn, piano and violin.

The record sales department of RCA Victor reports that the well-known two-piano team of Fray and Braggiotti scored a tremendous success with their first Victor record of "Bolero" and "Big Bad Wolf." The second record of this famous team couples selections from "Roberta" and "Why Not."

A new album of Red Seal records of a composition by D. Shostakovich, official composer of the U.S.S.R., recorded by Leopold Stokowski and the Philadelphia Orchestra, was recently presented to the Soviet Ambassador, Alexander Troyanovsky.



*Lawrence Tibbett in the title role of "Emperor Jones." He sings a famous selection from the opera on Victor record 7959*

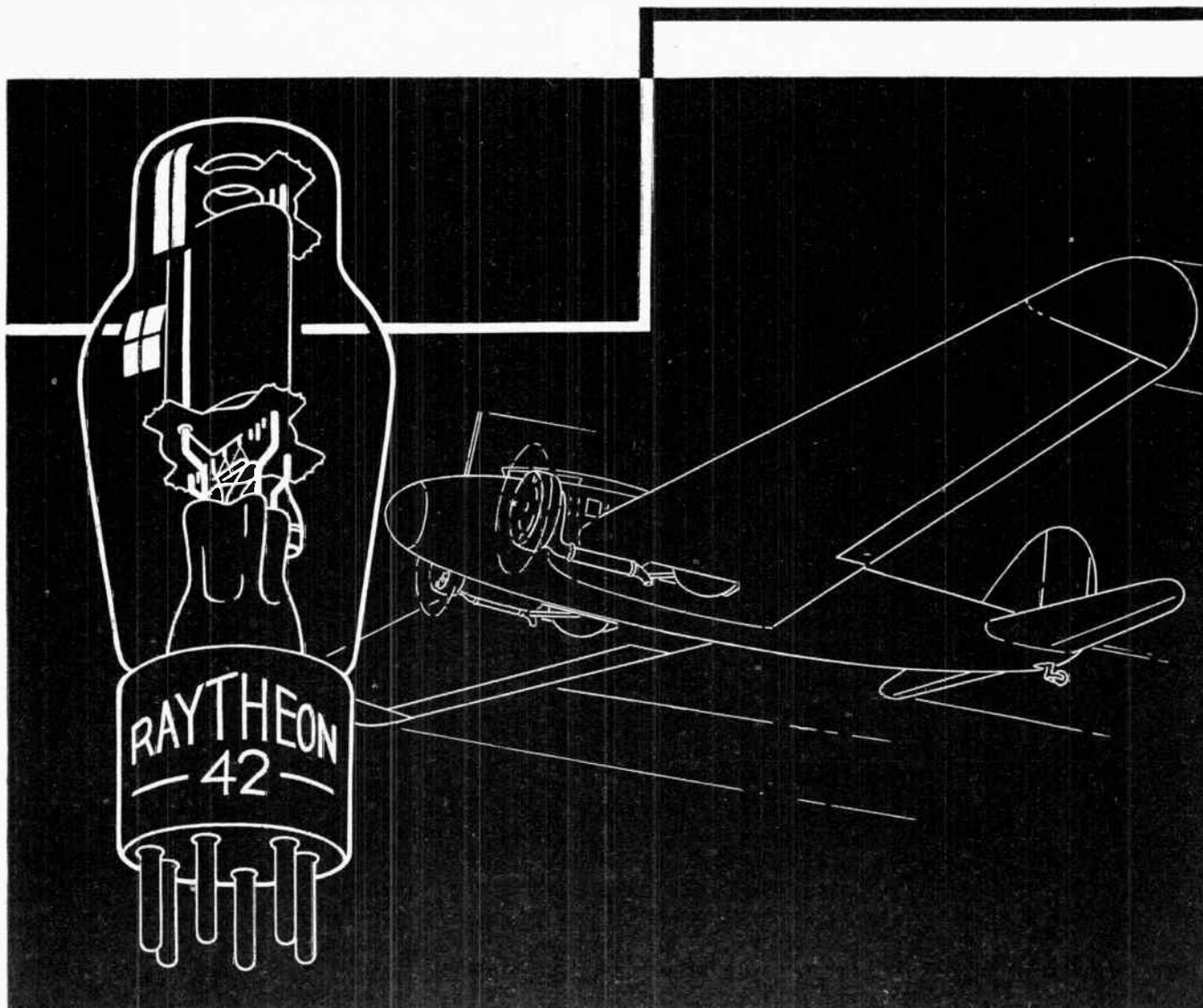
**B**RUNSWICK announces that arrangements have been completed for early offering of additional records by Ethel Waters, the star vocalist of the stage success "As Thousands Cheer." The many admirers of Ethel Waters who remember her excellent recordings of "Stormy Weather", "Love is the Thing", "Don't Blame Me" and "Shadows on the Swanee" will look forward to the early announcement of the selections which Miss Waters will offer on Brunswick records.

Bing Crosby, screen and radio favorite, who records exclusively for Brunswick, has made a new group of records. Naturally the outstanding numbers from the Paramount picture "We're Not Dressing" were selected. Among the offerings are "Good Night, Lovely Little Lady" coupled with "Once in a Blue Moon"; "Love Thy Neighbor"; "May I?" coupled with "(She Walks Like You-She Talks Like You) She Reminds Me of You."

**O**NE of the most interesting recording projects in recent years was that undertaken by the Columbia Phonograph Co. in putting on the Roy Harris Symphony, 1933, during an actual performance of the Work at Carnegie Hall in New York City. By special arrangement lines were run from the microphone in Carnegie Hall direct to the recording studio of the Columbia Co. The work was recorded in seven parts on four 12 inch records. The concert was given by the Boston Symphony Orchestra under the direction of Dr. Serge Koussevitzky.

Columbia reports a fast-growing following for the records of the orchestra which records for Columbia under the name of Benny Goodman and his orchestra. This orchestra is a group of musicians assembled together especially for recording purposes and it includes some of the best performers in the business.

# THE SKY-WAYS—AND RADIO



YOU undoubtedly know the importance of radio reception along the sky-ways. The country's greatest air-lines depend on it. It is the traffic system of the air.

Weather reports . . . storm movements . . . these must be flashed to the pilot with utmost assurance of his receiving them clearly and distinctly. It is with good reason—the result of scientific investigation and long experience—that the majority of air-travel is made safe with Raytheon 4-pillar Tubes.

In the Raytheon laboratories at Newton, Massachusetts, the precision radio tubes to be used on these planes are assembled. Yet no special manufacture

distinguishes them . . . no special department is devoted to their assembly and testing . . . no special tests are applied specifically to them.

*They are the very same tubes used by police departments, by polar expeditions, in auto radios, and by millions of set owners all over the country.*

For this reason, you can recommend Raytheon 4-pillar Radio Tubes to your customers with confidence—and make from them a sound profit for yourself. For the same fairness reflected in their manufacture is reflected in their sale and distribution. It is a Raytheon principle that it should be.



## RAYTHEON 4-PILLAR RADIO TUBES

RAYTHEON PRODUCTION CORPORATION

30 East 42nd Street  
New York City

55 Chapel Street  
Newton, Mass.

445 Lake Shore Drive  
Chicago

555 Howard Street  
San Francisco

## Service Men to Hold Series of Automobile Radio Parades

Plan to Increase Motorized Listening Audience to Take Place During the Week of June 10-16

A series of auto radio parades in major cities from the Atlantic to the Pacific during the week of June 10-16, inclusive, is the radio industry's dramatic promotional plan to increase the motorized listening audience.

The auto radio parades are a part of an even broader continuous, month by month, year 'round campaign known as "100 per cent radio" which has been launched by the Institute of Radio Service Men in cooperation with the radio manufacturers and broadcasters.

One hundred per cent radio is not a new idea with the institute. For the past nineteen months its merits have been tested in every section of the country by the various institute sections and chapters. Broadcasters desire to maintain and increase the listening audience. So do the service men. Hence the purpose of the members of these two groups are identical.

This initial community of interest now comes to its third and final stage of development, and is ready for more intensive and wider promotion which coopera-

tion of the manufacturers will make possible.

From an industry viewpoint, "100 per cent radio" contemplates a vigorous expansion in the sale of apparatus whereby every home is equipped with at least one radio set and each automobile has its receiver. Until such time as science provides the pedestrian with an individual pocket radio, the plan provides for the stimulation of the greater use of radio in offices, buses, taxis, street cars, trains, in short, wherever people congregate when out of reach of their home or automobile receiver.

More tube sales, more set sales of all kinds, more parts, more listeners and more service, that in substance is the essence of the first industry promotional activity.

Radio is no longer the mystery it was ten or twelve years ago. It only became a mystery when the set gets out of commission.

"This," explains Ken A. Hathaway, executive secretary of the Institute of Radio Service Men, "is the reason why the average listener today considers the service man the oracle of radio.

"When a set is not working properly the owner becomes sour with radio and with the manufacturer of the set. It's the service man's job to straighten out this mental quirk of the owner, to reestablish a friendly feeling for the receiver he owns, yet to educate the entire family that a new receiver in the home will provide more and better radio.

"Three thousand members of the institute do this very thing, five and one times each day, on the average, for our records indicate that they call on that number of radio families every day of the year. I mention institute members

because these are the ones I know about. "These men, likewise, collectively, have card files of 1,463,000 radio set owners whose sets they service, and they have another 1,500,000 customers whose names are not so recorded.

