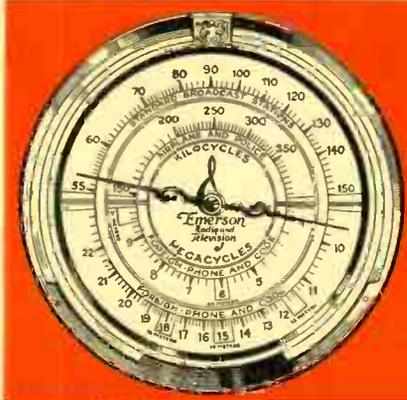


Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—HOME ENTERTAINMENT

If you are still waiting for one, final, convincing reason why it's more profitable to *sell* Emerson . . . than to explain why you don't . . . study the set below. Then remember that smart dealers have made Emerson the "World's Biggest Selling Little Radios." because *every* Emerson model is packed with selling features beyond its price class! Phone your Emerson jobber for immediate deliveries, or write to

EMERSON RADIO AND PHONOGRAPH CORP.
111 EIGHTH AVENUE, NEW YORK



A COMPLETE Line . . . perfectly BALANCED for dealer profits

Emerson Radio

. . . 15 Models—compacts, midgets, auto radios, consoles—\$15⁹⁵ to \$99⁵⁰

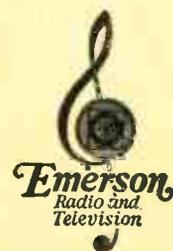


True
ALL-WAVE
Table Harmadius
13 TO 550 METERS

Four tuning bands on illuminated airplane-type dial.

7-tube, AC superheterodyne.

Emerson Model 71, list price, complete with Cunningham tubes **\$69⁵⁰**



A CLOUD-BURST THAT TURNED INTO A TIDAL WAVE

DURING the past few months Grunow distributors and dealers have achieved a record that has never before been equalled in the history of all business.

They, and the American public, have emphatically placed a seal of approval upon, and paid a tribute to a new and revolutionary product, in a way that leaves no doubt as to its supreme value.

This great out-pouring of faith—this unqualified vote of confidence, as expressed by the public in millions of dollars of expenditures for our product, again supports the homely truth, that if you build a better mouse trap—or refrigerator, a path will literally be beaten to your door.

Today Grunow distributors and dealers are practically out of merchandise. Yesterday the same thing was true. Last week, and even last month, in certain sections of the country, Grunow refrigerators were almost sold at a premium. This is the case from Maine to California.

With production facilities that are unquestionably more modern than those of any refrigeration plant in the country—with a plant organization probably more efficient than any in the country and with production *four times as great* as was originally contemplated, Grunow refrigerators still cannot be built fast enough.

We prepared for a cloud-burst, but we received a tidal wave!

We know we had the *safest* refrigerator in the world. We felt that we had the most *beautiful* refrigerator ever built, the easiest to service, the most economical to operate—and the most profitable for dealers to handle. But frankly, it was not by any means the cheapest on the market. Contrarywise—it was simply the *finest* on the market.

And who could foretell that in the space of a few short months it would grip the imagina-

tions and hearts of American women to such a degree that more models of Grunow would be sold, in its price bracket, *than of any other make in the country.*

To our distributor and dealer organization which has performed so wonderfully, sincere appreciation. To them all the thanks that go with the thrill of a superb achievement. And to them also, we offer this sincere explanation or why, despite large production and a real effort to keep up with demand, it has been impossible to do so, even though we have consistently built several times as many refrigerators each day this year as last.

And now we are about to launch what we believe will offer the chance for another great achievement on the part of our selling organization. It is the 1934-35 Grunow radio line, which has occupied the attention of our own and some of the greatest consulting engineers in America for six months past. On this line hundreds of thousands of dollars have been expended in experimental work. This radio combines the finest of all-wave reception with many other spectacular features.

We say here and now that this will be the most startling development that has yet been announced in radio. Cabinet designs, mechanical features and prices will all be revolutionary—and this is not a mere catch-phrase for expressing a thought. In radio our production is geared to fill a terrific demand; because it will be there—never fear.

And, more to come. General Household Utilities Company is not pausing in its experimental work or plans for offering dealers still more extraordinary refrigeration developments that will give them an impregnable position in their respective communities.

Again we say THANKS; and await future developments.

GENERAL HOUSEHOLD UTILITIES
COMPANY, CHICAGO.

Grunow
SUPER-SAFE REFRIGERATOR

TOUGH SPOTS

in Radio Reception



watch for
JULY
announcement
of the new 1934-35 Zenith Line

... we picked 'em to
try out our new All-Wave Sets!

We've urged you to be skeptical about ordinary radio reception . . . told you to listen to Zenith's incomparable reception — finer tone — greater selectivity! Now we've put ourselves on the spot, so to speak! We have set up a huge test reception network from coast to coast . . . tough "radio resistance" spots. For several weeks we have been testing the new all-wave Zenith models . . . particularly on short wave reception. And where ordinary sets fold up and don't get a station, Zenith comes in firm and clear on a half dozen different stations!

Our results are being logged . . . engineering reports confirm our enthusiasm for the new Zenith all-wave line. It's a great radio! A great line! It contains the latest developments in radio engineering development . . . it's going to be spectacular on short wave reception! Don't commit yourself until you've heard the new all-wave Zenith line yourself! Don't take our word for it — take the results of the nation-wide "tough spot" test! Could anything *prove* in a better way that Zenith is superior? Write for our story and details of the Zenith dealer franchise!

ZENITH
LONG-DISTANCE RADIO

ZENITH RADIO CORP., 3620 IRON ST., CHICAGO, ILL.—EXPORT DIVISION—CABLE ADDRESS: ZENITHRAD—ALL CODES

Pulling...



Their weight in the boat

ABSENTEE owners have never controlled the destinies of the Hygrade Sylvania Corporation.

The men who own the major portion of the stock are all active in managing the business. They work hard. They put the success of their company above all else. They pull their weight in the boat.

This unswerving loyalty to one ideal is a large part of the reason why Hygrade Sylvania has increased its financial and dealer strength, even during the years of depression. Throughout 1930, 1931, 1932, 1933 . . . and today . . . the company's credit rating has always been AAA1.

The radio set owner has been given a high quality, carefully inspected tube. The radio set manufacturer has had expert

technical help and advice. It was Hygrade Sylvania who first pioneered the development of new and more efficient tubes for automobiles . . . and later, the new 6.3 volt group of tubes.

Dealers and jobbers are assured sound merchandising, fair price protection policies. They benefit from the partner-like aid of the financial, engineering and sales departments. These advantages, combined with the fine quality of Sylvania Tubes, provide unmatched sales opportunities.

The support of a company like the Hygrade Sylvania Corporation can mean much to your business. Write us for further details. A letter puts you under no obligation. Hygrade Sylvania Corporation, Sylvania Division, 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. VI

New York, June, 1934

Price Twenty-five Cents

Toward Quality Standards

THE tenth anniversary convention of the Radio Manufacturers Association has come and gone but the demeanor of those attending and the practical results of the gathering left a deep impress on the minds of those who were fortunate enough to have attended. The convention was, in every sense of the word, a down-to-facts meeting and from it has come a plan of constructive effort in which all branches of the industry will blend their efforts to raise the plane of salesmanship of radio to a far higher degree than has existed up to now.

DURING the coming month a great number of manufacturers will introduce their new lines of 1934-35 merchandise. These instruments will, in practically every instance, stress quality rather than the price appeal. The all-wave receiver will occupy an even more prominent place in the lines than has heretofore been the case. Auto radios will continue to play a leading part in the merchandising plans of manufacturers, distributors and dealers. The lines will be *right*, they will be priced so that all factors of the industry will be able to make a profit commensurate with capital invested and time and energy expended. The industry is now working under codes 100 per cent. There is no need for chiseling. Let's make this a real selling season.

LEE ROBINSON.

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Member of Controlled



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Managing Editor

ELTON J. NEALY,
Manager Western Division

M. L. WULFORST, Circulation Manager

With the Jobbers and Dealers

Stromberg-Carlson Announces Sixty-four New Dealers

Stromberg-Carlson officials are predicting that sales for 1934 will far exceed their original estimates. Not a small part of this increased business is coming through new dealer outlets. The extension of the Stromberg-Carlson price range, which now includes models of all types, ranging upward in price from seventy-five dollars, together with an increased public demand for "quality" radio receivers, is resulting in a stimulated dealer interest which is daily adding many new names to the list of Stromberg-Carlson dealers.

Sixty-four new dealers have been granted franchises in the past few weeks. They are: R. W. Crayton, Seneca Falls, N. Y.; J. T. Surina, Elkland, Pa.; Buescher's Radio Store, Cleveland, Ohio; Buescher's Radio Store, Lakewood, Ohio; Lowe Electrical Co., Inc., New Rochelle, N. Y.; Searcy's Radio Shop, Boulder, Colo.; Sobel Elec. Co., Inc., Brooklyn, N. Y.; Goran Radio Music Co., Inc., Yonkers, and A. Herz, Inc., Terra Haute, Ind.

H. R. McGarvey Radio Sales and Service, Pekin, Ill.; Isaac Michielsen, Palmyra, N. Y.; Frank E. Kunz App. Co., Springfield, Ill.; Kempf Bros., Utica, N. Y.; Carl E. Berkoff, Norwich, Conn.; A. C. Hatch Music Co., Colorado Springs, Colo.; Progress Radio Co., New York City; Julius Music House, York, Pa.; J. H. Troup Music House, Lancaster, Pa.; Atlas Sports & Radio Co., Inc., Chicago, Ill. (three stores), and The Static Shop, Toronto, Ont.; Heintzman & Co., Ltd., St. Catharines, Windsor, Toronto, Hamilton, London and Peterboro, Ont.; Heintzman & Co., Ltd., Calgary and Edmonton, Alberta; Heintzman & Co., Ltd., Regina, Saskatchewan; O. W. Richardson Rug and Furniture Co., Chicago, Ill.; Drake Music Store, Galt, Ont.; Prince Edward Motors, Picton, Ont., and Walker's Music Store, Prince Rupert, B.C.

J. T. & D. B. Lyon, Schenectady, N. Y.; Reed Music Co., Austin, Texas; Kane's, Gloversville, N. Y.; Dunn & Dunn, New Brunswick, N. J.; Burrows & Sanborn, Inc., Lynn, Mass.; R. H. White Co., Boston, Mass.; Denholm & MacKay, Inc., Worcester, Mass.; Charles Selikson, Melrose Radio, New York City; Potterton & Krah, Manchester, Conn.; Albert Radio & Elec., Inc., Springfield, Mass.; LeWinter's Radio Stores, Inc., Jersey City, N. J.; F. C. Henderson Co., Dewey Radio Distributing Co., C. F. Hovey Co., Boston, Mass.; England Bros., Inc., Pittsfield, Mass.; Coleman & Halloran, Paterson, N. J.;

Mazur Brothers, White Plains, N. Y.; Harry Kaplan, Port Richmond, S. I., N. Y.; Arno M. Weber, Rockville, Conn.; Howland Dry Goods Co., Bridgeport, Conn.; Barnfield's Music Store, Inc., Bristol, Conn.; G. Fox & Co., Inc., Hartford, Conn.; Curley Elec. Co., Westport, Conn.; Allen Radio & Housefurnishing Co., Brooklyn, N. Y.; Haskins Radio Co., St. Joseph, Mo.; Wilrath, Inc., Philadelphia, Pa.; Block & Kuhl Co., Peoria, Ill., and Geo. R. Post & Son, Butler, N. J.

Win Westinghouse Contest

The Mook Electric Supply Co., of Canton, Akron and Youngstown, won the Westinghouse National "Going-to-Town" contest with an average of 419.6 per cent of their quota. Running second to the winners was the Van Zandt Supply Company, of Huntington, W. Va., with a record of 405.6 per cent of quota. Five distributors gave the pacemakers for the "Going-to-Town" contest a run for their money by piling up percentages of more than 300 per cent of their quota and twenty-five more distributors broke the 200 mark.

News Flashes

J. C. Merritt, Jr., sales manager of the Dallas Electric Supply Co., Inc., Dallas, Tex., Crosley distributor, reports that the company has added the Superfex Oil Burning Refrigerator line. This company recently moved to new quarters at 2015 Young St., where it has 6,000 square feet of floor space. E. G. Lindberg was recently transferred from the office to the city sales staff.

Karl E. Grigsby of the Lewis & Carnell Co., Philadelphia, Pa., Crosley distributor, is now covering the Southern New Jersey territory.

Sidles-Duda-Myers Co., Des Moines, Ia., recently added the Waukesha line of gasoline powered refrigerators, milk coolers and ice makers.

Francis E. Stern of Stern & Co., Inc., Hartford, Conn., reports that G. Fox & Co. of the same city has installed a complete ABC department carrying power ranges, range burners, water heaters and circulating heaters.

G. O. Fulenwider, vice-president of F. K. Sutton, Inc., Charlotte, N. C., advises us that the company is holding dealer meetings on July 14 at Charlotte, N. C., and July 21 at Columbia, S. C., at which the new Philco line will be introduced. The first meeting will be held for North Carolina dealers and the second for South Carolina dealers. On June 27 the Spring and Summer Norge dealer meeting will be held in Charlotte, N. C.

H. A. Barnard, manager of the Brown Elec. Co., Oklahoma City, Okla., reports that the Atwater Kent all-wave receiver using special antenna equipment is in great demand. Mr. Barnard reports that Ralph E. Dunn is now in charge of sales for Tulsa and Oklahoma City. Glenn Taylor, formerly with Harrison-Smith Co., recently joined this staff.

Rex Cole, Inc., New York City, General Electric distributor, reports the following staff changes: John Roth in charge of Commercial Division of Service Department; William B. Harvey heads Domestic Branch of Service Department; L. A. Bachman in charge of Long Island City Warehouse of Operating Department; John K. Kromholz appointed White Plains Division Office manager. E. H. Campbell, manager of the sales promotion department, announces that 25 new dealer outlets were recently opened.

Verner B. Terry of the Townley Metal & Hardware Co., Kansas City, Mo., reports that the company has recently taken on the Sparton radio and refrigerator lines covering the Western part of Missouri, all of Kansas and the state of Oklahoma.

Harry Moll, Inc., Denver, Colo., has been appointed Philco distributor in the Rocky Mountain territory. Mr. Moll reports that he has started three new salesmen on the road getting Philco accounts lined up. A Philco dealer meeting is being held on June 18 at the Edelweiss Hotel.

Rudy Browd, sales manager of H. A. McRae Co., Inc., Troy, N. Y., reports that Crosley Shelvador refrigerators are continuing to move very fast. Mr. Browd states that among the dealers who are doing a big job on the Crosley line are Swire's Radio Store, McClure & Dorwaldt and the H. S. Varney Co., one of Schenectady's oldest department stores.

The Roycraft Co., Minneapolis, Minn., recently introduced the new Philco line at a dinner meeting at the Radisson Hotel, Minneapolis, which was attended by some 400 dealers and their salesmen. A number of Philco factory executives joined with the distributor in representing the new line.