"Such facts are mentioned merely to indicate why the backbone of a campaign to sell radio, 100 per cent, must be the service man. He is the quarterback of the football team. He calls the signals to which the team, his customers, pay attention. Next of importance is the spoken and written word which reaches set owners and non-set owners through the medium of broadcasting, newspapers, periodicals and the movies.

"All such mediums will be used in the 100 per cent radio campaign."

### George C. Connor Will Speak to Service Men

George C. Connor, resident engineer of the Hygrade-Sylvania Corp., will address the members of the New York Chapter of the Institute of Radio Service Men on May 14. His subject will be "Installing and Servicing the Automobile Receiver." On May 28 Charles Wengert, Sparton service engineer, will address the members on the service problems, peculiarities and short cuts which may be applied to the servicing of Sparton receivers. Mr. Wengert's subject is titled "Service Procedure on Sparton Receivers."

Both these meetings will be held in the Pennsylvania Hotel at 8 P. M. and each will be followed by an open service forum conducted by H. Zvorist, of the Wholesale Radio Service Co.

### Precision to Modernize Weston Tube Checker

The Precision Apparatus Corp., Brooklyn, N. Y., announces that it will soon have ready a modernization for the obsolete Weston No. 676, tube checker. This will be an addition to the present production of rebuilding the following models of tube checkers: Jewell No. 214, Jewell No. 535, Jewell No. 538 and Dayrad No. 381 obsolete tube checkers.

### Will Address Service Men

John M. Kraft, auto radio service manager of E. A. Wildermuth, Atwater Kent distributor, Brooklyn, N. Y., will be the principal speaker at a meeting of the Brooklyn Chapter of the Institute of Radio Service Men on May 21. Mr. Kraft will discuss "Auto Radio and Service" taking up the various troubles incident to reception by auto radios. Fred L. Horman, of RCA Institute, will conduct an open service forum.

### Olson in New Post

Harold B. Olson has been appointed treasurer of the New York section of the Institute of Radio Service Men.

## 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. R.M., Brooklyn, N. Y.

Send your plan for modernizing our

DAYRAD No. 381  JEWELL No. 538

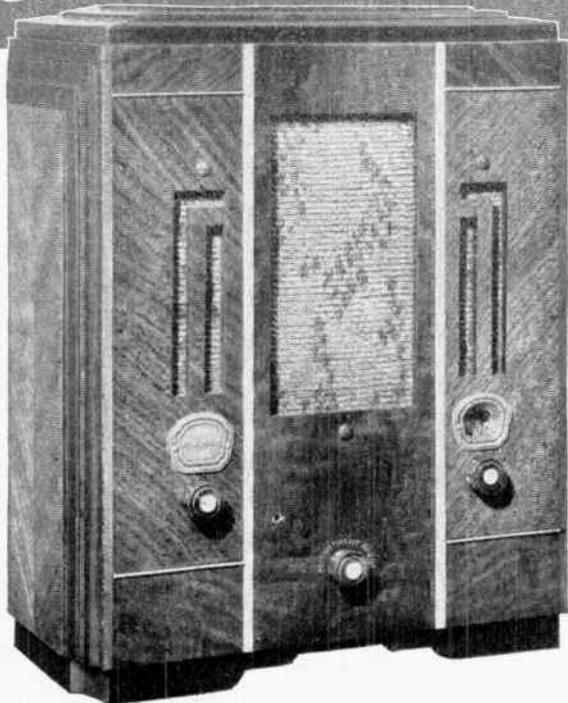
JEWELL No. 214  JEWELL No. 535

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# ATWATER KENT RADIO



**STANDARD BROADCAST  
AND  
EUROPEAN  
SHORT WAVE  
RECEIVER**

Weeks of testing have proved it a dramatic success. Production starts immediately. Place your orders today for Atwater Kent model 185-A. Range 5.5 megacycles to 15.5 megacycles—and 540 to 1700 kilocycles. Hears all important European short wave channels—and standard broadcast. Five tubes—ALL working to FULL capacity on all tuning ranges. Tone control, automatic volume control, 3-gang condenser, highly sensitive and selective. 8-inch electro-dynamic speaker. 2-point range switch. Glorious tone, ample volume. Order from your distributor today.

at **\$39<sup>90</sup>**

Model  
185-A

F. O. B.  
Philadelphia

*Prices subject to change without notice*

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ATWATER KENT MANUFACTURING CO. A. Atwater Kent, President 4700 WISSAHICKON AVE., PHILA., PA.

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## Earl L. Hadley Resigns Grigsby-Grunow Post

Popular Advertising Executive Establishes Headquarters in Pure Oil Building, Chicago

Earl L. Hadley, one of the most popular members of the advertising fraternity and the radio-music industry, resigned a few weeks ago from the Grigsby-Grunow organization, due to the company's receivership. Mr. Hadley has an exceptionally fine background in the advertis-



Earl L. Hadley

ing world, dating back to May, 1915, when he was associated with Libby, McNeill & Libby, prominent food manufacturers in Chicago, as a member of the company's advertising department for two years. Subsequently he joined the Penn Traffic Co., a department store in Johnstown, Pa., where he functioned for over two years as a member of the advertising department. From July, 1918, to February, 1919, Mr. Hadley was a member of the Signal Corps of the U. S. Army and in March, 1919, joined the Cable Co., one of the country's foremost piano manufacturers. He was advertising manager in 1920 and remained with that company until 1929 when he joined the Grigsby-Grunow Co. as assistant sales promotion manager, being placed in charge of sales promotion in February, 1931, and promoted to the post of advertising manager in complete charge of sales promotion and advertising in November, 1931. Mr. Hadley, who has a host of friends in the trade, has established headquarters at room 2836—Pure Oil Building, 35 E. Wacker Drive, Chicago, Ill.

Walter L. Brous, of the Klein Stove Co., Philadelphia, Pa., recently announced the addition of Robert Threlfall and Roy Delaney to the sales staff on behalf of Leonard refrigerators.

### Grigsby-Grunow Sale

(Special by Telephone to RADIO MERCHANT)

Chicago, Ill., April 16—Pursuant to an order of the United States District Court, Frank M. McKey, receiver in bankruptcy for the Grigsby-Grunow Co., of this city, opened all bids today for the property, both real and personal, belonging to the bankrupt company, with the exception of the cash in the possession of the receiver.

The Grigsby-Grunow interests in the Columbia Phonograph Co., Inc., of New York, consisting of 79,076 shares of capital stock of this company out of a total outstanding capitalization of 82,523 shares, were sold to Sacro Enterprises, Inc., New York City, for \$70,500. The identity of the principals in this company will be disclosed in the near future and it is generally understood that the new organization will continue to manufacture Columbia records and other products made by the Columbia Phonograph Co., Inc.

All other bids for the assets of the Grigsby-Grunow Co. were rejected with the exception of the company's interests in Majestic Electric Co., Ltd., of England, which were sold to Guy J. Campbell, representing that company, for \$35,000.

Frank M. McKey was appointed trustee and the meeting was adjourned until April 30.

## Stewart-Warner Board Re-Elects Officials

All Officers Re-elected at Meeting of Board of Directors—Alemite Corp. Under Same Officers

All officers of the Stewart-Warner Corp. were re-elected at a meeting of the board of directors in Chicago on April 9. Operation and management of the Alemite Corp., a division of Stewart-Warner, is under the same officers.

The officers are: R. J. Graham, chairman of the board of directors; E. V. R. Thayer, vice chairman; Joseph E. Otis, Jr., president; F. A. Ross, vice-president in charge of manufacturing; F. A. Hiter, vice-president in charge of sales; T. T. Sullivan, secretary and treasurer; and E. H. Farrell, controller.

James S. Knowlson was made a member of the executive committee, which now comprises, besides Mr. Knowlson, Eugene V. R. Thayer, and Joseph E. Otis, Jr.

### Ball in Grunow Post

Charles Ball, Muncie, Ind., manufacturer of Ball Mason jars, was elected chairman of the executive committee of the General Household Utilities Co., Chicago, Ill., manufacturer of Grunow radios and refrigerators. Mr. Ball's connection with the company follows the recent retirement of J. Clarke Coit as chairman of the board of the General Household organization.



Approximately 500 salesmen and other employees associated with New York radio distributing organizations attended a meeting sponsored by the RCA Radiotron Co., Inc., Camden, N. J., on April 2. This meeting, which was held at the Hotel Commodore, New York, was called for the purpose of giving the complete story of the new "RCA Radio Tube Agency Plan" to the salesmen associated with the different jobbing organizations. T. F. Joyce, sales promotion manager of the RCA Radiotron Co., Inc., presented the story graphically and thoroughly, and he was ably assisted by L. W. Teegarden, district manager for RCA Radiotron Co.

Among the jobbing organizations whose salesmen attended this meeting were the following: Bruno-New York, Inc., General Electric Supply Corp., Graybar Electric Co., Inc., Greenfield Electrical Supply Corp., E. B. Latham & Co., Majestic-New York, Inc., R. H. McMann, Inc., Metropolitan Elec. Distributors, Inc., Royal-Eastern Electric Supply Co., Sanford Samuel Corp., Times Appliance Co., Inc., Triangle Radio Supply Co., Inc., Westinghouse Supply Co., Inc., Wholesale Radio Equipment Co., Wholesale Radio Service Co., E. A. Wildermuth, Crosley Distributing Corp., Lafayette Electric Corp.

SALES COUNSEL FROM THE CUSTOMER ... NO. 2



“These smart displays tell me where to buy a G-E RADIO!”



GENERAL ELECTRIC'S national advertising enters millions of homes month after month. It creates the desire to see, hear and buy G-E Radios—standard, all-wave, battery, auto radios.

But where to buy? G-E radio displays in dealers' windows tie-in with this national advertising. They tell people where to buy. Prospects be-

come customers—profits mount. Get your share of this business. Set up the catchy displays now. General Electric has displays available for all types of radio sets advertised.

For further information, see your G-E distributor, or write the General Electric Company, Section R.374, Merchandise Department, Bridgeport, Connecticut.

MODEL K-85—the new G-E All-wave Console. Retail at \$128.75. The All-wave Table Model Retail at \$92.50 ... All prices F. O. B. Slightly higher in West, Mid-West and South. Subject to change without notice ... "Now is the time to buy"



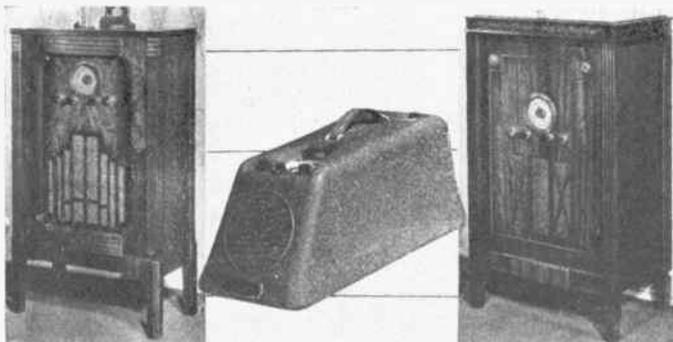
GENERAL  ELECTRIC RADIO

# New Products

**GENERAL ELECTRIC CO., Bridgeport, Conn.** Model M-68 is an all-wave superheterodyne radio phonograph combination. Covers, in addition to the regular broadcast band, an extended tuning range of 5,400 to 15,350 kilocycles; tuning dial is graduated in kilocycles and megacycles. Variable tone control, automatic volume control, illuminated airplane type dial and vernier tuning, are features. All types of records can be played on the phonograph. Improved tone arm and rubber-

heighten its modern characteristics.

Model B-52 auto radio that is also a home radio. It is portable and has a streamline compact metal case housing the chassis circuit and controls. It may be placed anywhere in the car and operated by driver or passenger with equal ease. The case is sloped to conform to the lines of the seat cushions and is finished in a satin crackle in an attractive shade of brown. The circuit is a 5-tube superheterodyne, one of the tubes being a



G-E Models, l. to r.: M-65, B-52, M-68

floats phonograph shelf eliminate vibration. The cabinet, Neo-classic in design, is made of walnut with framed instrument panel of oriental wood; carved mouldings supply the ornamentation.

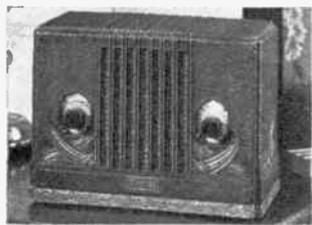
Model M-65 is a console type all-wave radio similar, except for the phonograph, to Model M-68. The regular broadcast range, the extended frequency range and other features are incorporated. The modern cabinet is made of walnut with sharp vertical and horizontal lines to

rectifier which is employed when operating on AC. When in the car four low drain auto radio tubes and a vibrator type "B" battery eliminator are used. Separate cord sets are supplied for battery and AC operation. Features include automatic volume control, tone control, noise suppression, airplane type dial and improved dynamic speaker. **RADIO MERCHANT, April, 1934.**

Further information on General Electric Products appears in advertisement on page 29.

**EMERSON RADIO & PHONOGRAPH CORP., New York City.** Model 31-AW operates on either AC or DC, 110-120 volts, also 220 volts, 25-60 cycles. Wave length range is from 75 to 550 meters bringing in all police calls, amateur signals, airplane

nut with burl walnut front; black lacquer and chromium plate trimming; hand rubbed finish. List price, \$35, complete with tubes and built-in aerial; carrying case, \$2.50; resistor for use on 220-volt current supply, \$2 additional. Model



Emerson 31-AW

and landing field signals. Designed with recessed illuminated dials. Has built-in aerial and is equipped with Cunningham tubes. List price, \$29.95; resistor for use on 220-volt current supply \$2 additional. Model 31-LW is the same as Model 31-AW but operates on wave length range of 200 to 2,000 meters. Slightly higher list price.

Model 330-AW is a 5-tube superheterodyne with dynamic speaker covering a range from 75 to 550 meters. Operates on either AC or DC, 110-120 volts, and also 220 volts, 25-60 cycle. Short wave feature brings in all police calls, amateur signals, airplane and landing field signals. Designed with illuminated dials. Cabinet is of modernistic design and is built of solid wal-

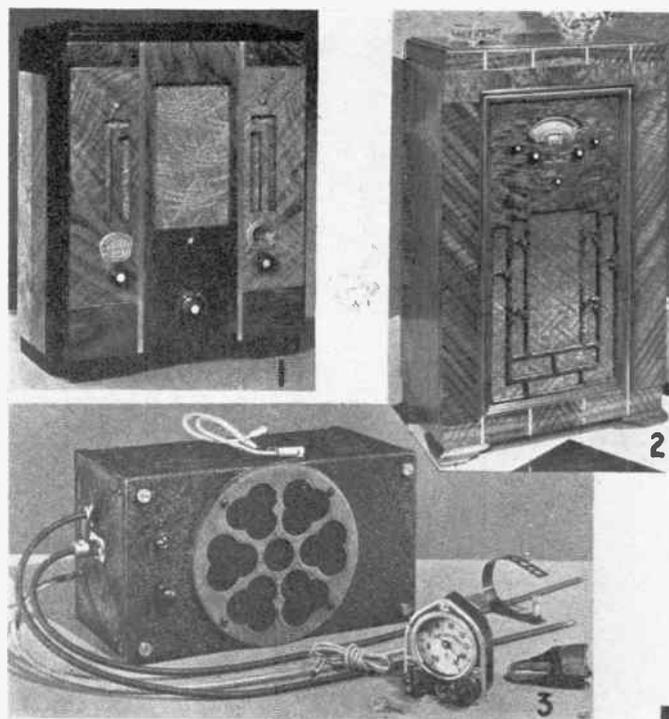


Emerson 330-AW

330-LW is the same as Model 330-AW but operates on wave length range of 200-2,000 meters. Slightly higher list price. **RADIO MERCHANT, April, 1934.**

Further information on Emerson products appears in advertisements on back cover.

**ATWATER KENT MFG. CO., Philadelphia, Pa.** Model 711 is an 11-tube all-wave set with a tuning range from 540 to 23,000 kilocycles; 4-point switch for wave length; visible shadow tuning; 4-gang condenser, and 10 tune circuits. The set has automatic volume control and new auditorium type speaker. The cabinet design was inspired by the modern architectural trend.



Atwater Kent Models (1) 185-A, (2) 711, (3) 606

Motor car radio Model 606 is a 6-tube superheterodyne, with 3-gang condenser, automatic volume control and a 6-inch dynamic speaker. The vibrator is completely shielded to cut out mechanical noises, and the set is equipped with a new filter system which eliminates ignition interference. One 1/4-inch hole in the bulkhead provides a simplified mounting arrangement. Set is easily serviced as all tubes and other vital parts are exposed when front panel is removed by releasing four thumb screws.

New low price standard

broadcast and short wave set, specially designed to reach the important European and South American stations has tone control, automatic volume control, 3-gang condenser and 8-inch dynamic speaker. The upper kilocycle range is from 5,500 to 15,500 and the lower from 540 to 1,700. A simplified tuning dial facilitates the location of short wave stations. Cabinet is of modern type. List price, \$39.96. **RADIO MERCHANT, April, 1934.**

Further information on Atwater Kent products appears in advertisement on page 27.

**UNITED AMERICAN BOSCH CORP., Springfield, Mass.** Four new models in the American Bosch personal radio line. Cabinets are modern in feeling and were designed with simplicity and restraint. Model 352 employs a new superheterodyne circuit, new filter system, new wave switch and new continuous tone control. Employs 5 tubes; is portable with a built-in antenna. Provides full auto-

Model 360-W is a 7-tube superheterodyne with an all-wave range of 540-20,000 kilocycles. List price, \$62.50. Model 370-W in the same cabinet includes reception over a range of 540 to 6,200 kilocycles (568 communication channels). List price, \$55.50.

Model 502 is an AC-DC set employing 5 tubes and a superheterodyne circuit. Brings in police calls, amateur radio



American Bosch Models, l. to r.: 502, 370, 352

matic volume control and is equipped with a 3-gang condenser, illuminated 2-color calibrated dial and large size dynamic speaker. Operates on AC. List price, \$39.50. Model 357, similar to Model 352 is designed for either AC or DC operation. List price, \$39.50.

phone and aviation communication. List price, \$31.50.