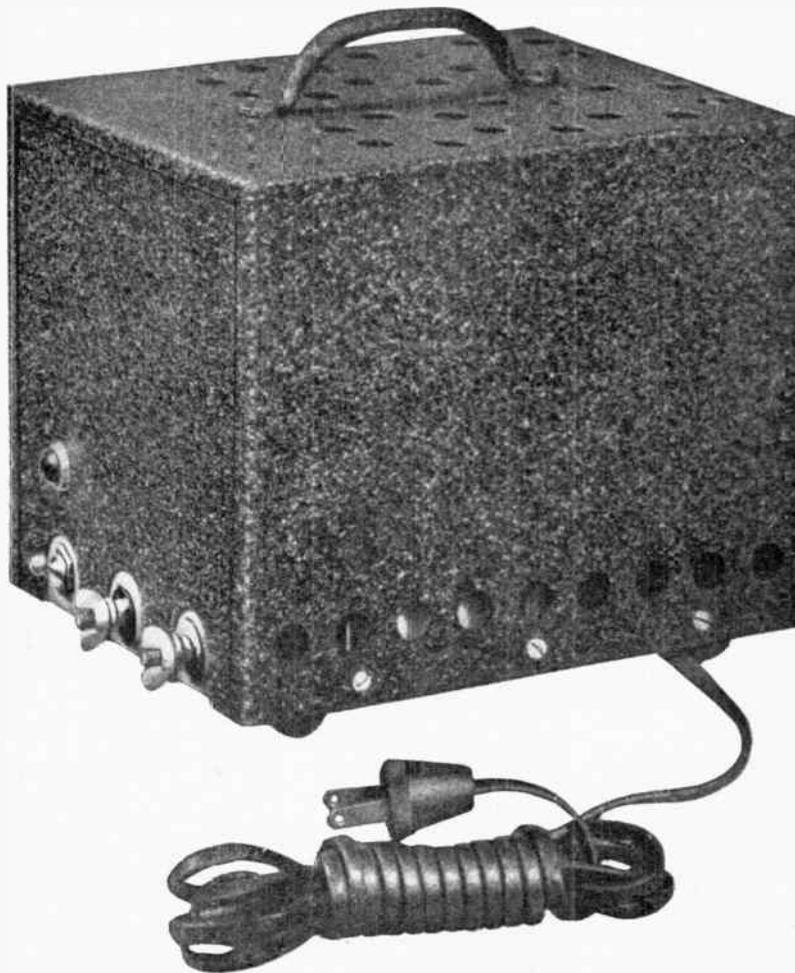
Here It Is

UTAH

Full Automatic "A" Battery Eliminator

A unit specially designed for demonstrating Auto Radio sets on 110 volt 60 cycle Power lines.

Remove the possibility of trying to demonstrate an Auto Radio to a live customer on a dead storage battery.



Size
7" High
8" Wide
7" Deep

◆ ◆

Shipping Weight
20 Lbs.

◆ ◆

Packed one
to a carton.

List
Price
\$13.75

with 10 ft.
attachment cord
and plug.

◆ ◆

Add \$1.00 west
of the Rockies.



Will always deliver pure direct current at the proper voltage for the best operation of the set you are selling.

Equipped with Utah Dry Disc long life rectifier, will operate a set drawing up to 8 amperes.

Full Automatic features make it fool proof, and eliminate the possibility of damage through forgetfulness or carelessness of operation.

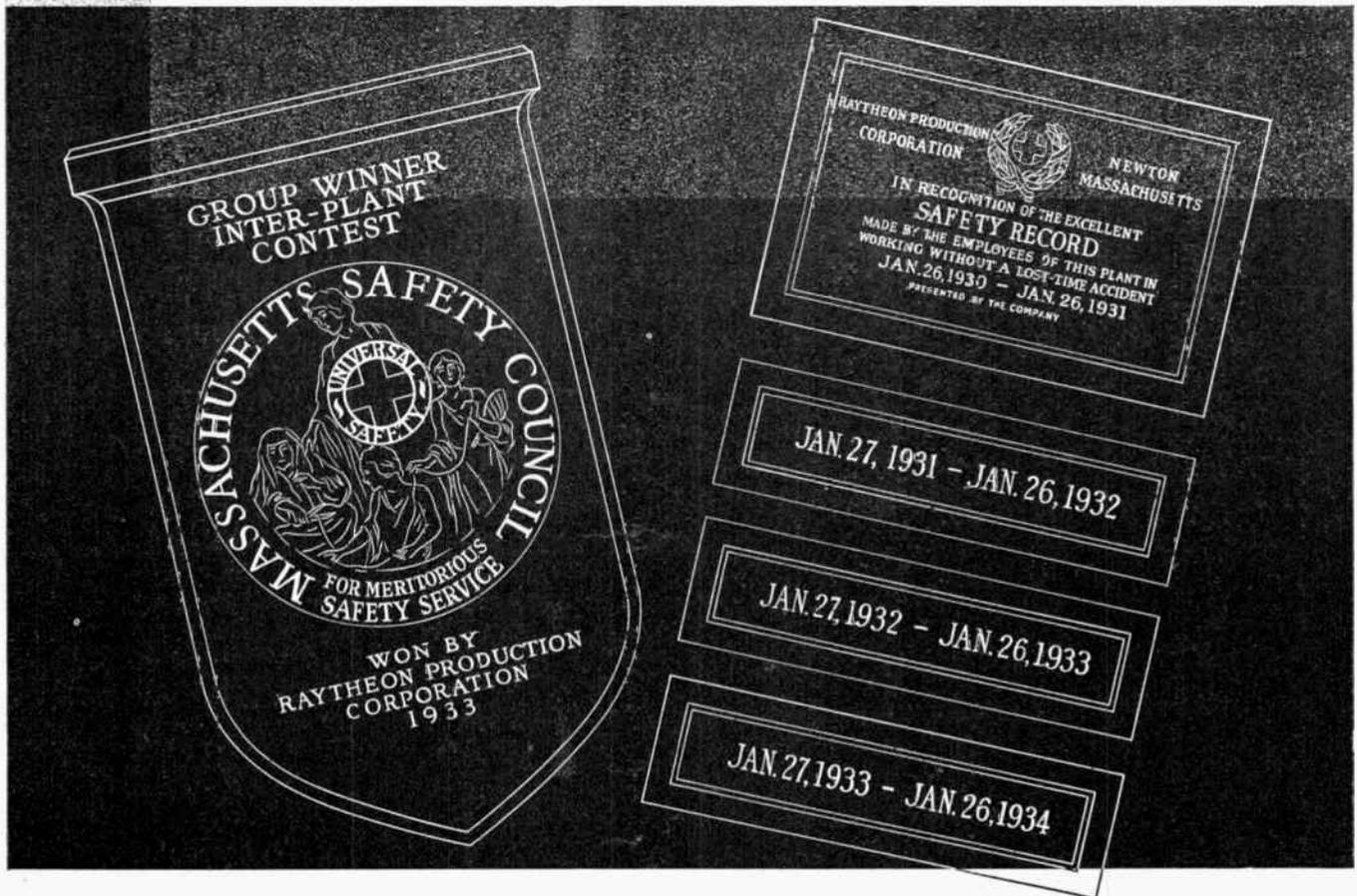
Plug in, turn on the set and demonstrate. Nothing more to do.

UTAH RADIO PRODUCTS COMPANY

812-820 ORLEANS STREET

CHICAGO, ILL.

REFLECTION OF EFFICIENCY



IN MORE than four years, not one employee of the Raytheon Production Corporation has lost time because of a major accident. Up to March 1, 1934, a total of 4,265,654 man-hours had been worked with no time out for serious injuries. And in 1933, the Massachusetts Safety Council, in recognition of Raytheon's growing safety-record, awarded it first place in its group among the manufacturing companies of Mass.

Such efficiency naturally must be practiced to produce so nearly a perfect tube as the Raytheon 4-pillar Tube. And because it is, the finished product of this company is selected for use by polar expeditions, by police departments throughout the land, by aviation companies, for auto-radios, and by thousands of set-owners.

To the engineer who builds his circuits around radio tubes . . . to the service-man who finds most of his call-backs due to defective tubes . . . and to

the dealer who depends upon trouble-free tubes for customer satisfaction and business permanence, experience recommends firmly supported Raytheon 4-pillar Tubes. And the safety record of the corporation which manufactures them is one of the many reasons backing up this recommendation.

RAYTHEON PRODUCTION CORPORATION

30 East 42nd Street
New York City

55 Chapel St.
Newton, Mass.



445 Lake Shore Drive
Chicago, Ill.

555 Howard St.
San Francisco

RAYTHEON

TRADE-MARK

4-PILLAR RADIO TUBES

Business Follies of 1934 *Folly No. 5*

"Records haven't got a chance against Radio!"



We hate to be impolite—but he's all wrong. The new Victor records have a rich, full tone that has never been equalled by *any* kind of reproduction . . . which is why sales of phonograph records have shot up 200% in 1934.

FIND out about this reawakening market . . . find out what wide awake dealers are learning . . . that record sales are picking up again, that during the first three months of 1934 sales of the new Victor records shot ahead 200%.

Those facts mean money . . . they mean that people are finding out the splendid new quality of reproduction they can get today from Victor records. RCA Victor has achieved new crispness and definition never before equalled in *any* kind of reproduction. Through higher fidelity RCA Victor obtains a new sweetness and purity of tone.

That's why there's no longer any question of "stocking up for eternity"

on records. The tide is turning once more to recorded music. More turntables are being bought today than in the past few years. And as a result, live dealers are putting the remarkable new Victor records out where people can see them—and hear them.

Write to us today for the new sales plans that will start Victor records moving for you . . . also how you can cash in on the new Blue Birds, fastest selling low-priced records.

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



- GET THESE NEW VICTOR RELEASES:**
- 24616—*The Wise Little Hen*—(from Walt Disney's Silly Symphony "The Wise Little Hen")
 - The World Owes Me a Living*—(from Walt Disney's Silly Symphony "The Grasshopper and the Ants")
 - Raymond Paige and his Orchestra
 - 24617—*Cocktails for Two*—(from Paramount film "Murder at the Vanities")
 - Live and Love Tonight*—(from Paramount film "Murder at the Vanities")
 - Duke Ellington and his Orchestra
 - 24606—*I Ain't Lazy, I'm Just Dreamin'*
 - It's Funny to Everyone But Me*
 - Isham Jones and his Orchestra
 - 8282—*Rhapsodie Espagnole*—Leopold Stokowski and the Philadelphia 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 6

With the Jobbers and Dealers

News Flashes

Officials of the Western Supply Co., Salt Lake City, Crosley distributor, state that the Shelvador line is steadily gaining in favor. They report that the local modernization exposition is making a lot of new leads.

The Brown-Dorrance Electric Co., Pittsburgh, Pa., Grunow radio and refrigerator distributor, has added the Motorola line.

L. F. Collins, secretary of the Inland Radio Co., Spokane, Wash., Zenith distributor, reports that the company is now covering the state of Montana in addition to the Inland Empire. This company recently added the Sparton refrigerator line.

The staff of the Southwest Distributors, Wichita, Kan., recently organized Grunow distributor, consists of Carroll Willis, vice-president; Arlie Siebert, treasurer; H. B. McCall, Ralph Camien, and Luva Young, all formerly with the Sterling Radio Co. of Kansas City and Wichita. The firm serves 212 dealers in Western Kansas.

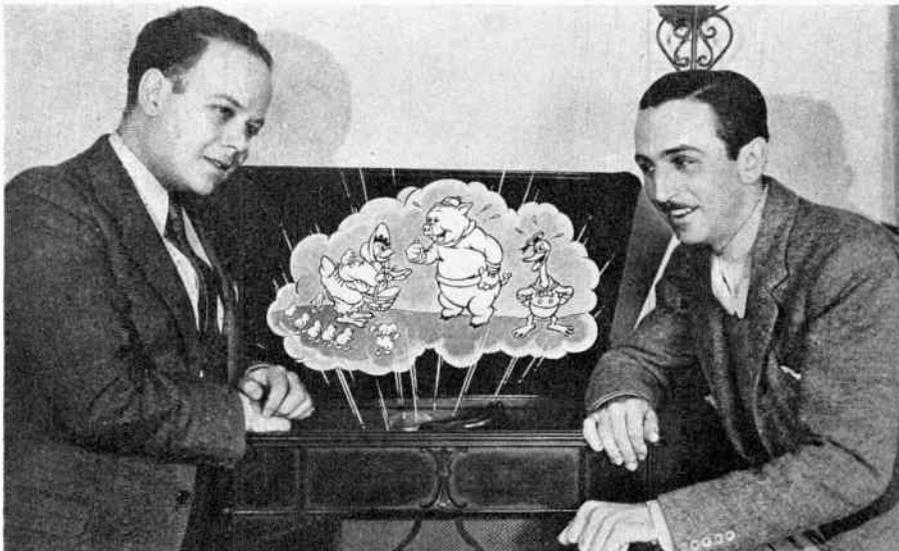
The Frank H. Clay Co., Kalamazoo, Mich., reports that J. R. Jones Sons & Co., department store of that city featured the new Crosley Coolrest in a window display early in the month. A living model demonstrator showed a thermometer registering 70 degrees in the bed when it was registering 90 degrees outside.

J. E. Davidson, president of the Davidson Sales Co., South Bend, Ind., Crosley radio and refrigerator distributor, recently announced the following staff changes: W. E. Chamness, sales manager wholesale division; Jack Taylor, sales manager retail division; Glen Gushawa, service manager; L. M. Bannom, assistant service manager.

Charles G. Taylor is now vice-president and treasurer of True & Blanchard Co., Inc., Newport, Vt., Grunow refrigerator and radio distributor. Charles A. Clark, a new director, has assumed charge of the radio and sporting goods departments.

Arland Oakley, Oakley & Sons, Boise, Idaho, reports remarkably good volume of sales on Norge refrigerators. The company was recently appointed distributor of Voss Bros. washing machines and L. & H. electric ranges.

M. D. Archer, Northeastern Radio, Inc., Boston, Mass., is doing an outstanding job on behalf of the Zenith, Emer-



Raymond Paige, newest Victor record favorite, with Walt Disney, famed creator of Mickey Mouse and such fantasies as the "Three Little Pigs." Raymond scored an immediate hit with his first Victor record of "Love Thy Neighbor" and came right on to register an even greater personal triumph with "The Wise Little Hen" and "The World Owes Me a Living," tunes from two of Disney's latest classics that are taking the country by storm in every motion picture house. The latest Paige-Disney record is packed with novelty and color, with the amusing animal voices and other effects produced by the authentic authors who do these tricks in the actual movies. The trio heard in "The Wise Little Hen" is none other than the famous Three Rhythm Kings.

son and Motorola lines. Northeastern continues to distribute radio exclusively.

P. J. Carr, Post & Lester Co., Hartford, Conn., RCA Victor distributor, reports that the company has secured excellent results from displays at Home Progress Shows in Hartford, New Haven and Bridgeport. Ed. Malone, who recently joined the sales staff, is covering the trade in Hartford and eastern Connecticut.

W. Garvey recently joined the sales staff of the Nassau Distributing Co., Inc., Trenton, N. J. Louis Kaplan, Henry Kaplan and Mr. Garvey attended the convention of the General Household Utilities Corp. at Chicago this week.

Ben Wolf is now directing sales of radios and refrigerators for the Tremont Electrical Supply Co., Boston, Mass. The company recently added Westinghouse refrigerators and General Electric appliances.

L. M. Loveless, Loveless Distributing Co., Bath, N. Y., announces that M. B. Russell has been appointed sales manager of the company.

The George Collins Co., Boston, Mass., was recently appointed distributor for Crosley Shelvador refrigerators and the Crosley radio line.

The RCA Victor Co. has appointed the

Schuster Electric Co., Cincinnati, O., as wholesale distributor of RCA Victor radio and Duos, Victor records and RCA replacement parts. The company will cover the territory composed of northern Kentucky, southern Ohio and eastern Indiana.

B. & O. Radio, Inc., Newark, N. J., will introduce several new Norge products and present sales plans for the coming season to dealers and their salesmen at a dinner meeting at the Robert Treat Hotel, Newark, on June 20.

A.K. in the Lead

"Woman's World," a prominent national magazine, recently asked 40,000 women their brand preferences for various products ranging from automobiles to toothpaste and including radio receivers. It is interesting to note that Atwater Kent radio receivers finished in first place and this is certainly a well deserved tribute to this famous line of sets.

Handles Sylvania Products

The appointment of the National Theatre Supply Company as distributors of Sylvania sound system tubes is announced by the Hygrade Sylvania Corp., Electronics Department, of Clifton, N. J. The line includes all types of standard theatre sound system tubes, including photo-electric cells.

Notable Additions to a famous line!

ALL-WAVE Radio

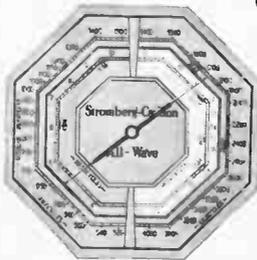
HERE it is, now in production. Already tested by short wave experts, No. 68 has thrilled everyone. They are astounded that a set so sensitive can be so quiet; that its high sensitivity is so uniform, with no "dead spots" anywhere on the dial. They say its tone quality is a revelation, proving that short waves can compete with standard waves for entertainment.