Model 370-X is a long and short wave superheterodyne with right-angle tuning, a new departure in radio cabinet construction. Reproduces up to 5,000 cycles; range includes long wave 540 to 1,900 and short

# New Products



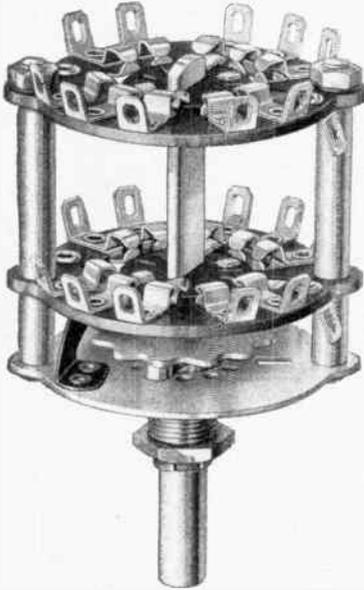
American Bosch Models, l. to r.: 370-S, 360-E, 360-Y, 370-X

wave 1,900 to 6,200 kilocycles. It has 8 watts power output and dial shifts for each wave band. Other features include reduction tuning drive, 3-gang condenser, continuous type tone control and large size dynamic speaker. Model 360-X is an all-wave receiver in the same cabinet as Model 370-X and provides all-wave reception from 540 to 20,000 kilocycles or the full 1940 communication channels. List prices: Model 370-X, \$64.50; Model 360-X, \$59.50. Model 360-Y is an all-wave receiver covering from 540 to

20,000 kilocycles; has a reduction tuning drive and a multi-wave selector, continuous type tone control and full automatic volume control. Chassis is a tube superheterodyne. List price, \$69.50.

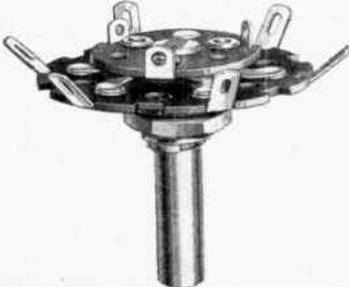
Other models in the 360 series are 360-E and 360-S listing at \$54.50 and \$64.50, both of which are all-wave sets housed in handsome cabinets. In the 370 series are models 370-E and 370-S, both long and short wave receivers, listing at \$77.50 and \$88.50, respectively. RADIO MERCHANT, April, 1934.

C. R. C., INC., Beloit, Wis. Model 1200 switch is small in size yet very flexible. Has heavy



All-Wave Switch

silver-plated wiping contacts, positive indexing action, low



Model 1200

contact resistance, noiseless operation, low capacity between

Radio Merchant, April, 1934

circuits and to ground, and single hole mounting. Any circuit combination from single pole twelve position to four pole three position can be furnished.

All wave switch, the diameter of which is 1 1/4-inch single 3/8-inch hole mounting; the indexing mechanism prevents stopping between positions; biting contact with 1/1000 ohm resistance, noiseless action, and low capacity are among the advantages claimed. In addition, this switch can be built up to as many sections as desired, each section being an independent unit allowing any switching combination from eleven position single pole to two position six pole, including innumerable combinations. RADIO MERCHANT, April, 1934.

**STROMBERG CARLSON TEL. MFG. CO., Rochester, N. Y.** Model 60-T, "Treasure Chest" is a table model and incorporates an electro dynamic speaker. Covers the standard broadcast band of 540 to 1570 kilocycles and also the popular short-wave bands from 5,500 to 15,500 kilocycles. Cabinet is constructed of 1/2-inch thick lumber core, solid plywood, faced with genuine American walnut. Uses 7 modern tubes and two complete sets of 3 tuning coils. Has a specially designed tuning control and a "Selectorlite" dial.

Model 60-L, "Treasure Console" was designed for those who prefer the console type of receiver and contains the same chassis and speaker as the No. 60-T. The cabinet design is modern in motif, yet conservative enough to harmonize with any type of home furnishing. RADIO MERCHANT, April, 1934.

**RCA VICTOR CO., Camden, N. J.** Portette Model M-116 is a new type of portable radio receiver which will operate from the storage battery in a car, boat or plane, or from the electric wall socket in a home. It is a 5-tube superheterodyne of improved design, housed in a compact light weight metal carrying case, equipped with a convenient handle. In operation it may be

placed on the seat beside the driver, on the back seat with the passengers, or as a table model in the home. When used in the automobile it can be connected to the car's 6-volt storage battery. It has automatic volume control and a sealed-in



RCA Victor Portette

tubeless "B" eliminator. In the home it operates on AC with 105-125 volts, 50-60 cycle. Other features include full electro dynamic speaker, continuously variable tone control and airplane type dial. RADIO MERCHANT, April, 1934.

Further information on RCA Victor products appears in advertisement on page 6, 7.

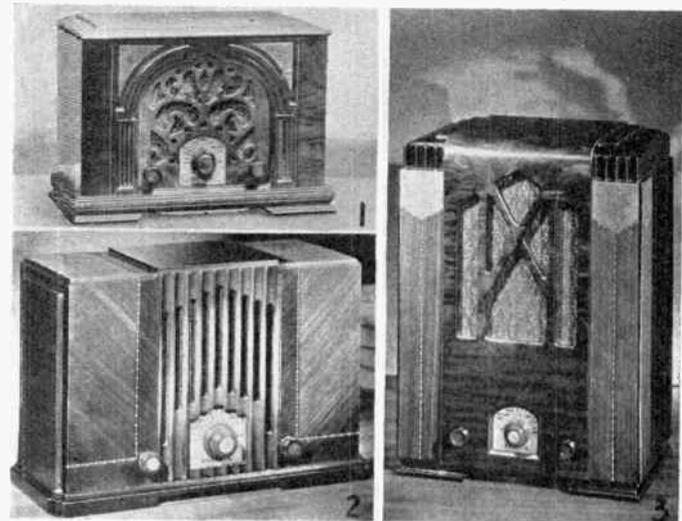
**INTERNATIONAL RADIO CORP., Ann Arbor, Mich.** Kadette "D" series includes three models. D-11 is a 5-tube AC-DC superheterodyne covering both the broadcast of foreign and European points. The dial is illuminated and the tuning knob operates a separate vernier condenser to facilitate short-wave tuning. It is patterned largely after the Century of Progress model of 1933 except

quality six-tube all-electric superheterodyne. Single unit. Unique universal mounting with chassis in drawer allowing complete removal while in operation. New type 6 1/2-inch dust-proof dynamic speaker. Tone control. Full automatic volume control. All units individually mounted affording exceptional accessibility. Tubes used: two 60's, one 6F7, one 75, one 46, one 84. Size 9 x 7 1/2 x 7 inches. Universal remote control for steering post and instrument panel mounting with illuminated vernier airplane type dial.

The D-14 is larger in size and is equipped with a 6 1/2-inch full dynamic speaker. One of the features of the cabinet in addition to selected woods and piano finish is that the decoration is carried around on either side. All of the models of the D series may be tuned to cover the range of from 18 to 55 meters and from 170 to 555 meters. RADIO MERCHANT, April, 1934.

**PHILCO RADIO & TELEVISION CORP., Philadelphia, Pa.** Model 11 automobile radio is a single unit set provided with steering column control and illuminated dial. It is a 6-tube superheterodyne with electro-dynamic speaker. Has automatic volume control and operates independently of the ignition switch. Speaker and vibrator are readily removable. List price, \$39.95, east of Denver, including ignition suppression equipment.

Model 32 is a 32-volt all-electric radio that is claimed to be able to operate without interference from the power plant. Has been designed for rural residents who have individual 32-volt electric or farm lighting systems. Tuning range is from 520-3,260 kilocycles covering the broadcast and police bands. Incorporates automatic volume control and uses an electro-dy-



Kadette Models: (1) D-12; (2) D-11; (3) D-14

that it has been carried out in diagonally striped burl walnut with two-tone marquetry inlays.

The D-12 is designed around the same chassis as the D-11. It is more classic in appearance, following traditional Colonial design. It is cased in a cabinet of stump walnut with burl overlays.

New Kadette Auto Radio receiver, Model K 60. It is a high

dynamic speaker. List prices: 32B (baby grand), \$65, and the 32L (lowboy), \$79.50; prices slightly higher Denver and West.

Model 34, a battery operated all-wave receiver is available in two cabinet styles, baby grand and lowboy. Tuning range is from 530-22,000 kilocycles, divided into four wave bands. Is provided with a combination B and C dry battery, and, at the

(Continued on page 32)

## Atwater Kent Issues World-Wide Directory

Lists 300 Principal Short Wave Stations, 150 Police Stations and Over 700 Standard Stations

The rapidly expanding public interest in short wave radio reception since the new all wave sets brought foreign broadcasts as well as local police calls within the hearing of the average American home has been handicapped to some extent by the lack of reliable information about the short wave stations and how to locate them.

To remedy the condition the Atwater Kent Mfg. Co. had its research and engineering staffs compile a comprehensive world-wide radio directory that lists the 300 principal short wave stations spotted around the globe, as well as all of the 150 police stations in this country, and more than 700 standard broadcasting stations in North America. The directory is being distributed by Atwater Kent dealers.

The listing of the short wave stations gives the call letters, the frequency in megacycles and the wave length in meters. The time schedules of the principal foreign stations are given and also their identifying signatures. Among other features, the directory contains instructions on when, where and how to tune in on short wave stations, and provides such authoritative information on amateur phone stations, police stations,

code stations, aircraft and marine radio, station power, electrical interference, harmonics and other kindred subjects.

## Audak Co. Moves to New Quarters at 500 Fifth Ave.

The Audak Co., one of the pioneer manufacturing organizations in the radio-music industry, is removing its offices on May 1 from 305 E. 46th Street to 500 Fifth Avenue, New York. The company's new home is located in one of the city's most popular office buildings at the corner of 42nd Street and Fifth Avenue and Maximilian Weil, president of the Audak Co., who has been identified with music and radio activities for twenty years, has issued a cordial welcome to the trade to visit the company in its new home. The Audak Co. has won international success in the manufacturing and merchandising of Audax Electro Chromatic pick-ups, the Audax transcription Musichrome and Audax recording heads and recording apparatus.

## Granted RCA License

The Automatic Radio Mfg. Co., Boston, Mass., manufacturer of household, auto and other types of radio sets, was granted a license earlier this month to continue the manufacture of radio receiving sets under the patents owned and controlled by the Radio Corp. of America and associated companies.

## Coast Business Shows Big Improvement

S. N. Abbott, Hygrade Sylvania Sales Manager, States Indications Point to Gain in Radio Sales

Every indication points to a gain in radio sales during the present year, in the opinion of S. N. Abbott, sales manager of the Hygrade Sylvania Corp., recently returned from an extensive tour of the West and Far West.

"Because the Pacific Coast is perhaps six months behind the East with regard to the general business conditions' calendar, I view with great satisfaction the revival of radio trade there," states Mr. Abbott, quite bronzed as visible evidence of his return trip via the Panama Canal, after six weeks of visiting with Sylvania tube jobbers, dealers and manufacturers, from Los Angeles to Seattle. "I cannot say too much in praise of those Western fellows. Despite their being so far away from us in the East, where things are manufactured and merchandising plans are laid, they certainly do a wonderful job of selling. Isolation—and they are isolated in a sales promotional sense, for most of us here in the East do not give them the attention we give others on this side of the Rockies—does not disturb them. And when we do pay them a visit, they are so anxious for merchandising and other information that they virtually commandeer our time from 7 in the morning until 11 at night, strictly on business.

## Quick Turnover

PROPERLY merchandised, your stock of radio tubes and your investment in them should turn over many times each year.

But this is possible only with the highest quality tubes upon which you can stake your reputation.

Ken-Rad Radio Tubes are built according to the most rigid manufacturing and engineering standards. They are worthy of your utmost confidence. 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



## New Products

purchaser's option, with either a new type dry A battery or a Philco storage A battery. Features of the set include high output, class B audio amplification, tone control, permanent field dynamic speaker, and Philco ballast lamp. List prices for East are: baby grand, \$69.50; lowboy, \$89.50. RADIO MERCHANT, April, 1934.

Continental Carbon Inc., Cleveland, Ohio. Continental-grad condenser line, a complete range of paper filter sections to replace electrolytic filter sections. Filter sections are offered in cardboard and round metal containers in all standard single and multiple section capacities. RADIO MERCHANT, April, 1934.

LUMENITE ELECTRIC CO., Chicago, Ill. Faratron "Invisible Control" relay, new electric magnetic device available in many types to meet all requirements. Housed in a black steel case, approximately 7 by 6 by 6 inches and operating from 110 volts AC or DC. The heart of a standard Faratron unit is an amplifier tube and only one adjustment is necessary for the proper operation. To operate a cord is plugged into the power supply and the load plugged directly into the outlets at the side of the case. The invisible control lead (antenna) is brought or connected to the object that is to form a part of the system. The adjustment knob is set for operation either by the approach of a body or

by direct touch. The applications of the Faratron are said to be unlimited. In industrial uses it can be applied for opening doors for trucks, safety protection of machines, fire alarms, etc.; for light control uses it can be applied for lobby lights, hallways, store and window



Faratron

lights to be turned on at the approach of passers-by or a patrolman. RADIO MERCHANT, April, 1934.

Magnavox Co., Ltd., Fort Wayne, Ind. Model 195 five-inch speaker designed to permit it to go into a closely crowded receiver, leaving a maximum of space on all sides for other set components. Outside spider is eliminated and a specially designed inside spider is used which is said to increase the durability and permanence of the centering of the voice coil. RADIO MERCHANT, April, 1934.

# CROSLEY Sweeps Country With Streamline Beauty



**Ventilated Front**  
This feature of all Crosley models draws cool air from the front and expels warm air from the rear, properly ventilating power unit even when refrigerator is placed in limited space or close to wall.

**IN THE NEW SERIES**



... plus greatly increased "usable" storage capacity

**A**LL of the new Crosley models—both Shelvador Series and Tri-Shelvador Series—feature the now famous Shelvador. When the Shelvador—an exclusive and patented Crosley feature—was first presented to the American housewife over a year ago, it created the greatest sensation in the history of home electric refrigeration.

**Increases "Usable" Capacity About 50%**

Shelvador increases the "usable" food storage space about 50%. It provides a definite place for small items. As an example: in the Shelvador, an orange occupies exactly the space that an orange should—not the space of a bottle of milk.

**Now Comes "Streamline Beauty"**

All of these new Crosley Shelvador and Tri-Shelvador models are streamlined. They fulfill the dream of every woman for a refrigerator that does justice to her home, her kitchen, and can be a daily source of pride—can be "lived with" as well ten years from now as today.

**Compare These Features**

First comes Shelvador, then the ventilated front, automatically illuminated interior, no-stop defrosting control (defrosts while refrigerator is operating), chromium plated stamped brass hardware of modern design, thorough insulation throughout (including door), round cornered porcelain interior, white lacquer exterior with black trimming, ample tray capacity for quick freezing of ice cubes.



**Model EA-43**  
4.3 cu. ft. NET capacity, 9.15 sq. ft. shelf area, 2 ice trays—42 cubes—one double depth tray.

**\$117.00**



**Model EA-55**  
5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 cubes—one double depth tray.

**\$145.00**

**\$99.50**

**MODEL EA-35**

This Crosley Shelvador has a NET capacity of 3.5 cubic feet with a shelf area of 7.5 square feet. It is equipped with two 21-cube ice trays—42 cubes in all. It incorporates all of the Shelvador Series features described to the right. Dimensions: 48 1/4" high, 23 3/4" wide, 24 1/4" deep.

**ALL MODELS HAVE AUTOMATICALLY ILLUMINATED INTERIOR**

## ADDS THREE ADDITIONAL EXCLUSIVE FEATURES TO THE FAMOUS SHELVADOR



**I**N addition to all of the outstanding features of the Crosley Shelvador Series described above, the Crosley Tri-Shelvador Series incorporates three additional features never before combined in a home electric refrigerator.

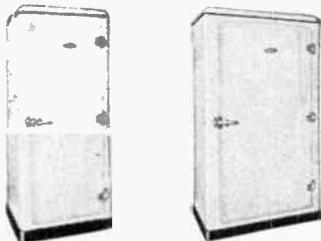
**1—THE SHELVATRAY**... When you want what is behind the chicken, merely drop Shelvatray to a horizontal position, place the chicken on it and get what you are after. Shelvatray (patent pending), an exclusive Crosley feature, saves both steps and stoops.

**2—THE SHELVABASKET**... Handy for greens, carrots, cabbages, canned goods and the like. Another exclusive Crosley feature. Swings with the door. Shelvabasket is not refrigerated. (Patent pending.)

**3—THE STORABIN**... A place for potatoes, onions and other bulky items. Exclusive with the Tri-Shelvador. Storabin is not refrigerated. (Patent pending.)

In addition to these, the Tri-Shelvador models are equipped with a self-closing porcelain door to the freezing chamber. Model E-55 Tri-Shelvador (right) has 5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 cubes—one double depth tray. You must see the new Crosley Shelvador and Tri-Shelvador electric refrigerators to appreciate fully the advancement in refrigerator design, convenience and performance that they represent. See your Crosley distributor—ask him to show you both series—make every comparison that occurs to you—your good judgment will then dictate which electric refrigerator to handle. All models available in full porcelain at slight extra cost.

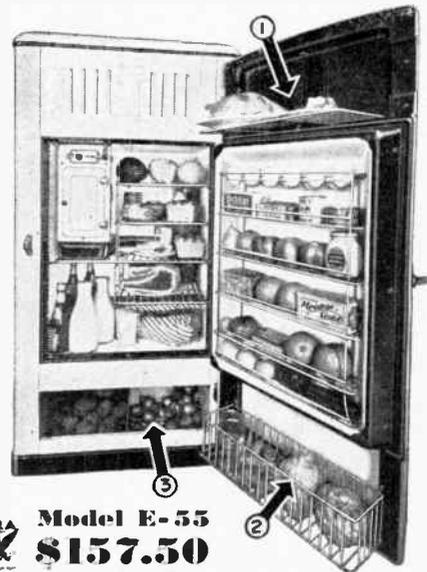
*Western prices slightly higher*



**Model E-43 Model E-70**

4.3 cu. ft. NET capacity, 9.15 sq. ft. shelf area, 2 ice trays—42 cubes—one double depth tray.  
7 cu. ft. NET capacity, 14.9 sq. ft. shelf area, 4 ice trays—84 cubes—one double depth tray.

**\$135.00 \$185.00**



**Model E-55**  
**\$157.50**

**The Crosley Radio Corporation - Cincinnati**  
*Pioneer Manufacturers of Radio Receiving Sets*

POWEL CROSLEY, Jr., President

Home of "the Nation's Station"—WLW

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

# News in the Allied Field

Refrigeration — Washing Machines — Electrical Home Equipment

## Stewart-Warner Announces Names of 44 Refrigerator Distributors

Appointments Made After Numerous Groups Had Visited Factories and Witnessed Manufacturing Processes

Names of distributors of the new Stewart-Warner electric refrigerators for forty-four territories were announced by the Stewart-Warner Corp. on March 15. These appointments were made after numerous groups of prospective distributors had visited the headquarters plant during January and February and had inspected the refrigerators and witnessed their manufacture and performance.