They are amazed at its ability to "hang on" to stations that fade, as indicated by the visual tuning meter. They praise its easy operation; the large airplane dial; the long vertical-reading scales with the short wave broadcast channels and police channels clearly marked on the dial; the "SelectorLite" which illuminates only the portion of the dial in use; the dual ratio knob, permitting slow or rapid tuning without a gear-shift or any back-lash; the automatic antenna selector, for automatically connecting the best available aerial or doublet for standard waves or short waves. In short,

they tell us No. 68 makes short wave reception as pleasing and as simple as standard wave radio. Yet the No. 68 was not designed for short wave alone. It's an *all-wave* set giving splendid performance on standard waves. And the service man is quick to appreciate that *here's* an all-wave set in which every part is readily accessible. Desirable dealer territories and outlying distributor territories available. Write to Stromberg-Carlson's main office at Rochester, N. Y., or to the nearest branch office at Chicago, Kansas City, San Francisco, Atlanta, or Toronto, Canada.



NO. 68 ALL-WAVE RADIO. 10 tubes. Push-Pull Class A Triode Amplification. Output 15 watts. Automatic Volume Control. Visual Tuning Meter. Tone Control. Low Tone Compensation. Stromberg-Carlson's best Electrodynamic Speaker. Price, East of Rockies \$175.



SELECTORLITE DIAL

The dial is divided into four sections: 540 to 1500 Kc, the standard broadcast channels; 1500 to 4000 Kc, the police, aircraft and amateur channels; 4000 to 10,000 Kc, including the 49 and 31 meter broadcast bands; 10,000 to 25,000 Kc, including the 25, 19 and 16 meter broadcast bands and down to 12 meters. Only the section in which you are tuning is illuminated.



THE NO. 69 SHORT WAVE SELECTOR

Adds short wave, (1,500 to 25,000 Kc) to your present radio thus giving you all-wave reception.

For finest reception on domestic programs, the standard wave Stromberg-Carlson's are superior to any all-wave combination yet developed. This No. 69 Short Wave Selector used with a standard wave Stromberg-Carlson makes available high quality on short waves up to 25,000 Kc, including the 49, 31, 25, 19 and 16 meter bands and down to 12 meters. This also makes available the recent extension of the standard broadcast band between 1,500 and 1,600 Kc. Same short wave operating features as No. 68. Requires no change whatever in your present set. Equipped with 4 tubes. Price, East of Rockies, \$69.50.

"There is nothing finer than a Stromberg-Carlson"



1894

Stromberg-Carlson



1934

MAKERS OF VOICE TRANSMISSION AND VOICE RECEPTION APPARATUS FOR MORE THAN FORTY YEARS

Will You Be Represented in the September NATIONAL ELECTRICAL AND RADIO EXPOSITION? Gigantic Show for the Combined Industries in 1934

N.Y. TIMES OCT. 1, 33
RADIO SHOW DREW \$1,500,000 TRADE
Exposition, Closing After Ten Days, Viewed as the Most Successful in Years.
VISITORS TOTALED 200,000
Final Day Sets New Mark for Attendance—Broadcasting Events End Program.

N.Y. JOURNAL OF COMMERCE SEPT. 29, 33
Electrical and Radio Show Aids Appliance Sales

N.Y. SUN SEPT. 23, 33
MODERN LIGHTING SHOWN AT GARDEN
Today Devoted to Subject at Exposition.

N.Y. AMERICAN SEPT. 28, 1933
NEW REFRIGERATORS BIG FEATURE AT ELECTRICAL SHOW
At the great Electrical Exposition now drawing capacity crowds to Madison Square Garden, we exhibited...

N.Y. WORLD-TELEGRAM SEPT. 30, 33
Trade Booms as Radio Show Packs 'Em In at 2 Bits Each
By JAMES CANNON, World-Telegram Radio Editor.
Eleven days of wonder end tonight in Madison Square Garden. The National Electrical and Radio Exhibition moves its magic away... plenty of profit. The wrestlers and boxers failed to appear. They stayed away in un-... their ledgers...

Above—Looking down the 1933 Exposition arena floor. In oval—Typical crowd in attendance at last year's Exposition. At right—Artist's drawing of the arena floor setting for the coming 1934 Exposition.

Response of the public to the wonderful appeal of the National Electrical and Radio Exposition held in Madison Square Garden in New York City during September of 1933 proved beyond any shadow of doubt that this combined show was wanted, for more than 205,000 persons viewed the displays of—

**RADIO
REFRIGERATION**

**DOMESTIC and
INDUSTRIAL APPLIANCES**

**OIL BURNERS
AIR CONDITIONING**

The 1934 Exposition offers to the combined industries the opportunity to make a spectacular and concerted business drive in the World's Greatest Market for Electrical and Radio Appliances.

11 DAYS—SEPTEMBER 19th to 29th, 1934

Sponsors—ELECTRICAL ASSOCIATION OF NEW YORK

Management—MADISON SQUARE GARDEN CORPORATION

For complete information address J. Bernhart, Manager

NATIONAL ELECTRICAL EXPOSITION, MADISON SQUARE GARDEN, NEW YORK



sets amazing new acceptance record among housewives

Orders for Crosley Shelvador and Tri-Shelvador Refrigerators are pouring in. The big Crosley factories are being taxed to capacity. Housewives all over the country are demanding the exclusive features and the exceptional value that only Crosley can give.

Provides about 50% more "usable" storage capacity

Shelvador provides a definite place for many items that are "space robbers" in ordinary refrigerators. Example: an orange occupies exactly the shelf space an orange should—not the shelf space of a milk bottle.



Model EA-13
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

Streamline Beauty

The Streamline Beauty of Shelvador and Tri-Shelvador models does justice to the modern woman's sense of beauty. The pleasing design fits in with modern kitchen arrangement.

Compare These Features

There is the famous Shelvador, ventilated 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.

All models have automatically illuminated interior



Ventilated Front

This feature of all Crosley models permits cool air to be drawn from the front and warm air expelled from the rear, for proper ventilating power unit even when refrigerator is placed in limited space or close to wall.

\$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 left. Dimensions: 48 1/2" high, 23 1/2" wide, 21 1/2" deep.



brings additional exclusive features that offer the utmost in electric refrigeration value

The Crosley Tri-Shelvador Series incorporates all the features of the Crosley Shelvador. It has *additional* features that make it the outstanding achievement in electric refrigeration.

- 1. THE SHELVATRAY . . .** Can be placed in a horizontal position instantly. Place articles on it and carry them, Shelvatray and all, to table, range or cabinet. An exclusive Crosley feature. (Patent pending.)
- 2. THE SHELVABASKET . . .** Swings with the door. Not refrigerated. Handy for greens, carrots, cabbages and the like. Exclusive. (Patent pending.)
- 3. THE STORABIN . . .** A place for potatoes, onions and other bulky items. Not refrigerated. Exclusive with Tri-Shelvador. (Patent pending.)

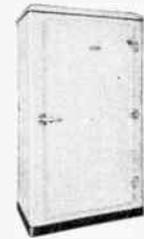
Self-closing porcelain door to freezing chamber is a feature of all Tri-Shelvador models. Model E-55 (left) has 5.5 cu. ft. NET capacity, 11.6 sq. ft. shelf area, 3 ice trays—63 ice cubes—one double depth tray. The Crosley Shelvador and Tri-Shelvador models represent the latest in refrigeration design, convenience and performance. Ask your Crosley distributor for a demonstration. *All models available in full porcelain at slight extra cost.*

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



Model E-13
4.3 cu. ft. NET capacity,
9.15 sq. ft. shelf area,
2 ice trays—42 cubes—
one double depth tray.

\$135.00



Model E-70
7 cu. ft. NET capacity,
14.9 sq. ft. shelf area,
4 ice trays—84 cubes—
one double depth tray.

\$185.00



Model E-55
\$157.50

The Crosley Radio Corporation - Cincinnati

(Pioneer Manufacturers of Radio Receiving Sets)

POWEL CROSLY, Jr., President

Home of "the Nation's Station"—W1W

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

93% of the TUNG-SOL Tubes sold by our 9000 retail partners go to replace tubes of other makes

There are a number of reasons for this enormous replacement percentage, but back of them all stands this fundamental fact:

Tung-Sol Tone-Flow Tubes do a better job.

They are built with hair-line precision and scientific accuracy to provide clearer, fuller reception, to minimize the noise nuisance and to work together like a perfectly matched team during a longer-than-average lifetime.

And Every Tung-Sol Tone-Flow Tube does 100% of its duty.

That is why Tung-Sol Tone-Flow Tubes require so little servicing. That is why your Tung-Sol customers are satisfied and that is why Tung-Sol's 9000 retail partners have increased their sales by 800% during the last two terrible years!

The Tung-Sol Time-proven Protection Plan

- 1 Insures an adequate stock without investment on your part.
- 2 Insures the full profit merited by merchants who build business on the firm foundation of quality merchandise.
- 3 Insures protection from cut-throat competition.
- 4 Insures elbow-room for all by selling only to selected retailers.
- 5 Eliminates cut-rate gyp-shop and mail-order competition.
- 6 Protects against loss due to price declines and obsolescence.

Write in at once for the full details of the Tung-Sol Protection Plan



TUNG-SOL

Tone-flow radio Tubes

TUNG-SOL RADIO TUBES INC., NEWARK, N. J.

Atlanta Boston Charlotte Cleveland Chicago Dallas Detroit Kansas City Los Angeles New York

Radio Merchant

ELECTRICAL HOME EQUIPMENT—MUSICAL PRODUCTS—TELEVISION

Radio—An Institution

THE tenth anniversary convention of the Radio Manufacturers Association, recently celebrated at Chicago, marked the close of a decade of achievement despite difficulties that to many would seem insurmountable. The radio industry, post-child of a depression, and largely instrumental in lifting the clouds of the economic disturbance of 1921, rose to heights unheard of in economic circles, slumped to low depths and fought its way back courageously to levels that compare most favorably with those of other industries which have centuries of precedence to guide their way.

UNDoubtedly the outstanding achievement of the tenth anniversary convention of the Radio Manufacturers Association, which this year was held in conjunction with the eighth annual convention of the Radio Wholesalers Association, was the adoption of the Five-Point Plan to promote radio, with an estimated expenditure of approximately a million dollars. Time and time again at conventions and trade associations meetings of radio manufacturers, distributors and dealers, plans have been outlined calling for the promotion of radio in an institutional manner; but in the main these plans never got further than the vocal expression and each manufacturer, distributor and dealer seemed content to go his own way rather than to achieve the result which cooperative action would bring.

The fact that the directors of the Radio Manufacturers Association and the Radio Wholesalers Association were in complete accord as to the acceptance of the Five-Point Plan indicates that radio has reached its maturity at an early age.

RADIO MERCHANT has on innumerable occasions set forth the advantages of stressing radio as the greatest factor for entertainment and education. We have pleaded with members of the industry to subordinate price and technical descriptions and present the quality and quantity of entertainment as the chief appeals of the radio receiver. We have urged dealers to acquaint the buying public with the improved quality of the modern receiver as against

those receivers which could properly be styled as obsolescent and out of date. RADIO MERCHANT has presented the thought time after time so tersely expressed recently by John Royal, vice-president of the National Broadcasting Co., in an interview with the *New York Times* after a 12,000-mile tour of the country. He said: "Fine music is still one of the institutions of broadcasting, but many listeners are not enjoying it to the fullest extent because their sets are out of date. Too many are using machines five to eight years old."

THE sentiment of the manufacturers, dealers and distributors meeting in Chicago the past week was that the promotion of the industry as a whole would be beneficial to everyone connected with radio. Undoubtedly it is the most constructive move that has yet taken place in the radio industry. The details of the plan which will be soon released are in the hands of three manufacturers and three distributors whose experience in radio ably fits them for the work they are undertaking. The trade can rest assured that whatever plans are set forth merit whole-hearted cooperation.

A Code for the Industry

AT a meeting of the Radio Manufacturers Association in Chicago, the Code of Fair Competition for the Radio Industry was presented and was granted unanimous approval. Elsewhere in this issue of RADIO MERCHANT the high-lights of the code, with the trade practice section presented in full, are set forth. It is only fitting that the Radio Industry should operate under a code of its own making. The trade is urged to read the code as presented herewith.

WHILE this code has still to receive the approval of the National Recovery Administration in Washington, and the signature of the President, it is earnestly hoped and believed that it will be accepted without any material changes. Those drafting the code feel that the provisions are eminently fair to legitimate manufacturers, both large and small, to labor, and to distributors and dealers.

Convention Adopts Plan for Promotion of Radio

**RMA and RWA Cooperate for Advancement of Industry
—Leslie F. Muter Elected President—Message from
President Roosevelt Is Feature of Banquet Program**

CLIMAXED with a banquet at which a message from President Roosevelt to the Radio Manufacturers Association was read, and broadcast over a nation-wide radio network,



Leslie F. Muter

the Tenth Annual Convention of the Radio Manufacturers Association was held from June 11 to June 14 at the Stevens Hotel, Chicago, Ill. Officers for the coming year were elected as follows: President, Leslie F. Muter, Leslie F. Muter Co., Inc., Chicago, Ill; Treasurer, Fred D. Williams, P. L. Mallory Co., Indianapolis, Ind.; Executive Vice President, Secretary and General Manager, Bond Geddes, (reelected). The chairman of the various divisions were elected as follows: Set Division, Arthur T. Murray, United American Bosch Corp., Springfield, Mass. (reelected); Tube Division, S. W. Muldowny, National Union Radio Corp., New York City (reelected); Parts, Cabinet and Accessory Division, Arthur Moss, Electrad, Inc., New York City; Amplifier and Sound Equipment Division, Richard A. O'Connor, Magnavox Inc., Fort Wayne, Ind. (reelected). The following new directors were elected: Set Division, Ben Abrams, Emerson Radio & Phonograph Co., New York

City; W. R. G. Baker, RCA-Victor Co., Camden, N. J.; Paul Galvin, Galvin Mfg. Co., Chicago, Ill; Tube Division, B. G. Erskine, Hygrade Sylvania Corp., New York City; J. C. Warner, RCA-Radiotron Co., Camden, N. J.; Parts Division, Nat Bloom, Adler Mfg. Co., Louisville, Ky.

Perhaps the outstanding feature of the convention was the adoption of a five point plan presented by the wholesalers for the advancement of radio. Further information regarding this plan elsewhere in this article. The following three members of the RMA were selected to confer with a committee of the RWA and work out the details of the plan; Powel Crosley, Crosley Radio Corp., Cincinnati, Ohio, Chairman; Stewart Symington, Colonial Radio Corp., New York City, and James L. Skinner, Philco Radio and Television Co., Philadelphia, Pa. At the banquet which was held in conjunction with the RWA in the grand ballroom of the Hotel Stevens, President Roosevelt's message which was part of the broadcast program read in part.

"I take pleasure in extending greetings and best wishes to the radio industry as represented at your banquet given in celebration of the tenth anniversary of the founding of the Radio Manufacturers Association.

"Your manufacturing ingenuity and your agencies of distribution have been so exercised that, I am glad to say, radio today is enjoyed in the humble as well as the palatial homes and contributes greatly to the enrichment of life.

"Radio is a new and potent American industry. Reports of the United States Department of Labor show that employment in your factories has doubled since April, 1933. Unemployed have found work in your factories and I am advised that as business has improved in your industry, your workers have received increased wage rates.

"You have had many evidences of my interest in radio. In cooperation with the government, radio has been conducted as a public agency. It has met the requirements of the letter and spirit of the law that it function for 'public convenience and necessity.'

"To permit radio to become a medium for selfish propaganda of any character would be shamefully and wrongfully to abuse a great agent of public service.

"Radio broadcasting should be main-



Bond Geddes

tained on an equality of freedom similar to that freedom which has been and is the keystone of the American press."

A high class musical and entertainment program was another feature of the banquet and the services of Reinald Werrenrath, baritone; Alice Mock, Soprano, and a symphony orchestra were engaged to entertain the guests and those listening in on the program.