The names of the distributors are as follows: Ignition Service & Supply Co., Albany, N. Y.; Capital Electric Co., Atlanta, Ga.; Baltimore Gas Light Co., Baltimore, Md.; Bluefield Hardware Co., Bluefield, W. Va.; Stewart-Warner Sales Co., Boston, Mass.; H. D. Taylor Co., Buffalo, N. Y.; R. H. Kyle & Co., Charleston, W. Va.; Shaw Distributing Co., Charlotte, N. C.; L. V. Whitney Distributor Corp., Chicago, Ill.; Auto-Rad Supply Co., Cincinnati, Ohio; The Hughes-Peters Electric Corp., Columbus, Ohio; Geo. Worthington Co., Cleveland, Ohio; Gierke-Robinson Co., Davenport, Ia.; The Field & Shorb Co., Decatur, Ill.; The Stewart-Warner Sales Co., Denver, Colo.; Marshall-Wells Co., Duluth, Minn.; Stewart-Warner Sales Co., Hart-

ford, Conn.; Star Electric & Engineering Co., Inc., Houston, Texas; H. J. Cohn Furn. Co., Houston, Texas; Mooney-Mueller-Ward Co., Indianapolis, Ind.; Treman, King & Co., Ithaca, N. Y.; Joplin Supply Co., Joplin, Mo.; Stewart-Warner Alemite Co., Kansas City, Mo.; House Hasson Hdwe. Co., Inc., Knoxville, Tenn.; Brandon Co., Little Rock, Ark.; Stewart-Warner Sales Co., Los Angeles, Cal.; Stratton & Terstegge Co., Louisville, Ky.; Alemite Company of Wisconsin, Milwaukee, Wisc.; Monroe Furniture Co., Ltd., Monroe, La.; Phillips Buttorff Mfg. Co., Nashville, Tenn.; Wholesale Radio Equipment Co., Inc., Newark, N. J.; Wholesale Radio Equipment Co., Inc., New York City; Dix-Bowers Co., Norfolk, Va.; H. C. Noll Co., Omaha, Nebr.; Pierce-Phelps Co., Philadelphia, Pa.; Logan Gregg Hdwe. Co., Pittsburgh, Pa.; Alemite Co. of the N. W., Portland, Ore.; A. R. Tiller, Inc., Richmond, Va.; Morley Bros., Saginaw, Mich.; Stewart-Warner Sales Co., St. Louis, Mo.; Southwest Appliance Co., San Antonio, Texas; Moore Electric Supply Co., San Francisco, Cal.; Baltimore Gas Light Co., Washington, D. C.; The Stewart-Warner Products Co., Wichita, Kansas.

## Orders Forty Carloads of Crosley Refrigerators

A new high sales mark was set recently by the refrigerator division of the Crosley Radio Corp., Cincinnati, Ohio, with the receipt of a single order calling for 40 car loads of Crosley Shelvador and Tri-Shelvador electric refrigerators. This order, the largest ever received by Crosley, was placed by the Apollo Radio Co., Newark, N. J. and called for immediate shipment. It exceeded by two cars the previous Crosley record order.

H. E. Richardson, assistant to Powell Crosley, Jr., in charge of sales, stated that more and more of Crosley distributors are joining the ranks of trainload buyers. Other large orders recently received by the refrigerator division includes 25 car loads from Oklahoma City; 16 car loads from Fort Worth, Texas; 16 car loads from Charleston, W. Va.; 14 car loads from Chicago; 12 car loads from New York City and 10 car load orders each from Baltimore, Omaha, and Dallas.

## Brown Supply Co. Adds ABC Oil Burner Line

The Brown Supply Co., St. Louis, Mo., has announced that it has taken on distribution of ABC oil burners. Spencer Neerell has been added to the executive personnel as manager of the oil burner department. He is nationally known in the oil burner industry. The Brown organization reports that it is practically unable to keep up with the demands for Grunow refrigerators. The company is taking approximately 100 dealers who completed their quota of Grunow refrigerator purchases during the period from December to April on a two-day trip to the Grunow factories in Chicago.

## R. H. McMann Adds Strang Line

R. H. McMann, Inc., New York City, American Bosch radio distributor, recently added the Strang air conditioner line and is optimistic over prospects for this equipment.

## Correction

In the article which appeared in the March issue of RADIO MERCHANT concerning the 1934 National Electrical Exposition to be held at Madison Square Garden during the period from September 19 to September 29, it was erroneously stated in the headline that the show would open on September 29. This obviously was a mistake as that is the date of the termination of the show, and if predictions made by those who are in a position to forecast with accuracy that date will mark the conclusion of a most successful exposition.

## Stern Adds ABC Burners

Stern & Co., Inc., Hartford, Conn., was recently appointed exclusive distributors for the Automatic Burner Corp. for the state of Connecticut, and Franklin, Hampshire, Hampden and Berkshire Counties in Massachusetts. Francis E. Stern, president of the company, said that in taking on the ABC oil burner line, he had been guided by a study covering 18 months. He is enthusiastic over the prospects of the line.

## Gibson National Ad Campaign

The Gibson Electric Refrigerator Corp., Greenville, Mich., recently announced its national advertising campaign in the following publications: Saturday Evening Post, McCalls, and Collier's. An extensive merchandising plan to be employed during the campaign has been presented to Gibson dealers.

## E. R. Rutledge in New Post

Edward R. Rutledge has been appointed district manager for the refrigeration division of the Stewart-Warner Corp., Chicago, Ill. Mr. Rutledge is well known throughout the industry, having been connected with the Grigsby-Grunow Co. for some time.

## Gibson Salesman on Trip

William J. Brown of the sales department of the Gibson Electric Refrigerator Corp., Greenville, Mich., made an extensive trip visiting Gibson distributors and dealers throughout the south and east. He covered wide territory including Texas, New York and points in between.

# Trade News in Pictures



HEAR THEM! NEW VICTOR RECORD HITS!  
 KEEP ON SINGING WHAT YOU'RE DOING  
 Tired of... All...  
 Two of the song hits from RKO musical comedy  
 'HIPS, HIPS, HOORAY'  
 FEATURING  
 EARLE WHEELER & WOOLSEY  
 THEATRE  
 11th & Mkt  
 WEEK  
 COM. FRI. MAR. 2



1. Not a group of pallbearers, as one might suspect, but the sales staff of Erskine-Healy, Inc., Crosley distributor of Rochester, N. Y., all set to bury the depression. 2. Fred R. Gooding, of Wilmington, Del., receiving congratulations from RCA Radiotron officials on being the first distributor to sign a "W" agreement on the RCA Radio Tube  
*Radio Merchant, April, 1934*

Agency plan. 3. American engineers in a Chilean mining camp listening to a General Electric all-wave set. 4. Jeanie Lang, radio star, does her kitchen work to the entertainment provided by an Atwater Kent compact model. 5. Window streamer featuring the Victor record song hits from a movie showing at a neighborhood theatre. The theatre pays

for the streamers in return for their use by the dealer. 6. One of the highlights of "Sister" Aimee Semple McPherson's visit to Cincinnati was a tour of inspection through the Crosley factories. She was enthusiastic in praise of the Crosley Tri-Shelvardor. 7. Strange weapons and curios from many lands drew crowds to the store of Weiss & Sambalino, Atwater Kent dealers of Buffalo, N. Y.

# J. A. Procter Heads Reorganized Fada Radio & Electric Corp.

Elected Chairman of Board and President of Pioneer Radio Firm—  
Has Had Notable Career in Industry

J. A. Procter, of Boston, has been elected chairman of the board and president of the reorganized Fada Radio & Electric Corp., Long Island City, N. Y.



J. A. Procter

It is understood that the Fada company will bring out during the coming

season, for both domestic and foreign use, a complete line of home radio sets, both table and console models, incorporating new features that have been developed in the research department.

Mr. Procter has had a noticeable career as a pioneer in the wireless industry. After leaving the Massachusetts Institute of Technology, he was a wireless operator from 1907 to 1910; then becoming assistant chief engineer of the American Marconi Co. He then went to the Wireless Specialty Co., a United Fruit subsidiary, later purchased by General Electric, and the oldest manufacturer of wireless equipment in the United States. Mr. Procter was chief engineer, vice-president, general manager and finally president. When the Wireless Specialty Co. was merged with the RCA Corp. he became president of the RCA Victor Co. of Massachusetts.

Among the many patents issued to Mr. Procter was the radio marine direction finder and radio compass, installed on ocean liners and navy vessels. Mr. Procter built the first wireless set to go into the original dirigible, Akron, which was designed in 1911 to cross the Atlantic.

## Ken-Rad Radio Programs Attract Widespread Interest

The Ken-Rad Unsolved Mystery Contest, being featured over Station WJ.W., Cincinnati, every Friday night, has enjoyed unusual results since its inception in January, 1933. Thousands of letters have been received from every state in the Union commenting on this program featuring Dr. Ken-Rad, the detective extraordinary. The program is unique in that it leaves the mystery to be solved by the listeners. Complete sets of Ken-Rad tubes to the ten persons most nearly solving the mystery. These tubes are installed by local dealers and the dealers are paid for their services by a check from the Ken-Rad Corp., covering the amount of profit the tubes would have brought had the sale been made by them.

## Sherwood Hall Adds Number of New Radio Products

Sherwood Hall Co., Ltd., Grand Rapids, Mich., announces that it has completed arrangements to distribute Arvin car radios, American Bosch radio receivers and Sylvania tubes. In addition, the company has entered the replacement parts field, distributing such lines as Ohiohm resistors, Cornell-Dubilier

condensers, Jefferson power transformers and Centralab volume controls.

## Audiola Becomes Fairbanks- Morse Subsidiary

The Audiola Radio Co., of Chicago, has, through an arrangement just completed, become a wholly owned subsidiary corporation of Fairbanks, Morse & Co. The acquisition of this pioneer radio organization by Fairbanks-Morse means an expansion of the Audiola Co. not only in the field of radio receivers, but also for the manufacture and sale of electric refrigerators and washing machines.

Mortimer Frankel, who remains with Audiola as general manager, said: "We are indeed glad to become associated with Fairbanks-Morse as our parent organization. It opens up to us financial, scientific and manufacturing facilities and resources of practically limitless extent. Although Audiola is an old name in the radio industry, our association with a company of the age and strength of Fairbanks-Morse creates a strong, stable factor in the radio business which will be welcomed by the trade in general."

Sales offices of the subsidiary corporation will be maintained for the present at the usual address, 430 South Green street, Chicago.

## Auto Radio Demanded by New Car Buyers

Figures Show That One of Every Five  
Hudson-Terraplane Deliveries In-  
cluded a Zenith Built Set

In recent months the radio industry has been aware that new car buyers are specifying that their car be delivered including installation of an auto radio; however, until very recently, there have been few definite figures indicating the growth of this demand.

Practically every automobile manufacturer makes auto radio optional equipment. A few go only so far as to recommend a specific manufacturer's product. Hudson Motor Car Co. was the first to adopt auto radio as standard equipment in several deluxe models plus making radio optional and accessory equipment.

Recent figures showing the percentage of Hudson-Terraplane automobiles equipped with Zenith custom-built auto radio sets show a very definite increase; which, in turn, reflect the desire on the part of new car buyers for radio equipment.

Figures considered to be authentic indicate on new Hudson-Terraplane deliveries over the past sixty days, one out of every five deliveries included a Zenith custom-built Hudson or Terraplane radio installed at the time of purchase. Figures previous to that, it is understood, were approximately one out of every ten—showing an increase of 10 per cent.

It is reliably reported that this figure is expected to increase within the next thirty or sixty days to 40 per cent—meaning that four out of every ten deliveries made by this manufacturer will include an auto radio set at the time purchasers take delivery of the car.

## Ken-Rad Executives Visit Jobbers Throughout Country

Members of the staff of the Ken-Rad Corp., Owensboro, Ky., have been hitting the road of late, maintaining close contact with jobber activities throughout the United States. C. J. Hollatz, vice president and general manager, and C. C. Mathews, sales manager, recently concluded a week's trip through midwest territories visiting Ken-Rad tube distributors in Chicago, Milwaukee, Des Moines, Kansas City and St. Louis. They were enthusiastic over the acceptance accorded Ken-Rad tubes by both the trade and public. They attended the annual meeting of the A. A. Schneiderhahn dealer organization and Mr. Mathews is optimistic over the prospects for Ken-Rad business in the territory served by the John Pritzlaff Hardware Co., Milwaukee, Wis., recently appointed jobber. Carl Biver, circuit engineer, visited the midwest territory discussing the adaptability of various types of Ken-Rad tubes to new circuits of several set manufacturers.

## Capital City Stages RCA Victor Promotion

**Cooperates With Dealers and Warner Bros. Theatres in Special Promotion on RCA Victor Sets**

The Capital City Distributing Corp., Albany, N. Y., recently cooperated with a number of its Albany dealers and with Warner Bros. theatres in a special promotion of RCA Victor sets in connection with the premiere of the film "Wonder Bar." Special striking window displays and lobby displays formed part of the program. In addition a full page advertisement presented the following stars of the film: Kay Francis, Dolores Del Rio, Al Jolson, Dick Powell, Ricardo Cortez and Hal LeRoy, all of whom were quoted in words of praise regarding the merits of the RCA Victor radio models. The dealers whose names appeared on the advertisement included: Cluett & Sons, Swires' Radio Store, Bordman & Gray, Braun's, Strand Temple of Music and W. M. Whitney & Co., all of Albany.

The Capital City Distributing Corp., which recently acquired the territory for Western Massachusetts, is opening its new Springfield branch at 364 Worthington street, Springfield, Mass., this month. Max E. Hegeman, sales manager, reports that while all wave sets are in greatest demand, a healthy radio business still exists in straight radio and the duo models.

## Sylvania Has Resident Engineers in the Field

Firmly believing in the ounce of prevention idea, Hygrade Sylvania Corp. now maintains resident engineers out in the field for the closest cooperation with radio set manufacturers and others in the matching of tubes and circuits. Charles W. Shaw, more familiarly known as Bill Shaw, who handles the sales of Sylvania tubes to set manufacturers, has three engineers constantly at his disposal for the technical end of his job. Walter Jones, who works out of the company's plant at Emporium, Pa., heads up the Commercial Engineering Division and is very well known to the trade. In fact, Mr. Jones has represented Sylvania in this capacity for a number of years. Co-operating with Mr. Jones and located in

New York, is George Connor, who, in addition to the metropolitan area, also covers New England and New Jersey. Charles Marshall is stationed at Chicago and handles the Middle West. Many technical problems are now solved at the set manufacturer's plant or laboratory, in a minimum time and with a minimum of trouble and expense to customers.

## Atwater Kent Exports Increase 94 Per Cent

Atwater Kent's export sales have registered an increase of 94 per cent in the first ten months of the company's present fiscal year, according to W. J. Avery, export sales manager. He states that there has been consistent improvement throughout the period with the largest gains occurring in the past three months. Mr. Avery believes that this increase is particularly encouraging in view of the trade barriers which are being encountered in many of the principal countries.

## Visitors to Ken-Rad Plant

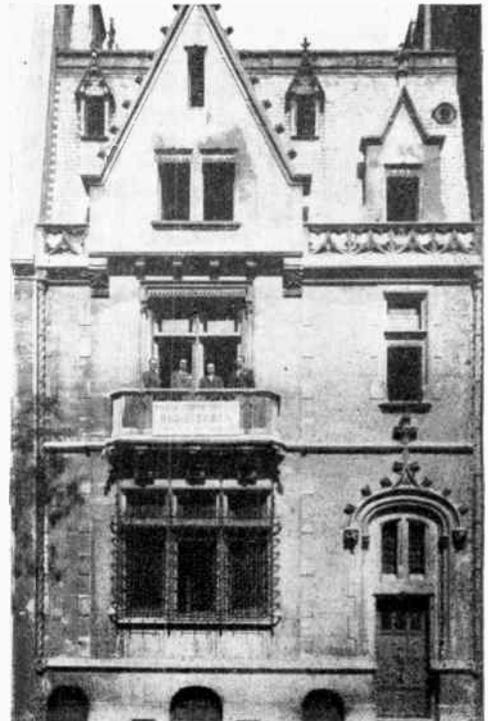
Recent visitors to the plant of the Ken-Rad Corp., Owensboro, Ky., included Charles Mustow, president of the Majestic Electric Supply Co., Chicago, Ill., recently appointed Ken-Rad distributor, Leonard Turnbull and Elwood Newhall, of the Specialties Distributing Co., Detroit, Mich., and C. A. Taylor, of the J. A. White Distributing Co., Grand Rapids, Mich.

## Philco Cruise in May

The annual May convention for Philco radio distributors will be held aboard the "Queen of Bermuda" leaving New York on May 15th and bound for Bermuda and Nassau, according to announcement of Sayre M. Ramsdell, manager of sales promotion for the Philco Radio & Tel. Corp. The entire liner will be occupied by the 600 distributors and salesmen who will attend.

## Wins Certificate of Merit

A certificate of merit for scientific and technical achievement from the Academy of Motion Picture Arts and Sciences has been awarded to the Photophone Division of the RCA Victor Co., Camden, N. J., in recognition of its Photophone High Fidelity Sound Motion Picture reproduction and recording systems.



*Sales headquarters of Budge, San Fuentes, et Cie, one of the important firms handling Sylvania tubes in France. It has achieved a high record of success in handling this popular line*

**PHONOGRAPH**

**ELECTRIC MOTORS**  
one and two speeds

**SPRING MOTORS**  
one and two speeds

**TONEARMS**

**REPRODUCERS**

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

AMERICAN  
BRANCH  
HOUSE

**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.**

# RCA Radio Tube Agency Plan Explained in Handsome Brochure

Features of New Plan Set Forth in Brochure Issued to Trade—Consignment Selling Is One of Advantages

The RCA Radiotron Co., Inc., has issued to the trade a beautifully illustrated brochure explaining in complete detail the RCA Radio Tube Agency Plan for Radiotron and Cunningham tubes. The first chapter of the brochure is headed "More Than Consignment," and states that the consignment feature of the agency plan is but one of many advantages. Other features stressed are that the prestige of RCA radio tubes is such that a dealer will greatly benefit from being chosen as an agent for them.

Briefly summed up, the advantages of the new policy are said to be: Elimination of unfair trade practices because the tubes may not be used as a "loss leader," which protects profits for the dealer; an adequate stock may be carried with no investment, thus allowing a dealer's capital to be used for other purposes and also eliminating the loss of sales due to lack of stock; because of selected distribution, those selected as agents will

benefit from increased volume; complete inventory price protection with no losses because of price reductions; no losses from dead stock and no transportation to pay as tubes are shipped prepaid.

It is explained that RCA radio tube agents will receive a sign to identify their stores with the widespread advertising program which is being carried on. It is further stated that with fewer and better agents, the manufacturer will be able to provide more and better sales aids.

Pages of the book are devoted to RCA Radiotron Engineering Sections and Research Laboratories. Reproductions of advertisements which are to appear in national magazines occupy several pages. Another section tells of the widespread newspaper advertising which is being carried on in 115 markets using 196 newspapers with a total circulation of 18 million each month. The activities of the merchandising section are illustrated and described in detail.