THE Monday sessions of the RMA were devoted to a meeting of the board of directors in the morning followed by a luncheon. In the evening a dinner was tendered by President Fred D. Williams to past RMA presidents, directors and officers. The past presidents were indicted as shown on an accompanying page and they were required to appear before the court with Judge Van Allen as chief high justice and Bond Geddes as clerk of the high court. The summons issued to each of the past presidents read: "In the

(Continued on page 18)

Summoned Before the Bar



Herbert H. Frost



Fred D. Williams



H. B. Richmond



Arthur T. Haugh



C. C. Colby

Radio Merchant, June, 1934

The Charges

HERBERT H. FROST—1924-25; 1925-26; 1928-29—Paternity of the child RMA. As first RMA President in 1924-25, you are charged with providing the baby RMA only with sales tax exempt clothing and spare parts makers for its infant provender. As President in 1925-26, you are charged with establishing an annual trade show for its succor and growth into the American industrial family. You also are charged with later contributing to its delinquency by permitting it to consort with the "Libby Boys," Nick Carter, Norm Rauland and other irresponsible industry companions, allowing it to run its merchandising habits up an "Ailey" and with since contributing to its support only by dropping an occasional nickel in a radio slot machine.

ARTHUR T. HAUGH—1926-27—As stepfather of the child RMA by election as President for 1926-27, you are charged with depriving it of its customary diet of batteries, B-eliminators and loud speakers and developing a new A.C. complex from which the youth has never fully recovered. You are also charged with promoting promiscuous relations with the NAB and the RMA, with squaring its original nurse and substituting a Happy Baker therefor, and with changing your own stepfatherly peerless habits to become a united reproducer, later reaching the zenith of your career with an echophone following and now tooting a spartan horn, all to the dismay and bewilderment of the child RMA. Lately you are charged with attempting to substitute the Ecornis Pterovox Gobiensis for the Blue Eagle on the radio family escutcheon.

C. C. COLBY—1927-28—With gross financial irregularity in having, as President in 1927-28, provided the child RMA with a fat bank account and surplus, providing for its education and growth to meet present financial emergencies, all contrary to accustomed practices in the radio industry. You also are charged with permitting the child to flounder and almost succumb in a patent pool and with promulgating for it a code of ethics which, fortunately, it has escaped by following the more regular practices of its companions in the radio industry. You are also charged with adopting the alias "Cy" and with engaging Bond Geddes and John W. Van Allen as wet nurses and tooters for the child RMA.

H. B. RICHMOND—1929-30—As President in 1929-30, you are charged with having adopted the alias "Hy" and of teaching the child RMA to boom during the year of its greatest growth, providing its biggest trade show at Atlantic City and its largest membership. You are also charged with giving a profound business administration to its affairs against the established custom of the industry, and with having secured radio freight rate reductions, aggregating \$2,000,000 every year. You are further facing a "General Radio" indictment.

MORRIS METCALF—1930-31—Ample nutrition of the child RMA during your term as President in 1930-31 is charged. Specifically you are charged with being its guardian in the beginning of depression which has caused its emaciation and decline. While cognizant of the child's love of industry statistics, you are charged with failing to secure these from members of the industry. You are also charged with specifically securing a Federal court decision in a South Carolina broadcasting case immunizing the radio industry forever from special sales taxes imposed by the States. You are also charged with appointing Fred D. Williams as chairman of the RMA Fair Trade Practice Committee and J. Clarke Colt as chairman of the Traffic Committee, facts responsible for their later assumption of stepfatherly functions for the child RMA.

J. CLARKE COIT—1931-32—As President in 1931-32, you are charged with attempting to dress the child RMA in the garment of the hardware industry and also with attempting introduction of monkey glands to said child of which it had no need in its youth. You are also charged with suffering patent litigation excessively to annoy the industry but with happy results in securing royalty reductions. Also you are charged with permitting Congress to pass a five per cent excise sales tax despite the violent outcries of pain and anguish of the child RMA.

FRED D. WILLIAMS—1932-33; 1933-34—As President of the RMA in two successive and pernicious periods of 1932-33 and 1933-34, as stepfather of the child RMA you are charged with reorganizing and rehabilitating it to such an extent that its complexion has been changed into a "wet" appearance. You are charged with being neutral in its affairs as parts manufacturer and with adopting an official seal for its sets. A further charge is the alleged rifling of the child's RMA bank to promote its general health and amusement by providing a "radio progress week" and are lately charged with considering a separate code for its conduct in fair competition, all with your personal knowledge that none exists in the radio industry.



Morris Metcalf



J. Clarke Colt

name of the RMA, you are hereby commanded to appear before your peers in the high court of the radio industry, at its bar or bars, in the Stevens Hotel, during the regular annual sittings of this high court at the 10th anniversary convention of the RMA. (See indictments on preceding page).

A breakfast meeting of the RMA and RWA boards of directors was held on Tuesday morning.

At this meeting a five point plan was approved. The plan is founded on five



Arthur T. Murray

basic ways to promote radio through a bureau of advancement of radio which expects to spend over a million dollars to awaken public consciousness to the value and service of modern radio, and to educate the public to the enormous value of an investment in a radio receiver of present-day quality and fidelity compared to the return which is received from other products, which are competing with radio for the public's dollar. A resolution setting forth the feeling of the boards of directors of both associations in regard to this matter was adopted and reads as follows: "Resolved that the plan of institutional cooperation for the promotion of the radio industry presented at this meeting be approved as to general principles and that the respective boards of directors of the RMA and the RWA be empowered and instructed to take all proper action to put such plan with such modifications as may be deemed necessary in effect with reasonable dispatch."

THE joint open meeting of the RMA and RWA members and guests with Fred D. Williams, president of the RMA, and James Aitken, president of the RWA, presiding, was officially welcomed by Mayor Edward J. Kelly, of Chicago. Homer J. Buckley, president of Buckley, Dement and Co., gave an address on "Merchandising on the Business Upturn." Judge Andrew A. Bruce, chairman of the NRA compliance board for the State of Illi-

nois, spoke on "The Future of the New Deal." Both Presidents Williams and Aitken, addressed the assembled members of both associations, speaking in optimistic vein of the future of the radio industry and the bright promise of its return to the high levels which it occupied at the close of the last decade.

The various divisions of the RMA held their meetings on Tuesday afternoon and meetings were also held of the service section of the RMA and RWA set divisions, tube divisions, and parts divisions.

THE annual meeting of the RMA was held on Wednesday morning with President D. Williams in the chair. The proposed Code of Fair Competition was read and adapted unanimously. Details of the code appear elsewhere in this issue. Mr. Williams rendered report as president saying in part:

"This association is to be complimented on having given to the radio industry ten years of service to the various interests and the various members. It was organized ten years ago in Chicago and I think it proper at this time to express appreciation to all the past officers, members of the Board and members of various committees who have been responsible for the association's development and progress.

"We seem to have passed the low depression period in our sales, which appears to have been in 1932 with an estimated retail volume of \$196,000,000, which was raised in 1933 to an estimated volume of \$212,500,000, and this figure will undoubtedly be exceeded in 1934.

"The advent of the automobile radio set and its acceptance by car owners has offered a great opportunity, both last year and this, and for future years it should be a source of tremendous volume. I predict that many companies who have been in the red for the past several years will return to a profit operating basis this year.

"I want to thank the members of the board, the committees and the membership in general for their loyal support given me while acting as your president, and I bespeak the same support for the next president."

ARTHUR T. MURRAY, chairman of the RMA set division, rendered his annual report saying in part:

"In reporting for the year just ended, the item of most importance to the Radio Receiving Set Manufacturers is certainly the operation of the industry under the codes set up under NRA. The RMA Board of Directors at the June, 1933, Convention were authorized to take all and any action which was required to place our industry in line with the requirements of the National Recovery Administration. The Board of Directors appointed a Code Committee under the chairmanship of W. Roy McCanne. This committee worked at Buffalo and at Washington almost continuously from the early part of June until the end of August. After many meetings and careful consideration of the requirements of the industry, the Radio Industry Code

was filed with the National Recovery Administration on July 29, 1933. For many reasons, it was deemed advisable on August 17 to withdraw the application for a specific code for the radio industry and to place the industry under the code which had already been approved for the electrical manufacturing industry.

"Early this year the electrical code was up for revision and in the main the suggested changes, particularly in the fair trade practice section of the code, would have resulted in a more complete policing job of the industry being made effective. To date the proposed revisions in the main code have not been acted upon by the National Recovery Administration. As I write this report there is a movement on foot to have the radio industry as a whole withdraw from the supervision of the broad electrical code, with a code being drawn covering the radio industry only, and it is entirely possible that by the time this report is actually presented to the annual meeting of the RMA that the industry will have withdrawn entirely from the electrical code and will be operating under a code of its own."

AT the meeting for the tube section S. W. Muldowny gave his report as chairman of the division, saying: "In reviewing the year 1933-34, the competitive situation in the tube industry was not relieved to any great extent and it can be safely said that conditions are still chaotic. However, many develop-



S. W. Muldowny

ments have occurred and some interesting things accomplished.

"The work of the tube engineering group, particularly in relation to the bringing out of new types and other matters of vital interest to both tube and set manufacturers, has been most successfully carried out under the direction of Roger M. Wise, chairman of the RMA Tube Standards Section.

"The Executive Committee of the RMA has done excellent work in the field of legislation where it has thrown

its support against those special luxury sales tax bills, particularly in Kentucky and Ohio, which, if passed, would have been very detrimental to the radio industry generally.

"In the development of automobile radio, the engineering committee has worked very closely with automobile manufacturers, as well as set manufacturers, in an effort to eliminate many of the troubles that have arisen because of the rapid growth of automobile radio.

"Your committee has also been very active in working with the executive management of the RMA in connection with the increase and administration of the French quota on tubes. This is also true in connection with Latin-American tariffs where the tube interests have been very carefully surveyed and an attempt made to protect them wherever possible."

Leslie F. Muter, chairman of the Parts, Cabinet and Accessory Division, in his report said in part:

"The members of the executive committee, selected by the respective groups at the annual meeting last year are as follows: Fixed Carbon Resistors, H. E. Osmun, Central Radio Laboratories; Wire Wound Resistors, Leslie F. Muter, The Muter Co.; Variable Resistors, Arthur Moss, Electrad, Inc.; Electrolytic and Fixed Condensers, R. A. O'Connor, Magnavox Co., Ltd.; Variable Condensers, Lloyd Hammarlund, Hammarlund Mfg. Co.; Cabinets, N. P. Bloom, Adler Mfg. Co.; Audio Power Coils and Wire, Whipple Jacobs, Belden Mfg. Co.;



Arthur Moss

Transformers, C. H. Bunch, Acme Electric Co.; Sockets, H. H. Eby, H. H. Eby Mfg. Co.; Instruments, Robert Williams, Hickok Electrical Instr. Co.

"The Code Divisional chairmen, selected at a special meeting at the Stevens Hotel in Chicago, are as follows:

"Fixed Carbon Resistors, Ernest Searing, International Resistance Co.; Wire Wound Resistors, Mr. Siegal, Ohmite Mfg. Co.; Variable Resistors, Arthur Moss, Electrad, Inc.; Electrolytic and Fixed Condensers, R. A. O'Connor, Mag-

navox Company, Ltd.; Variable Condensers, W. J. May, Radio Condenser Co.; Audio Power Coils and Wire, R. T. Pierson, General Cable Corp.; Transformers, C. H. Bunch, Acme Electric Co.; Sockets, H. H. Eby, H. H. Eby Mfg. Co.; Instruments, Robert Williams, Hickok Electrical Instr. Co.; Speakers and Amplifiers, R. A. O'Connor, Magnavox Company, Ltd.

"During the past year we have been able to secure the cooperation of the set and tube manufacturers in the inauguration of the "Buy RMA" campaign which, as pointed out to you in the announcement regarding it, can be made of great benefit to the parts people. In a letter announcing this campaign, I asked the parts people to check up with all other RMA manufacturers to determine the degree of success with which it was meeting, and as I have thus far failed to receive any complaint or lack of cooperation with the plan, I assume that it is in general use and that its many benefits are already evident to your respective companies.

RICHARD A. O'CONNOR, chairman of the Amplifier and Sound Equipment division, presided; in his report he said:

"The members of the Amplifier and Sound Equipment Division of the Radio Manufacturers Association have held several meetings during the past year in which both members of the Division and of the Executive Committee were in attendance.

"During the year the loud speaker manufacturers were transferred from the Parts Division into the Amplifier and Sound Equipment Division at their own request.

"The question of standardization of Amplifier and Sound Equipment has been turned over to the general engineering committee of the association and, while nothing has been developed in the way of a standardization program thus far, it is the hope of the executive committee that the general engineering committee of the association will at some time be able to prove of assistance in the solution of this complicated problem.

"Following the annual meeting of the Radio Manufacturers Association at Chicago, on June 6, 1933, the following were appointed on the committees listed below: Executive Committee—Robert F. Herr, Philco Radio & Television Corp.; A. C. Kleckner, Webster Electric Co.; Leo McCanne, Stromberg-Carlson Tel. Mfg. Co.; E. N. Rauland, Rauland Corp., and R. A. O'Connor, Magnavox Company, Ltd.

"Standardization and Engineering Committee—H. Knowles, Jensen Radio Mfg. Co., chairman; C. E. Carpenter, Philco Radio & Television Corp.; John Erwood, Webster Co.; Frank Freimann, Magnavox Co., Ltd.; Lee McCanne, Stromberg-Carlson Tel. Mfg. Co.; J. McWilliams Stone, Operadio Mfg. Co.

ARTHUR MOSS, as chairman of the Credit Committee, summarized its activities briefly and said that the services offered have become an in-

creasingly valuable privilege. He further stated that bad debt losses have been gratifyingly low and that the RMA expenditures for credit work have proven to be a distinct advantage both to members individually and to the association as a whole.

Virgil M. Graham reported for the Engineering Division and told of the work which had been accomplished. The character of this work is indicated by the fact that more than two dozen meetings were held dealing with a wide va-



Paul B. Klugh

riety of subjects which included television, vacuum tubes, receivers, automotive radio, Litz wire, sound equipment, police radio, and a host of other subjects.

PAUL B. KLUGH, chairman of the legislative committee, detailed the activities of his group for the past year. The chief activity was that directed against the 5 per cent excise tax on radios.

He explained that representations by the Treasury Department made the repeal of the tax impossible. Mr. Klugh explained how the committee had closely followed and opposed certain labor bills in Congress and had also opposed proposed state luxury tax. The committee also engaged in a wide variety of activities, including successful protest to the New York City administration when an order was issued prohibiting radios in taxicabs.

O. J. Davies, vice-chairman of the traffic committee, told of its achievements, the outstanding one of which was the success in securing substantial reductions and freight rates in receiving sets, estimated to aggregate from \$250,000 to \$400,000 annually for set manufacturers.

Following the annual reports of the division and committee chairmen, the NRA Code supervisors—Arthur T. Murray, for sets, S. W. Muldowny for tubes, and Leslie F. Muter, for parts and accessories—rendered their reports.

Many of the members participated in the annual radio industries golf tournament at the Calumet Country Club on Thursday, June 14.

Code of Fair Competition for the Radio Industry

The Code of Fair Competition for the Radio Manufacturing Industry was presented at the membership meeting of the Radio Manufacturers Association, on June 13, in Chicago, and received unanimous approval. It is expected that the code will be accepted by the National Recovery Administration at Washington without material changes.

The code provides that it shall be binding upon every member of the radio manufacturing industry which includes manufacturers of radio and television sets, radio and television tubes, electronic tubes and valves, and all parts, cabinets and accessories and component parts of sets and equipment for the distribution of sound, originating from receiving sets or an electric phonograph.

In the section devoted to hours, the code provides that no employe shall work or be permitted to work in excess of 40 hours per week, averaged over a 12-month period provided that employes may be employed not more than 6 days or 48 hours in every one week. Employes engaged in the preparation, care and maintenance of plant, machinery and facilities for protection are exempted provided that such employes shall not work more than 9½ hours in any one day or in excess of 48 hours a week. Watchmen shall not be permitted to work more than 56 hours in any one week. Office or salaried employes receiving less than \$35 per week shall not be permitted to work more than 6 days or 48 hours in any one week and not more than an average of 40 hours a week over a 12-month period. Employes in executive and similar positions, who receive more than \$35 per week, are exempt from the hour schedule.