## A. K. Sets in Penitentiary

The officials of the Eastern State Penitentiary, Philadelphia, Pa., following recent unrest, have provided the inmates with radio. A four-channel system was installed for part of the prison, providing a selection of four programs to the cells with which it is connected. The other cells have been equipped by Atwater Kent with individual units so that the inmates can get any program they want. Each prisoner has his own set of ear-phones. The installation of the individual sets presented an engineering problem as it was feared the operation of so many of the usual 40 watt sets would prove a burden on the power plant. The Atwater Kent engineering staff solved this by designing a special three tube DC set to operate on 7 watts.

## F. S. Gibson, Jr. Heads Dux, Inc.

Frank S. Gibson, Jr., vice-president and in charge of sales of the Gibson Electric Refrigerator Corp., has been elected president of a new corporation entitled "Dux, Inc." They tell us that the aims and objects of Dux, Inc., are bigger and better Duck Shooting, and it is said that the organization has leased some very favorable duck shooting marshes in Michigan.

Harry Moll, Inc., Denver, Colo., has added the Electrolux, kerosene-burning refrigerator line.

## New Stromberg-Carlson Dealers

Stromberg-Carlson Tel. Mfg. Co., Rochester, N. Y., recently announced the following dealers have been granted franchises: Prest & Dean Radio Co., Long Beach, Cal.; Lefavour Music House, Salem, Mass.; C. A. Nutting Co., Detroit, Mich.; Rosenthal & Rubin, Inc., Binghamton, N. Y.; M. Silber, Middle Village, L. I., N. Y.; L. A. Withrill, Syracuse, N. Y.; E. T. Bates Co., Meadville, Pa.; D. Lehman & Sons, Midway, Ky.; Fred Ettinger, Detroit, Mich.; Hines Auto & Radio Supply Co., Asbury Park, N. J.; Abraham & Strauss, Inc., Brooklyn, N. Y.; Liberty Music Shop, New York City; Page Radio Shop, Troy, N. Y.

## New Zenith Distributor

Zenith Radio Corp., Chicago, Ill., recently announced the appointment of the Electric Lamp and Supply Co., Inc., St. Louis, Mo., as exclusive Zenith distributor for that territory. This company has distributed major appliances for the past 12 years and holds an enviable position in its trading area.

## Ken-Rad Athletes Win

Athletes at the plant of the Ken-Rad Corp., Owensboro, Ky., finished a very successful basketball season, winning 33 out of 46 games played against many of the outstanding basketball teams in the middle west.

## Want Advertisements

**SALESMAN WANTED** — For our line of Piano Benches. **THE SOUTHERN DESK CO., HICKORY, N. C.**

**WANTED** — Phonographs, Main Springs and Victor Records. Write us. **COLUMBIA MUSIC CO., 101 6th ST., PITTSBURGH, PA.**

## Jefferson Adds to Line

The Jefferson Electric Co., Bellwood, Ill., recently announced the addition of a great many replacement and manufacturers' style transformers, including types for every radio requirement. Audio, input, output, filament, microphone, line and power transformers as well as a complete line of chokes, radio fuses and fuse blocks, are included in the complete and popularly priced line.

## D. W. May Broadside

Dealers in the New York metropolitan area recently received a broadside from the D. W. May Corp., New York City, announcing the teaming up again of D. W. May and Nate Hast. It described and illustrated on the broadside the latest models of the Wurlitzer Products which are being distributed by the May organization—Lyric radios, Mohawk refrigerators, and Mohawk washers.

## Joseph E. Austrian Dead

His many friends in the trade have tendered condolences to Ralph B. Austrian, general sales manager of the Emerson Radio & Phonograph Corp., on the death of his father, Joseph E. Austrian, who died recently in Greenwich, Conn. from an illness suffered some four years ago. Funeral services were held in Reading, Pa.

## Columbia Sells Interest

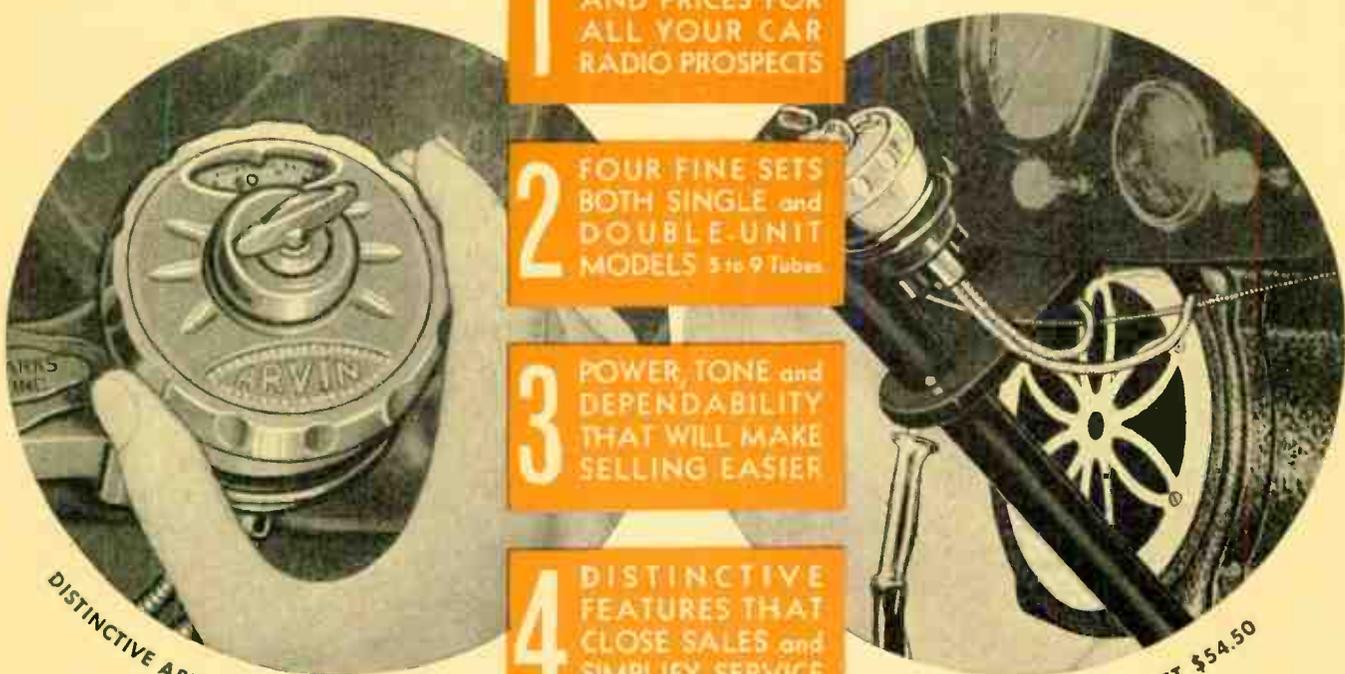
John F. Ditzell, president of the Columbia Phonograph Co., announced the sale of all of the Columbia Co.'s stock interest in the Public Broadcasters operations of Radio Station WJJD, Chicago. The Public Service Broadcasting Co., Ralph Atlas, president, is the purchaser.

## Sold in 68 Countries

The Hygrade Sylvania Corp., New York City, announces that with the appointment of the Radio Hellenic organization of Athens, Greece, as Sylvania radio tube distributor for that country, these tubes are now selling regularly in 68 countries outside of the United States.

# ARVIN

## Car Radio Sales Advantages Will Get the Business for You



**1** PERFORMANCE AND PRICES FOR ALL YOUR CAR RADIO PROSPECTS

**2** FOUR FINE SETS BOTH SINGLE and DOUBLE-UNIT MODELS 5 to 9 Tubes.

**3** POWER, TONE and DEPENDABILITY THAT WILL MAKE SELLING EASIER

**4** DISTINCTIVE FEATURES THAT CLOSE SALES and SIMPLIFY SERVICE

**5** ALL BACKED BY THE BIG ARVIN ADVERTISING PROGRAM . . .

DISTINCTIVE ARVIN REMOTE CONTROL

6-TUBE MODEL No. 25 . . . LIST \$54.50

**W**ITH the big Arvin sales building program working with you, you will be in a position to get a lion's share of the car radio business in your community this year. And it is predicted that more car radios will be sold this year than in all the years past . . . Don't wait another day to get full details of the Arvin program from your jobber. He will demonstrate what we mean when we say

the new Arvin Car Radios are super-powered—and you will understand why we say that each of the four new models represents the last word in its price class . . . And even more than that, he will go over with you the big Arvin program of advertis-

ing and merchandising, which includes magazine and newspaper advertising, billboard advertising and everything you need in the way of point-of-sale display material and other selling helps . . . The Arvin program is getting the business. Go to work with it now. Just see your jobber or write us for full information. NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Indiana.

BY THE MAKERS OF ARVIN HOT WATER CAR HEATERS

## Emerson AUTO-RADIO

Six-tube single unit, complete with tubes and ignition filter equipment.

(Model 965)

**\$39.95**



Where would you EXPECT to get the most advanced Auto-Radio—EXCEPT from the LEADER in compact, portable radio design? Emerson Auto-Radio, Model 965, is a six-tube "super" that demonstrates like a home set, and requires drilling only two holes to install.

Model 667. (Not illustrated.) Seven-tube double unit. Separate speaker unit allows any installation arrangement car owner prefers. List price, complete with tubes and ignition filter system **\$59.50**



# Emerson Radio

## A COMPLETE LINE Perfectly Balanced for Dealer Profits

Consoles . . . Table Models . . . Auto Radios  
. . . and the "World's Biggest-Selling Little  
Radios."

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