Regarding wages, the code stipulates that no male employe shall be paid less than the rate of 40 cents per hour and no female employe shall be paid less than 32 cents per hour. Office employes shall not be paid less than \$15 per week. Office boys and girls, learners, casual employes and persons whose earning capacity is limited, may be employed below the rate under certain conditions. Such employes however shall not be in excess of 5% of the total number of persons employed.

Employes shall have the right to organize and bargain collectively through representatives of their own choosing. Child labor is prohibited.

The code stipulates that every member if required by the code authority shall file not less than 2 days prior to the first sale of any product, a minimum net price list showing current prices and discounts and terms of sale and payment

and advertising or any other allowances. Thereafter no member shall sell below the price stated in such filed schedule, provided however that such schedule may be changed on not less than 2 days' notice to the code authority or its agency. No notice of change need be given in the event that a member advances prices over his last filed schedule. This article does not apply to products destined for export.

Article VII of the code relates to trade practices and reads as follows:

1. No employer shall directly or indirectly give, or permit to be given, or offer to give, money or anything of value to agents, employes, or representatives of customers or prospective customers, or to agents, employes, or representatives of competitors' customers or prospective customers, as an inducement to influence their employers or principals to purchase or contract to purchase from the maker of such gift or offer, or to influence such employers or principals to refrain from dealing, or contracting to deal, with any other employer.

2. No employer shall offer or give to purchasers or prospective purchasers prizes, premiums or gifts in connection with the sale of products or as an inducement thereto without forthwith reporting the same to the Code Authority.

3. No employer shall sell any of the products of the radio manufacturing industry without profit for the purpose, directly or indirectly, or with the effect, of furthering the sale of some other product manufactured by said employer.

4. No member shall mark or brand any product of the industry in any manner which has the tendency to mislead or deceive the customers or prospective customers as to the substance, size, grade, quality, quantity of any product of the industry sold or offered for sale.

5. No member shall advertise or make use of sales promotion material in a manner that tends to mislead the purchasing public as to the nature, quality or quantity of the products to which it refers.

6. No member shall make or cause or permit to be made or published any false or deceptive statement of or concerning the business policies, methods, conduct, ability to perform contract or credit standing of a competitor or the grade or quality of his goods.

7. No member shall willfully interfere by any means or device whatsoever with any existing contract or order dealing with the production, manufacture, transportation, purchase, or sale of any product of the industry or with the performance of any contractual duty or service connected therewith.

8. No member shall secure or attempt to secure information from another employer concerning his business by any false or misleading statement or representation, or by any false impersonation of one in authority, or by bribery, or any other unfair method.

9. No member of the industry shall sell any article at a price below cost as cost is defined and authorized in the sixth edition of the accounting manual of the National Electrical Manufacturers Association.

Any member of the industry with the approval of the Code Authority may meet the price of any other member of the industry whose cost under this provision is lower or may sell dropped lines or distress merchandise below such cost. Such approval shall be impartial and not unreasonably withheld.

This Section 9 shall not apply to direct export sales of any product or to sales of any product destined ultimately for export. The term "export" shall include shipment to foreign countries and to the territories and possessions of the United States.

10. Nothing in this code shall limit the effect of any adjudication by the Courts or holding by the Federal Trade Commission on complaint, finding, and order that any practice or method is unfair providing that such adjudication or holding is not inconsistent with any provision of the Act of this Code.

11. Further recommendation to the Code Authority on unfair trade practices may be presented for its consideration by the Radio Manufacturers Association and the Code Authority may make proposals in connection therewith or additional recommendations for trade practice provisions to the Administrator which proposals, after such notice and hearing as the Administrator may prescribe, shall upon his approval become part of this code.

The code authority shall consist of six members as follows: One to be appointed by the administrator without vote, three to be appointed by the president of the R.M.A. subject to the approval of its directors, one may be appointed by the administrator with vote to represent members of the industry who are not members of the R.M.A., and the sixth member shall be the executive vice-president of the R.M.A.

The code authority shall have the power and duty to insure the execution of the code, adopt rules and regulations for its procedure, delegate powers and duties, obtain information and reports as required, use whatever agencies it deems proper to carry out its activities, make recommendations to the administrator for the coordination of the administration of the code with such other codes as may be related to effect members of the industry, to appoint a trade practice committee.

The code authority also has the power to incur obligations as are necessary to carry out the purposes of the code and to meet such obligations out of funds which shall be raised by submitting to the administrator an itemized budget of estimated expenses and also submitting an equitable basis upon which the funds necessary to support such budget shall be contributed by all members of the industry. Upon receiving the approval of the administrator the code authority will determine and collect equitable contributions, instituting legal proceedings if necessary. Each member of the industry shall be liable for his equitable contribution.

The code authority shall designate an impartial agency for the collection of statistics, data, reports and information. Any refusal to furnish this information shall constitute an unfair trade practice and violation of the code.

Other provisions of the code deal with complaints and appeal, modification, supplements, and state that no provision of the code shall be so construed or applied to permit monopolies or discriminate against small enterprises.

David Trilling Elected President of the RWA

Code Discussions Among Principal Features of Eighth Annual Convention—Five Point Plan Adopted—NRA Representative Answers Questions on Code Workings

THE Eighth Annual Convention of the Radio Wholesalers Association, held at the Hotel Stevens, Chicago, came to a close on June 13th and was voted one of the most successful gatherings ever held by the wholesale fraternity. David Trilling, of Trilling & Montague, Philadelphia, Pa., was elected president for the coming year. Other officers elected were: Benjamin Gross, New York City; A. A. Schneiderhahn, Des Moines, Ia.; Ernest Wildermuth, Brooklyn, N. Y.; A. H. Meyer, San Francisco, Calif., and Francis Stern, Hartford, Conn., as vice-presidents; Harry Alter, Chicago, secretary, and Charles Mason, also of Chicago, treasurer. II.



Benjamin Gross

G. Erstron was reelected executive secretary. The new directors of the R.W.A. are: Paul Felden, New Orleans, La.; Harry Leven, Atlanta, Ga.; Lawrence Luckner, Minneapolis, Minn.; Roland Meggee, Seattle, Wash.; Cornelius Savage, Dallas, Texas, and T. J. Brown, St. Louis, Mo.

One of the most outstanding occurrences at the convention was the adoption of the five-point plan at the joint meeting of the R.M.A. and the R.W.A. directors. This plan is founded on five basic ways to promote radio through a Bureau for the Advancement of Radio.

Further details of the plan appear in the report of the R.M.A. convention. Benjamin Gross, David Trilling and Francis Stern were appointed as a special com-



David Trilling

mittee to represent the radio wholesalers in working with a special committee of three manufacturers.

The first meeting of the association on Monday, June 11, was an open meeting of all tube distributors, presided over by Maurice Despres. The discussion consisted primarily of the reading of the code of fair competition affecting the radio wholesale trade with particular stress laid on those provisions which apply to the distribution of tubes. A number of minor changes were recommended which will be submitted to the code authority for action. Another meeting held during Monday morning was that of the Board of Directors of the Radio Wholesalers Association.

On Monday afternoon an open meeting of all parts and accessories distributors was held with W. C. Braun of the Radolek Co., Chicago, presiding. The main topic of discussion at this gathering was as to whether jobbers of parts and accessories should join the Radio Wholesalers Association and be subject to the code authority which directs activities of all other types of distributors

of radio products. Another meeting on Monday afternoon was that of the divisional code authority of the radio wholesale trade which discussed matters pertaining to the smooth operation of the code.

At a joint meeting of the Boards of Directors of the Radio Wholesalers Association and the Radio Manufacturers Association on Tuesday morning, the following resolution was adopted: "Resolved that the plan of institutional co-operation for the promotion of the radio industry presented at this meeting be approved as to general principles and that the respective boards of directors of the R.M.A. and the R.W.A. be em-



Harry Alter

powered and instructed to take all proper action to put such plan, with such modifications as may be deemed necessary, in effect with reasonable dispatch." From 10:30 to 12:00 M, members of the Radio Wholesalers Association attended a joint meeting with members of the Radio Manufacturers Association, details of which appear in the story of the R.M.A. convention.

Tuesday afternoon was devoted to an open meeting of all members of the trade. The topic of discussion was the code with Benjamin Gross, chairman of

the code authority explaining its various features. H. G. Erstrom, executive secretary of the R.W.A., discussed the routine handling of code authority work. Victor Sadd, of the Administration Department of the National Recovery Administration at Washington, attended the meeting and answered all questions asked by the wholesalers regarding the working of the code.

Following this the following three non-members of the R.W.A. were elected to the divisional code authority of the radio wholesaling trade: D. H. O'Brien, Graybar Electric Co., New York City; Kenneth Connolly, F. B. Connolly Co., Spokane, Wash.; Frank Greusel, Greusel & Maurer, Milwaukee, Wis. The fourth non-member is to be elected at a subsequent meeting. During Tuesday afternoon a conference of the said committee of the R.M.A. and the trade practice committee of the R.W.A. was held. Another conference was held between the two committees of the R.W.A. and the R.M.A. and a third conference was held between the parts committees of the two

organizations during the afternoon.

Wednesday morning was devoted to a closed membership meeting of the R.W.A. The reports of the officers and various committee chairmen were made. Maurice Despres, acting for Sanford Samuel, chairman of the tube committee, pointed out that there were 38 list prices of approximately 80 different types of tubes and recommended that tube manufacturers standardize list prices to effect a smaller number of list prices. This recommendation was adopted.

W. C. Braun, chairman of the parts and accessories committee, reported that the interest of the parts and accessories distributors can be best safeguarded through a general R.W.A. committee specifically appointed with consideration for the various types of companies engaged in distributing radio parts. Due recognition will be given to such classes of the trade as radio service men, amateurs, experimenters and licensed radio service men.

On Wednesday afternoon a convention of all members of local district agencies,

tentatively numbering some fifty-one districts, was held. The meeting was given over to a discussion of mutual problems, submission of methods of procedure and plans and activities for the coming year. At the same time a meeting of the divisional code authority was held. This body consists of the following members: Benjamin Gross, chairman, New York City; David M. Trilling, Philadelphia, Pa.; Francis E. Stern, Hartford, Conn.; Harold J. Wrape, St. Louis, Mo.; James E. Aitken, Toledo, O.; H. G. Erstrom, Chicago, Ill.; A. C. Marquardt, Boston, Mass.; A. Meyers, Los Angeles, Cal.; L. Lucker, Minneapolis, Minn.; D. H. O'Brien, New York City; William E. O'Connor, Washington, D. C.; and Mr. Emmerich, Baltimore, Md.

On Wednesday evening members of the R.W.A. banqueted with the members of the R.M.A. in the grand ballroom of the Hotel Stevens, and on Thursday a number of members joined in the annual golf tournament of the radio industries at the Calumet Country Club in the city of Chicago.

Atwater Kent Jobbers to Meet June 27-29

Distributors From All Parts of World to Assemble at Atlantic City—New Line to Be Shown

Resuming its practice of former years, the Atwater Kent Manufacturing Co. will hold the Ninth Annual Convention of Atwater Kent distributors in Atlantic City on June 27, 28 and 29. Invitations to attend the gathering as guests of A. Atwater Kent have been issued by F. E. Bassler, general sales manager, to firm members and executive officers of distributing organizations in all parts of the world. Mr. Bassler anticipates an attendance of several hundred. This is the first time in the history of the company that distributors from all parts of the world will assemble at one convention.

The group will gather at the Atwater Kent plant in Philadelphia on the opening day for luncheon and inspection of the factory, then go by special train to Atlantic City, where headquarters will be maintained at the Hotel Ambassador. Business sessions will be held on the two days following, with the usual dinners and entertainments.

A complete new line of Atwater Kent models will be exhibited for the first time at the convention.

RCA Exhibit at Fair Is Augmented by New Features

All of the radio marvels which attract record crowds to RCA Hall, at the Century of Progress Exposition in Chicago, last year, augmented by many new and unique features, are to be seen in the new and bigger display of exhibits sponsored by the Radio Corp. of Amer-

ica and its associated companies in the 1934 exposition.

The exhibit occupies more than 11,000 square feet of space and houses such new attractions as a complete Victor record making plant; a striking mechanically operated display dramatizing RCA-Victor All-Wave radio reception and utilizing the famous color organ; complete facilities for the demonstration of Victor records and RCA-Victor radio instruments; and numerous other new features which are expected to break all previous attendance records. Special arrangements have been made this year to accord visiting RCA dealers special privileges in RCA Hall.

The E. T. Cunningham-RCA Radio-tron tube manufacturing unit, which made one of the most popular features at the Fair last year, will have an equally prominent place this year. Twenty girls from among the most skilled tube operators in Harrison, N. J., will maintain an actual production schedule which calls for the making of 2,500 tubes a day, complete in every detail.

West Coast Representative Appointed by Sylvania

The appointment of John DeTarr Hicks as Pacific Coast sales representative with headquarters at 316 Commercial St., Los Angeles, Cal., was announced by the Hygrade-Sylvania Corp., Electronics Department, of Clifton, N. J. Mr. Hicks is unusually well qualified to handle this line of products as a sales engineer. He is intimately familiar with the production of power tubes as well as with theatre sound system and radio broadcasting requirements, having gained a wide experience with the DeForest Radio Co. and more recently in the Hygrade-Sylvania plant. Until April 1 he was acting as sales engineer in the East. He is now in charge of the California territory.

Emerson's Credit Manager Honored by Credit Group

One of the highest tributes ever paid by any one woman to another was bestowed upon Miss Lillian M. Guth, credit manager of the Emerson Radio & Phono. Corp., when Mrs. Helen Maykrink addressed those attending the dinner sponsored by the Women's Credit Group, on the evening of May 8, at the Hotel New Yorker.

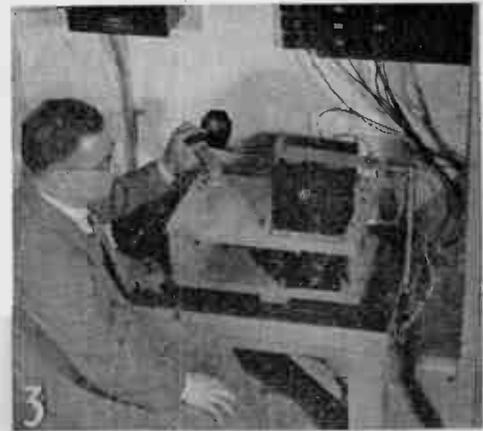
Mrs. Maykrink, who is on the board of directors of the New York Credit Men's Association, and is also connected with the International Paper Co., most sincerely and emphatically expressed, on behalf of the other members of the Women's Credit Group, the esteem and appreciation in which Miss Guth is held because of her untiring efforts for the past ten years in helping the group attain the position it now holds as an organization.

She pointed out that Miss Guth is the "shining light" of the organization, through which her vivaciousness and enthusiasm at all times towards the promotion and welfare of the group guided and stirred the ambition of all the members, so that the ultimate result of the growth of "an oak from an acorn" may duly be attributed for the most part to the work unselfishly and very graciously given by her.

Miss Guth was then presented with a token, a very beautiful set of sterling silver candlestick holders and candles, as a remembrance of the organization and their gratefulness of all she has done for them.

C. I. Finn, Washington, D. C., factory representative of the Universal Microphone Co. for nearly four years, died early in June as the aftermath of a protracted illness brought on by pneumonia!

Trade News in Pictures



1. New factory of the Howard Radio Co., Chicago. 2. Bronze plaque awarded to the Raytheon Production Corp. by Massachusetts Safety Council for record of 4,265,654 man-hours of work without an accident. 3. Proving ground for Emerson auto radio; severity of five-hour test exceeds 30,000 miles hard driving. 4. Mechanic's coat-smock is a practical method of advertising RCA Victor auto

radio. 5. One-tube sets used by police of Los Angeles, Cal., use National Union tubes. 6. Pagoda in Burma carries Frigidaire advertisement. 7. This motorcyclist equipped his Harley-Davidson motorcycle with a Zenith auto radio. 8. First shipment of Crosley Shelvador refrigerators leaving the Chattanooga plant of the Crosley Radio Corp. 9. Impetus to the convalescence of 15-year-old

Elaine Groves came with a greeting direct from the Byrd Expedition. She recently talked to the expedition over the General Electric short-wave station and her message was returned. 10. After losing his championship title Jimmy McLarnin rested and was entertained by his compact Atwater Kent traveling companion. It seems to offer solace for his defeat.

Maintain List Prices—

They're the Gold Standard of the Industry

Says B. G. Erskine

DO you sleep peacefully every night? Or are your dreams disturbed by the galloping nightmares of fixed expenses—heat, light, rent, wages and all other bills that you must meet every month—which take huge bites out of your hard-won profits?

Have you been handling radio tubes as a convenience to customers rather than for a profit? If so, you are one of the thousands of radio dealers who are overlooking a profitable bit of business right under your eyes.

not afford new sets, they will find the money to put new tubes in the old sets. It's just a matter of selling those new tubes at a respectable profit, instead of practically giving them away. Instead of hiding an inadequate tube stock under the counter and encouraging your customers to patronize the cut-rate stores, it's a matter of brushing away the cobwebs and taking a good look at tubes as a respectable and steady source of profit. Pennies count, now that dollars are scarcer.



Constant Testing Makes for Quality Tubes

"Too small to bother with," you say? Perhaps that was true, some years ago, when radio sets practically sold themselves, with a fine fat profit on each sale. Tube sales then looked like so much chicken feed, by comparison. But those times are gone—if not forever, at least for the present. Sets are harder to sell, list prices are down, profits are smaller, while the fixed expenses are just where they were, or have increased.

Right now, radio tubes are a "natural." For when set sales are down, tube replacements are up. Radio has become a national pastime, and if listeners can-

"But," you say, "how can I make a profit on tubes when all around me are stores where list prices are a joke, and tubes are sold at cut prices. There's no profit for me if I meet those prices, and people will hesitate to pay me regular prices when they can buy tubes down the street for half price, or less."

And you are right, as far as you go. Price slashes soon destroy reasonable profits for everyone except the mass-sale merchandiser who makes his on a huge turnover. Just as soon as a given brand becomes the plaything of bargain prices, its list price status is seriously



B. G. Erskine

impaired throughout the trade. After all, and no matter who is hurt, the prices that prevail on Courtlandt street, the heart of New York's radio cut-price center, have their effect on the whole country.

LIST prices are the gold standard of any industry. Sooner or later, and the sooner the better, we must return to our gold standard in the radio industry if everyone—manufacturer, distributor, dealer—yes, even the consumer—is to get a square deal. Returning to the gold standard is the first move in making a fair profit on tubes.

And so, with tube prices being foot-balled from one end of the country to the other, the safeguarding of list prices on his own brand becomes a matter of supreme importance to the manufacturer. His list price must mean what he says it means, and this is no easy matter. In fact, the brand with the highest reputation for maintained list prices is the one most eagerly sought by bargain sellers as well as buyers. A tube manufacturer may be pardoned for looking more than once at the huge sales outlets presented by price slashers, while he takes the harder path of seeking the outlets where conservative methods and steady sales, rather than enormous turnover, are the rule.

It is no simple matter. At times it may be discouraging. No one enjoys turning down bulk business. It takes many smaller accounts to equal the business of a single mass-sale outlet.

To consistently carry out such a policy sales must be confined to the jobber whose status and aims approach those of the manufacturer. Jobbers, in turn, must seek out those dependable, hard-working, sales-minded dealers and service men who must and will make a reasonable profit from their tube sales.

These are the qualities that make tube list prices mean what they say. There

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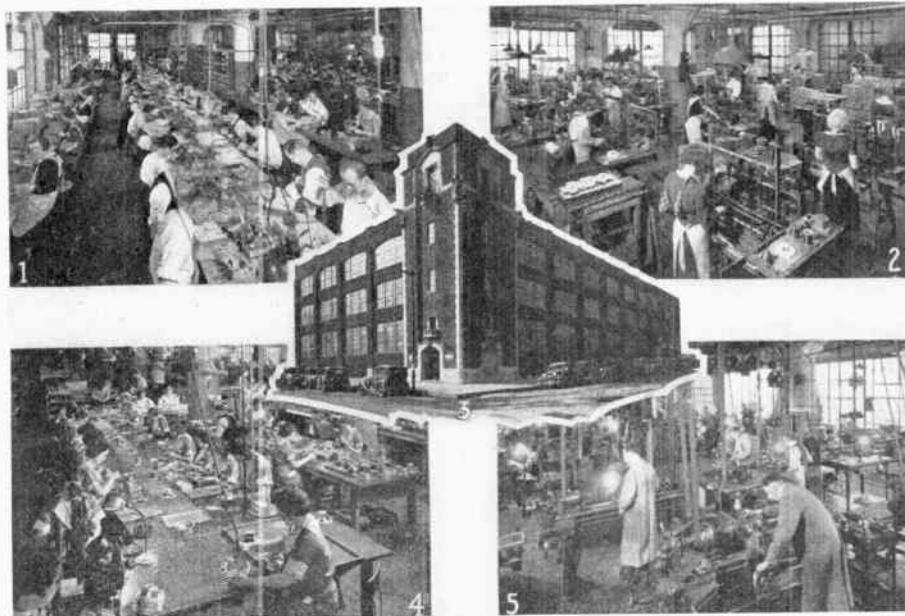
Utah Radio Products Co. Celebrates 10th Anniversary

WHILE Chicago is celebrating a Century of Progress again this year we pause to take note of the progress reflected in the growth of the Utah Radio Products Co., of this city, in celebrating its tenth anniversary.

Utah Radio Products really gets its name from the State of Utah, where it was incorporated in the Fall of 1924 by Henry C. Forster of Chicago, David

headquarters to Chicago, and was incorporated in the State of Illinois. At that time the Henry C. Forster Co. was absorbed by the Utah Radio Products Co. and the stock of the parent company was put on the Chicago Stock Exchange. The factory was continued in Salt Lake City, although most of the assembling and shipping was done out of Chicago.

In 1929 the Utah Radio Products Co.



1. *Vibrator Department where synchronous and nonsynchronous vibrators are made principally for automobile radio power supplies.* 2. *Winding department where automatic machines wind wire of all sizes.* 3. *Utah Plant.* 4. *Assembly department where all speaker cone assemblies are made.* 5. *Tool shop is a well equipped machine shop where hundreds of tools, jigs, etc., are made.*

Neff, Wehrli Pack and Joe King of Salt Lake City. The factory was located in Salt Lake City, but the entire sales were handled by the Henry C. Forster Co., whose offices were in Chicago. The plant in Salt Lake City originally occupied a space of approximately 2,500 square feet, and it was later moved into a new factory which had approximately 22,000 square feet with two floors and a basement. In addition to that, there was a rubber plant at Ogden of about 5,000 square feet, where the crude rubber was rolled and cut into patterns, then trucked to Salt Lake City, where it was molded into the goose-necked horns, etc.

In 1928 the Corporation changed its

merged with the Caswell-Runyan Co. and the Carter Radio Co. and arrangements were made to move the Utah plant from Salt Lake City so that the Utah Radio Products Co. of Chicago and Salt Lake City and the Carter Radio Co. could all be located under one roof. Up to that time Mr. Neff had been president of the Utah Radio Products Co. and Mr. Forster vice-president. In 1929 Mr. Neff resigned and has not been connected with the company since that date. The only original "organizer" of the old Utah Radio Products remaining with the company at this time is Henry C. Forster, who is vice-president and chairman of the board. In October, 1932,

Utah moved to its present location at 812 Orleans street, and the space now occupied is 80,000 square feet.

The Caswell-Runyan Co. still remains in its old headquarters at Huntington, Ind., and manufactures radio cabinets, cedar chests, and a new line of juvenile furniture down there.

In 1933 J. W. Caswell, who formerly was president of the Caswell-Runyan Co., Huntington, Ind., and prominent in industrial circles throughout the country, was elected president of the Utah Radio Products Co.

The Canadian branch of the company, located at 559 College street, Toronto, has also been operating since 1924. In 1932 a branch was opened in Buenos Aires, Argentine, under the trade name of UCOA. Utah has sales agents that cover the entire European Continent, and also export into Asia, Australia and other foreign countries.

THE products manufactured by the corporation at the present time include a complete line of radio loud speakers, featuring the New Utah Orthovox, which is a highly developed form of a loud speaker incorporating a permanent magnet field. This item has just been placed on the market and the excellence of its reproduction has resulted in its use throughout the gigantic exhibition building of the Ford Motor Co. at the Century of Progress Exposition at Chicago, as well as in the sets of a number of prominent radio manufacturers.

The corporation also manufactures the Utah Auto "B" unit, which is being used in auto radio sets manufactured by a great many of the largest producers of this type of radio equipment in the country, as well as having been adopted as a standard by one of the largest manufacturers of automobiles.

The Utah Co. also manufactures a battery charger for automobile use, and a remote control for auto radio application, which is unique in its design and which, according to many prominent engineers, affords a control that is far more satisfying than other devices of this type that they have tested.

The Carter Division produces a complete line of transformers, fixed and variable resistors, and a comprehensive line of other essential radio components for set makers.

The lower floor of the large factory now occupied by the Utah Radio Products Co., on Orleans street, is devoted to the storage of raw materials, punchpress operations, raw material inspection and plating. The second floor is occupied by the large stockroom of semi-completed parts, as well as finished material, and a large toolroom where the tools and dies used in the manufacturing operations are made, and nominally em-

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Maintain List Prices—They're the Gold Standard of the Trade

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can be no sustained bargain prices on tubes so handled. Trade and public alike accept the fact that if they wish to buy these tubes, with the recognized quality that goes with them, they must pay the regular price, or go without. And, believe it or not, they do buy them, and they do pay the list prices. That's all there is to the return to the gold standard of the radio trade.

NOW here are the answers to your questions: First, the profit is there—in cents instead of dollars, to be sure, but look at the Woolworth Building. At bargain prices, you cannot afford to sell radio tubes. The margin of profit is too narrow to pay for the time you spend. At list prices, you make a profit on every tube which absorbs its share of your fixed expenses, and leaves you a margin to spare. Call it a potboiler, or a sideline, or whatever you wish, it still pays its way.

In figures it works out like this: A tube is sold at a bargain price of, say, 69 cents, instead of the list price of \$1.20. That tube probably cost you 54 cents. Therefore you gross 15 cents on the sale. That means a bit over 21 per cent mark up. That's not profit. It probably costs you more than 21 per cent of your gross to do business.

Now suppose you are operating on the gold standard basis of maintained list price. You sell your tube for \$1.20. Your cost is probably 65 cents. You have grossed 55 cents, or better than 45 per cent. That is a profitable markup. You can plan to keep on going ahead on that basis.

As for volume, a huge turnover on tube stock at cut prices cannot begin to make up for lost profits on each sale, for the average dealer or service man. You must sell 3.6 tubes at a gross profit of 15 cents each to equal the gross profit of 55 cents on one tube at list prices. Granted that the lower price might reduce the sales resistance of some of your customers to the point where they would buy one or two extra tubes, if you are a dealer you must still spend more money for advertising to bring extra customers into your store, and devote more time and effort to selling in order to raise your tube sales to the required volume. If you are a service man you must service at least twice as many sets, even though some of your customers are willing to let you replace tubes that are still fairly serviceable.

GRANTED, also, that more customers, if you can get them, are desirable. There is still another point, not to be reckoned concretely in dollars and cents, although in the long run it will have a definite and important effect on your profits. That is the good will and confidence of your customers.

Your reputation represents a gold standard which you cannot afford to lower. Cheap tubes, unsatisfactory performance and uncertain guarantees will rob you eventually, even though they might raise you temporarily to dizzy heights of volume and turnover.

Now for the cut-price competition. We'll admit it is there. But you, as the dealer or service man on whom

your customers depend for reputable merchandise and dependable service, have a vast advantage over the man whose very advertising of cut prices destroys faith in the value of the thing he sells. Let your customers know, and keep on telling them, that you are prepared to supply their tube needs with a brand of tubes that is dependable and backed by a reasonable guarantee which is protected by the manufacturer, at a price that is fair and plainly marked on a price list which you can show them. Eventually, they will see the advantage in buying from you. So many bargains in the past few years have turned out to be no bargains at all, that the public is beginning to see the light.

Utah Radio Products Co. Celebrates 10th Anniversary

(Continued from page 25)

employs about forty toolmakers. This floor also accommodates departments for the manufacture of the Utah remote control, Utah battery chargers and Auto "B" replacement units, as well as the famous Utah Dry-Disc rectifiers, which are incorporated in the Utah chargers and "A" eliminator units.

The third floor accommodates the speaker assembly and finished lines, which are well equipped with facilities for the manufacture and thorough inspection of dynamic and Orthovox speakers, incorporating modern manufacturing processes, with suitable conveyors and automatic testing and inspection equipment, which will produce about 12,000 speakers per day. On this floor also is housed a complete transformer manufacturing division, including automatic, semi-automatic and hand-winding machines, vacuum impregnation apparatus for the complete insulation of windings, and highly specialized test and inspection equipment to insure the shipment of a perfect product to our customers. This department is able to take care of the Utah organization's own demand for transformers, as well as sufficient capacity to handle the transformer requirements of a number of large set manufacturers.

The top floor of the Utah building is occupied by the general offices of the company, and an engineering laboratory in which is embodied one of the most complete electro acoustical equipment layouts in the country. This laboratory is also manned by a corps of engineers who are widely known in the radio-acoustical field. Also on this floor are the departments manufacturing the popular Utah Vibrator for Auto "B" eliminator use; the output figures of which have now mounted to about one million and a half units. Here also are manufactured the Carter volume controls, potentiometers, resistors, plugs, jacks, and other small radio component parts. On this floor Resistelite is also manu-

factured, which is the material used in Carter volume controls and potentiometers, and which has a number of unique electrical properties.

THIS picture, in its entirety, embraces a corporation able to meet the demands of the largest set producers, and a perusal of the operations carried on will convince one that none but quality products can result from such comprehensive manufacturing equipment, which allows of complete fabrication within one building, including stamping, plating and all finishing operations.

The present officers and directors are: J. W. Caswell, president; H. C. Forster, vice-president and chairman of the board; J. Snyder, vice-president; W. Runyan, treasurer; B. Engel, secretary; W. Dumke, assistant secretary. The directors of the company constitute the officers and B. J. Clark, M. M. Corpening, Wm. S. D. Woods.

Arthur V. Frank Joins Staff of R. K. Radio Labs.

Arthur V. Frank, formerly connected with the Echophone Manufacturing Co., and who is widely known throughout the distributing trade, has joined the R. K. Radio Laboratories, Inc., organization in the capacity of sales promotion manager. Mr. Frank has a successful sales record and his friends will be glad to learn of his new connection.

Visit Ken-Rad Plant

Herndon Thomas, of the Beck & Gregg Co., Atlanta, Ga., and Wheelless Gambill, of the Gambill Distributing Co., Nashville, Tenn., stopped at the Ken-Rad plants for a short visit and inspection tour following their trip to the Crosley convention.

Antenna System Helps Solve Short-Wave Reception Problem

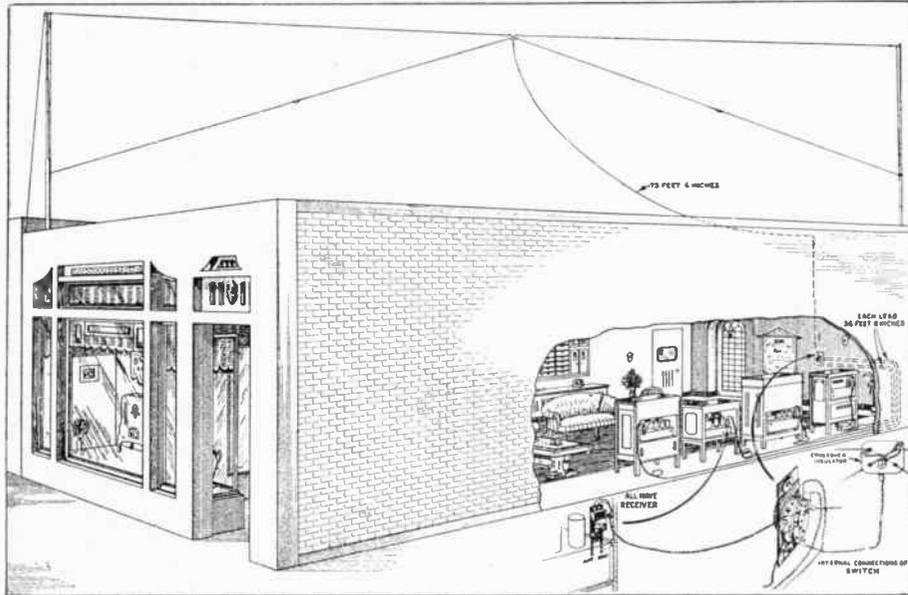
By S. L. Barriette,
Service Manager, Bruno-New York, Inc.

From the early days of radio broadcasting the research engineers of many large corporations have been busily engaged in developing radio receiving sets. Broadcast engineers have designed new methods of building broadcasting stations and we might say, that the main idea of these engineers was to present to the public the very best form of radio reception.

Modern radio reception, such as we have today, has only been possible by countless experiments with receiving sets and radio tubes. We must all agree

have in installing a short wave set for a music critic who desires to listen.

Constant noise-free foreign reception depends largely upon the antenna system. I have installed every possible form of antenna to eliminate man-made electrical noise, and in some installations the results which I secured were good. However, there is a great deal of uncertainty with the average aerial. Recently the RCA-Victor Laboratory at Camden, New Jersey, introduced to the radio public a complete antenna system known as—RCA "World-Wide" Antenna system,



Dealer Demonstration Kit for RCA World-Wide Antenna

that in a remarkably few years radio engineers have developed apparatus capable of producing practically perfect radio reception. However, there is one phase of radio which, until the present time, has been very seriously neglected. A radio set may be perfect with reference to its electrical and mechanical design. But, if it is poorly installed, or installed in an area of electrical interference, it is very difficult to convince the set owner that the noise and banging is not the fault of the set.

I have personally inspected practically all of the radio dealers' antenna systems in the metropolitan area and I was amazed at the lack of knowledge of short wave radio, and the poor installations which were being used to demonstrate short wave apparatus. It was very difficult for me to believe that these dealers would be able to satisfactorily install an all wave receiver and produce results which would be satisfactory even to a confirmed radio "bug," and I could imagine what a "swell" time they would

which completely solves the problem of securing satisfactory foreign reception. This antenna system completely fills the needs that are so definitely required for short wave reception without the necessity of the serviceman possessing any highly technical education. The idea of this kit is just good common sense. We all know that if we erect our aerial in a clear high location which is noise free, we will secure good results. But, the problem is to convey this noise free reception to our set without losing it on the way down or having the noise free signal ruined by noise which is picked up on the lead-in wire. The length of the two doublets have been very carefully and definitely designed to secure the most satisfactory signals on all short wave bands. This antenna system may be easily erected in a 35 or 60 foot space.

I have personally installed a great number of these RCA All-Wave Antennas in all parts of Manhattan, Bronx, Brooklyn, Westchester and Long Island, (Continued on page 30)

JOIN THE NATIONAL UNION RADIO TUBE PARADE TO PROFIT!

NATIONAL UNION SUPERIOR RADIO TUBES
 KEENER RICHER TONE ON SHORT WAVES AND LONG WAVES ALWAYS

PROFIT: The ten cent higher list price of National Union tubes enables the service man to make the highest margin of profit on his tube sales.

EQUIPMENT: Testing instruments, service manuals and shop equipment are given with National Union tube purchases. The alert dealer realizes that when he buys the equipment this way, he has both the manufacturer's guarantee and the backing of National Union.

QUALITY: Strict adherence to clear manufacturer's limits is responsible for the consistent superiority of National Union tubes. Fully guaranteed!

STANDARD PRICES: National Union tubes are sold everywhere at list price as the service man need not fear ill-will of customers who might otherwise see the tubes in "cut price" stores.

SERVICE AIDS: Charts, data, information available at no cost to service men dealers who tie up with National Union... can't be duplicated from any other tube source.

FREE! With purchase of National Union Tubes, Service Manual, Superior 353 Magnetron, Superior #45 Service Manual, Triod-Tube Folder #1178 Personal Tester. All subject to withdrawal without notice. SMALL DEPOSIT GET DETAILS

National Union Radio Corporation of N. Y.
400 Madison Avenue, New York City

M-6

Send me details about: _____

Name: _____

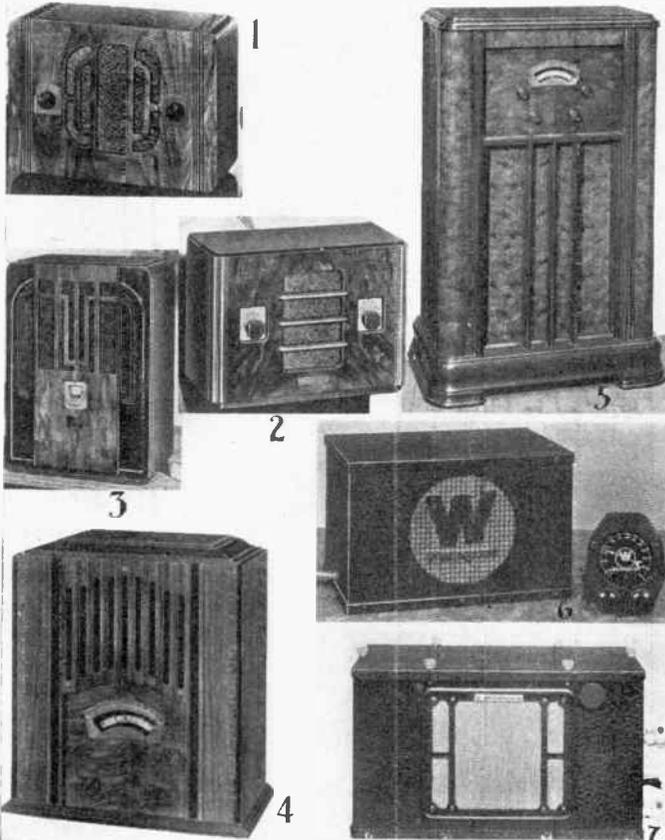
Street: _____

City: _____ State: _____

New Products

WESTINGHOUSE ELECTRIC SUPPLY CO., New York City. Complete line of home and auto radio receiving sets consisting of the following models: WR 20, a four tube AC-DC compact in walnut cabinet, retail price \$19.95; WR 21, a five-tube AC-

all wave table model covering four wave bands from 540 to 20,200 kilocycles, listing at \$67.50; WR 24 has the same chassis as WR 23 in a console model, listing at \$89.50; WR 25 is a six tube auto radio set, listing at \$39.50 and WR 26 is a six



Westinghouse Models: 1 WR 20; 2 WR 21; 3 WR 22; 4 WR 23; 5 WR 24; 6 WR 25; 7 WR 26

DC compact listing at \$31.95; WR 22, a five tube AC superheterodyne mantel set listing at \$29.95; WR 23, a seven tube AC

tube auto radio set with large sized speaker, tone control and other distinctive features, listing at \$52.50. RADIO MERCHANT,

ZENITH RADIO CORP., Chicago, Ill. Model 825 is a 7-tube superheterodyne table model in cabinet of Grecian design, constructed of rare woods. Top is of solid American walnut with matched butt walnut front, trimmed with selected zebra wood and inlaid with marquetry. Has 6 in. extra heavy dynamic speaker and tuning range of 3 bands covering 535-1640 kilocycles, 1580-4750 kilocycles, 4600-12,000 kilocycles (560 meters to 25 meters). List price \$49.95.

Model 827 is a 7-tube superheterodyne in modernistic table cabinet with border and grill of satin finished chrome, contrasting with diamond striped American walnut front. Has 6 in. extra heavy dynamic speaker, shadograph tuning and covers 3 band range, 560 meters to 25 meters. List price, \$54.95. RADIO MERCHANT, June, 1934.

Further information on Zenith products appears in advertisement on page 3.

SPRAGUE PRODUCTS CO., North Adams, Mass. Capacity indicator which enables the service man to tell the correct con-

denser capacity for any radio circuit. Eliminates guesswork and the old method of connecting condensers until the proper capacity is found. Also affords a quick, easy method of correcting troubles due to short or defective condensers. Equipped with the new "surge-arrestor" which by "chirping" on overloads automatically indicates when there are voltages of 475 and over in the circuit. Price complete \$8.90. A durable cowhide carrying case is optional at an additional cost. RADIO MERCHANT, June, 1934.

WESTON ELECTRICAL INSTRUMENT CORP., Newark, N. J. Weston Model 598 selective set servicer, employs the new Weston method of selective analysis which enables the owner of an independent socket selector unit to modernize his servicer at small cost. Changes in tube base design cannot effect the efficiency of the servicer as the selector unit is designed with the purpose of accommodating these new tube bases. Voltage, current and resistance ranges are adequate for all practical requirements. RADIO MERCHANT, June, 1934.

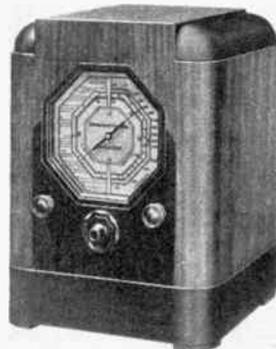
STROMBERG CARLSON TEL. MFG. CO., Rochester, N. Y. Model 68 all wave receiver is a 10-tube superheterodyne, covering every channel from 540 to 25,000 kilocycles (555.2 to 12 meters). Model 69 Selector is a 4-tube, self-powered converter which, when attached to any standard broadcast receiver, converts that receiver to an all wave receiver, covering in addition to the broadcast band every short wave channel from 1,500 to 25,000 kc. Model 68 is housed in an attractive cabinet of heavy solid core wood in all walls with exposed surfaces of genuine American walnut and fancy wood



Stromberg-Carlson 68

panelings. It has a large, full vision airplane type Selector Lite dial which is octagonal in shape and divided into four sections, one for each of the four tuning ranges covered by the receiver. The outer left hand section covers the standard broadcast band from 540 kc. to 1500 kc.; the outer right includes the tuning range from 1500 kc. to 4000 kc.; the inner left hand section from 4000 to 10,000 kc. and the inner right hand from 10,000 to 25,000 kc. Four sets of pilot lamps are used so that only the section in actual operation is illuminated. Ten modern type tubes are employed. A novel feature of the number 68 receiver is an automatic antenna selector.

The No. 69 Selector is a high quality instrument designed to be connected between the re-



Stromberg-Carlson 69

ceiving antenna and the regular broadcast receiver to make available reception on short waves up to 25,000 kc. Uses four tubes in a "frequency change" unit of a superheterodyne circuit, the output of which is 545 kc. to be fed to the broadcast receiver. The tuning dial is similar to that of the number 68 with the exception of the section used on the number 68 for broadcast recep-

tion. The cabinet, designed by Everett Worthington, is of solid core lumber plywood, faced with genuine American walnut and will harmonize with any design of radio cabinet and surrounding furniture. RADIO MERCHANT, June, 1934.

Further information on Stromberg Carlson products appears in advertisement on page 11.

PHILCO RADIO & TELEVISION CORP., Philadelphia, Pa. Forty-nine new models, including a high fidelity receiver, capable of reproducing the musical range from 50 to 7500 cycles, constitute the 1935 Philco line. Included in it are 12 baby grand models, 5 compacts, 7 low boys, 6 high boys, 8 inclined sounding boy models, 3 remote control models and 6 radio phonograph combinations. Prices range from \$20 to \$600. In addition to the conventional broadcast band models, the line includes an array of combination American and foreign radios, AC sets, AC-DC sets, DC, battery and 32 volt farm lighting system receivers. The Model 200X high fidelity receiver is the feature of the line. RADIO MERCHANT, June, 1934.

PIERCE-AIRO, INC., New York City. De Wald Motortone is a 6-tube superheterodyne with full automatic volume control, improved noiseless vibrator. Set



DeWald Motortone

and dynamic speaker are housed in a dust-proof metal container. Six-cylinder suppressors included. RADIO MERCHANT, June, 1934.

HAAG BROS. CO., Peoria, Ill. Models 34, 42 and 62 electric washing machines, retailing for \$49.95, \$69.50 and \$79.50 respectively. Feature of all models is the mechanical hand, a new development in feeding the clothes to the wringer which enables the



Haag Washer

user to keep the hands away from the rolls. All models may be procured equipped with pumps, for draining the tub, at small extra cost. 110 volt, 60 cycle, AC electric motors are standard equipment on all models. Motors of other voltages and currents are available. RADIO MERCHANT, June, 1934.

Radio Merchant, June, 1934

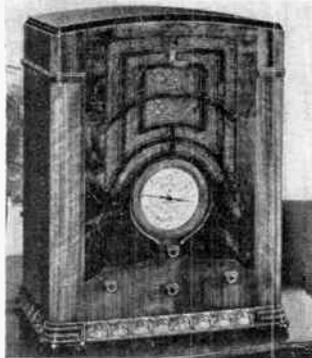
New Products

EMERSON RADIO & PHONOGRAPH CORP., New York, N. Y. Model 59, five-tube super-heterodyne, covering the regular broadcast bands from 1590 to 550 kilocycles and short wave band from 18.5 to 55 meters. Has dynamic speaker, automatic volume



Emerson Model 59

control and operates on AC, 110-120 volts, 60 cycles. Also available for 220-volt operation. Housed in cabinet with instrument panel of center matched walnut with fluted trimming at top and side pilasters of figured walnut. The entire base is fluted. Two-tone walnut finish ebonized trimming on edges of top, sides and panels. List price \$59.50 complete with tubes. Model 71 is a 7-tube super-heterodyne covering world-wide range from 13 to 550 meters.



Emerson Model 71

Operates on 110-120 volts, AC, 60 cycles; also available for operation on 220 volts. Four distinct wave length ranges are contained on a single airplane type dial. Has 8 in. dynamic speaker, 3 gang condenser, automatic volume control, tone control, class "A" output and 7 tuned circuits. This table model is housed in a cabinet of solid walnut in a combination of butt walnut overlay with half oval corners of clear walnut veneers. RADIO MERCHANT, June, 1934.

Further information on Emerson products appears in advertisement on front cover.

T O B E DEUTSCHMANN CORP., Canton, Mass. Tobe condenser analyzer designed as an aid to the serviceman in problems involving condensers and condenser testing. Contains a built-in power supply operating on 110 volt, 60 cycle, AC. Instrument is encased in a metal container finished in black Tamaskene wrinkle. Net dealer price \$11.40. RADIO MERCHANT, June, 1934.

PRESTO RECORDING CORP., New York City. Presto Universal recorder, designed for

the purpose of recording all types of sound instantaneously. Recordings may be made of anything, anywhere; in the field, home, schoolroom, studio, office, etc. Consists of two cases and microphone. One case contains the turn table, motor, feed mechanism and electro-magnetic pick-up; the other holds the amplifier, control panel and loud speaker. The recording disc is specially developed and is said to compare in quality and volume to commercially pressed phonograph records. RADIO MERCHANT, June, 1934.

PROVIDENCE ELECTRIC REFRIGERATOR CO., Providence, R. I. Complete line of electric refrigerators ranging in size from 4 cu. ft. capacity boxes up to 14 cu. ft. boxes. Among features are automatic interior electric lights, automatic door



PROVIDENCE REFRIGERATOR MANUFACTURING CO.

opener, flat wire shelves, semi-concealed hardware, glass chilled trays, centrally spaced cold controls, automatic defrosting, automatic cut-out and porcelain interiors. Price ranges from \$73.80 to \$255.75. RADIO MERCHANT, June, 1934.

ELECTRONIC LABORATORIES, INC., Indianapolis, Ind. Complete line of full wave replacement vibrators for auto radios. These vibrators can be used on some 55 makes and



Replacement Vibrators

models of radio sets. Four types comprise the line and they retail as follows: Type 400, \$3.50; types 450, 451, 452, all retail at \$3.75. RADIO MERCHANT, June, 1934.

REMLER CO., Ltd., San Francisco, Cal. Motor car radio set which will bring in police, amateur, airplane and short wave stations. Features a special automobile heterodyne circuit with six tubes, including two double purpose tubes; six inch dynamic speaker; automatic volume control; continuous tone control; lock switch; airplane dial; suppressors and shielded

antenna lead. Short wave feature covers frequency from 45 to 500 meters. List price complete \$34.90. RADIO MERCHANT, June, 1934.

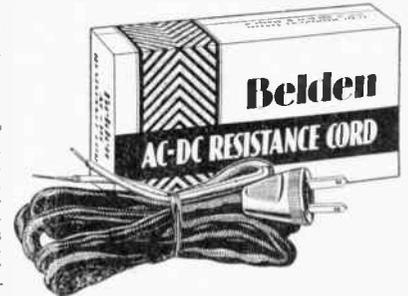
BARTON CORP., West Bend, Wis. Three new washers ranging in price from \$39.50 to \$59.50. All of these new models are equipped with Lovell wringers, all have direct drive with fully enclosed gear case. RADIO MERCHANT, June, 1934.

CARTER MOTOR CO., Chicago, Ill. Rotary type "I" battery eliminator, 2 7/8 inches wide by 4 inches high by 5 inches long; weighs 8 1/2 pounds. Can be easily placed in either radio set or speaker case; is completely enclosed and shielded and requires no adjustment whatever. Consists of a newly designed motor generator with a reflex filter circuit and operates from a 6-volt storage battery delivering up to 350 volts. When used as an auto "B" battery eliminator separate filters and chokes are not required as the new reflex system uses the motor field coil for part of the filter. Can be supplied for both AC and DC output, up to 500 volts, and also made to operate from 32 volts farm lighting plants. List price \$16.50. RADIO MERCHANT, June, 1934.

BELDEN MFG. CO., Chicago, Ill. Aerial kit, designed for all wave receivers, including two 50 ft. coils of 7x20 Beldenamtel aerial wire, 75 ft. of special twisted, duplex, weatherproofed lead-in wire, two Belden lighting

arresters, two lead-in strips and other material necessary for an efficient aerial installation.

Belden AC-DC resistance cord which incorporates a line cord with a voltage drop resistor. Made with 3 resistances. Cords are 6 ft. long and attached with



Prestone Cord

the handy midget type Belden unbreakable soft rubber plug.

Twisted pair lead-in wire for short wave installation. Is the same as that provided in the Belden all wave aerial kit. Is



Lead-in Wire

twisted to give superior service on aeriels that have been designed for short wave service. Consists of two stranded rubber insulated conductors with a weather-proofed braid over all. RADIO MERCHANT, June, 1934.

Profit Makers

IT'S good business to handle Ken-Rad Radio Tubes. The investment is nominal, compared with other merchandise. Turn-over is fast. The market is large and growing rapidly.

Ken-Rad Radio Tubes are manufactured by experts according to the highest standards. 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

and I must say that I have secured marvelous results. I have installed this system where the man-made noise was so great that the average aerial and some types of special aerial would not bring in any short wave signals at all, local or foreign, and I will make a very definite statement that I installed a World-Wide antenna system under these conditions and I was able to receive foreign programs with good signal strength. This antenna system is the only "Radio Engineers Aerial" that has ever been presented to the public in such a form that any able-bodied person may install it. It does not require a de-luxe radio mechanic to install it or does it take all day. The great reduction of noise and the increased signal will make the installation of one of these aerials well worth the time and money spent. This RCA World-Wide Antenna System is not designed alone for short-wave but it is a very fine standard broadcast antenna as well. This antenna system will operate with any make of radio receiver and will very definitely improve your reception and reduce the man-made noise which, in many cases, is so strong as to make short-wave reception impossible.

One of the new RCA antenna systems was installed in Nussbaum's radio store at 42nd Street and Sixth Avenue, New York City, where even local reception had never been up to standard, and good short wave reception had heretofore been considered out of the question. Walter Nussbaum spoke of the new antenna in glowing terms and reported

better local reception, as well as virtual elimination of the noise which had been associated with short wave reception.

The Amco radio store, situated next to an elevated railway structure and surrounded by innumerable interference factors, had after costly installations of numerous gadgets and antenna been able to get only fair reception. After installing the new RCA World-Wide antenna, Mr. Gerard, store manager, discarded most of the gadgets and settled down to the job of capitalizing on the excellent results which they now enjoy.

Many other similar cases of improved reception not only on short waves but on the standard broadcast band are being reported daily. At Coney Island, by the Island Musical Shop; at Hempstead, L. I., by Wm. Agnew, of Agnew's Radio Shop, where they had been using the so-called zeppelin type until the installation of the RCA system; at Glen Cove, by Theodore Jospe, where they thought they had been getting good results until they installed the new RCA antenna; and the list of enthusiastic dealers is constantly growing as more installations are made.

New York Service Men Association Activities

"Increasing Summer-Time Radio Profits" is the subject which P. J. Murray, executive secretary of the N. R. I. Alumni Association, has chosen for use when he addresses the

New York Section of the Institute of Radio Service Men at the Pennsylvania Hotel on July 9, at 8 o'clock. Mr. Murray will speak from wide experience, having headed the employment department of the National Radio Institute for a number of years, relinquishing it only recently when he was elected as executive secretary of the alumni association of that body.

"Electron Drift and Conventional Current Flow" will be the first of a series of papers to be presented before the New York Section; these papers will be designed to aid the practical service man to learn and apply radio theory to his every-day problems.

Sylvania Adds Majestic Type Tube to Line

Twenty-eight Majestic type tubes have been added to the Sylvania tube line, and are announced by Hygrade-Sylvania sales officials as available to the trade for immediate shipment.

According to Roger M. Wise, Hygrade-Sylvania's chief tube engineer, the Sylvania Majestic type line has been developed in close conformity with the special characteristics required by the circuits using these tubes. Each tube is equipped at the factory with a form-fitting metal shield, soldered in place and thus permanently connected in the same manner as the spray shielded types.

Announcement of the new line was delayed until Sylvania engineers were satisfied by thorough test that the tubes were more than satisfactory in performance and quality. New Sylvania price literature, issued May 15, lists the Sylvania Majestic types as follows: 2A7S, 2B7S, 2S/4S, 2Z2/G84, 6A7S, 6B7S, 6C7, 6D7, 6E7, 6F7S, 6Y5, 6Z4, 6Z5/12Z5, 24S, 25/25S, 27S, 35S/51S, 46A1, 46B1, 55S, 56AS, 56S, 57S, 57AS, 58S, 58AS, 75S and 85AS.

Hygrade-Sylvania Issues Free Auto-Radio Handbook

A vast fund of practical data bearing on the installation and servicing of auto radio sets is to be found in the 80-page handbook now being distributed by the Hygrade-Sylvania Corp., Emporium, Pa. "Auto-Radio Installation and Servicing" is a fitting companion volume to "Service Hints," which the same organization has already distributed to close on to 50,000 service men and others. The new handbook should be in the kit or pocket of everyone engaged in the sale, installation or servicing of auto radio sets. Among the contents are: general electrical and radio principles, symbols, formulae; auto battery grounds; antenna installation data; interference suppression; service hints by makes of receivers; I. F. peak frequencies of auto receivers; tube requirements, tube characteristics, base diagrams, etc.; receiver hints. A copy may be obtained free by addressing the Hygrade-Sylvania organization.

"Tell-U-How Condenser Guide"

Free copies of the Sprague "Tell-U-How Condenser Guide" are offered to service men by the Sprague Products Co., of North Adams, Mass., manufacturer of Sprague "600" line condensers.

Here, in handy pocket form, the service man has at his fingertips full, authoritative and unbiased information as to exactly what type of condenser to use for best results and where. Equally important, it gives the proper voltages, required power factor and leakage resistance for efficient, economical filtering.

Your Obsolete Tube Checker Can Be Brought Up-to-Date Modernize with "PRECISION"



MODERNIZED WESTON No. 676

- Provides for testing ALL standard radio receiving tubes, including Wunderlich, BA, BM and BR tubes.
- New dial scale plate. Reads direct in POOR, WEAK, GOOD or GAS space.
- Tests both plates of full wave rectifiers.
- Tests both sections of Twin Triodes, Pentode Diodes, Triode Diodes and Pentode Triodes.
- Short checks all tubes.
- Simplicity in testing.
- Pilot light indicator.
- Complete new panel.
- New moulded replaceable sockets.
- New wiring scheme throughout.
- Guaranteed for six months.

ALSO AVAILABLE—MODERNIZATIONS FOR

- WESTON No. 677
- WESTON No. 678
- JEWELL No. 214
- JEWELL No. 535 (panel)
- JEWELL No. 538
- JEWELL No. 534 (panel)

- ARCTURUS No. 27 (panel)
- CECO No. 535 (panel)
- DAYRAD No. 381
- SYLVANIA No. 538
- SYLVANIA No. 678

48-HOUR SERVICE

WRITE FOR OUR PLAN

PRECISION APPARATUS CORPORATION,
821 E. N. Y. Ave., Dept. RM., Brooklyn, N. Y.
Send your plan for modernizing our

(Make)

(Model No.)

New Westinghouse Radio Set Line Introduced to Trade

Six Standard Models and Two Automobile Sets Included in Line of the Westinghouse Electric Supply Co.

One of the most important announcements of the current month in radio circles is the introduction of the new Westinghouse radio sets by the Westinghouse Electric Supply Co., New York, N. Y. The new line will comprise six standard models ranging in

The merchandising of the Westinghouse radio sets will be under the direction of H. M. Gansman, general sales manager of the Westinghouse Electric Supply Co., New York, and identified with the electrical industry for more than twenty years. Mr. Gansman is

now developing a merchandising campaign on behalf of the new Westinghouse radio sets and the marketing plans include the distribution of the sets by Westinghouse-owned supply houses in sixty cities, agent jobbers, and, in certain localities, jobbers not identified with the Westinghouse organization covering the nation.

The international fame of the name Westinghouse and the national scope of the distributing organization that will market these sets gives the new radio

set line exceptional sales possibilities and jobbers and dealers throughout the country are evincing keen interest in the product and the sales campaign now being developed.



Home of Westinghouse Electric Supply Co.

price from \$19.95 to \$89.50 and two automobile sets. Full descriptions and photographs of the new line are shown in the New Products Section of this issue of RADIO MERCHANT.

Twelve Checker Models Being Rebuilt by Precision

Twelve obsolete tube checker models are now included in the modernization work specialized in by the Precision Apparatus Corp., Brooklyn, N. Y. The latest models to receive the attention of the technical experts of the company are the Weston Nos. 677 and 678 tube checkers which, when brought up to date, are said to test more types of tubes than any checker in the same class. The Precision Apparatus Corp. has developed a national trade following in its work of modernizing obsolete tube checkers made necessary by the various new type tubes now on the market. The "Precision" plan calls for a forty-eight hour modernization service.

Among the tube checkers receiving special attention by the organization are the Jewell Nos. 214, 534, 535, 538; Weston Nos. 676, 677, 678, and Arcturus No. 27, Dayrod No. 381 and Sylvania Nos. 538 and 678.

Officials of the company report that

distributors are taking active interest in the modernization work since they realize that the plan increases tube sales, aiding dealers in testing and thus selling the later releases.

Pathe Radio & Television Co. Is Organized

The Pathe Radio & Television Co., New York City, has been organized with headquarters at the Empire State Building, New York City, with Henry Halperin and Albert Rothenstein heading the new concern. The first products to be introduced by the new Pathe organization will include a portable radio and phonograph combination. Further news concerning the new line and policies will be released in the near future, but from statements made by the heads of the organization, quality rather than price will be the keynote of the firm's selling policies. The Economy Distributing Co. has been appointed exclusive distributor of the new Pathe product in the metropolitan district.

ARKAY RADIO

**R.K.RADIO
LABORATORIES, Inc.**

**6300 NORTHWEST HIGHWAY
CHICAGO, ILL. •**

Raytheon Dealer Aids



8-COLOR WINDOW DISPLAY

The Raytheon Production Corp., Newton, Mass., has prepared a wealth of material for the use of Raytheon dealers and servicemen. The display material prepared includes counter cards, window display cards, consumer literature, and envelope stuffers.

Officials of the Raytheon organization state that interest in the Raytheon four-pillar tube line on the part of distributors and dealers has increased tremendously during the past few months. Approximately twenty new jobbers have been added to the list of distributors and the Hudson Motor Car Co. recently selected Raytheon four-pillar tubes as standard equipment for their automobile receivers.

New Auto-Radio Wins in 3,600-Mile Trip

H. M. Pauley Checks Laboratory Tests With Actual Use on Road and Stewart-Warner Auto Set Stands Up

The possible difference between even the most exacting laboratory tests and the acid test of hard practical use is a factor never neglected by Stewart-Warner's technical engineers. Twenty-nine years' experience in making auto accessories and precision instruments, plus ten years making fine home radios, gives



H. M. Pauley

this manufacturer a unique background for advanced development of auto-radio. But even with this unusual assurance of mechanical perfection, the new Stewart-Warner auto-radio was not put on the market until this interesting 3600-mile road test was completed, with remarkably successful results.

H. M. Pauley, who joined Stewart-Warner to specialize on auto-radio after long experience in designing, developing, testing and servicing home and auto radios, equipped a Chrysler Imperial with a regular stock-unit Stewart-Warner set and started out to give it the toughest test an auto radio ever had. Fifty other stock sets were sent to as many different distributors, with instructions to "give them the works."

Meanwhile Mr. Pauley visited the following cities: Detroit, Cleveland, Buffalo, Rochester, Albany, Springfield (Mass.), Boston, Hartford, Providence, New York, Philadelphia, Baltimore, Pittsburgh, Cincinnati, Columbus and Indianapolis.

"The way the new set performed throughout the entire trip exceeded my greatest expectations," Pauley reported upon his return, or I should say their return, as Pauley always uses the "Lind-

bergh WE" whenever he talks about travels with his radio set. "We drove through some of the toughest spots for reception that I know of. There's the region over in Central Michigan between Detroit and Saginaw, for instance, and the Berkshires and the Alleghenies. They are a challenge to any man's set. There were a good many times, too, when we were 200 miles removed from any broadcasting station, yet in good spots and bad we had splendid day-time reception always.

"A big feature of this new set is the ease with which the front panel can be removed and all service operations performed. On every stop I made I had the front panel off half a dozen times and pulled the tubes and vibrator, to show how easily and rapidly they can be changed. I bumped the set over all kinds of roads, and gave it more abuse than any set would be subjected to in an ordinary lifetime. But I didn't have to replace a single tube on the whole trip, the set was never out of commission once, and when it was tested in the laboratory at the end of our little 3,600-mile jaunt the sensitivity was found to have changed only 10 per cent. That's what I call standing up!"

RCA-Victor, Audak and Byers Represented on Committee

The American Foundation for the Blind, a nationally prominent organization, has evinced interest in a new method of recording and reproduction whereby a record may be played for one hour or more continuously. The apparatus designed for this purpose has been shipped here from the West in order to permit of the demonstration under the auspices of the Foundation.

Prior to the demonstration, which took place on June 12th, the American Foundation for the Blind asked the cooperation of three prominent organizations in the electrical and acoustical fields to the extent of selecting one of their executives to serve as a member of an advisory committee in determining the value of this new process of recording and reproduction.

The companies so signally honored were the RCA-Victor Co., Inc., the Audak Co. and the Byers Recording Laboratories. Maximilian Weil, president of the Audak Co. and internationally prominent in electrical and acoustical circles, represented his organization at the demonstration and the committee is cooperating with the American Foundation for the Blind in preparing an official report relative to the value of this apparatus.

NEW! SENSATIONAL! 110 VOLTS AC FOR AUTOS

The new AUTONATOR generates 110 Volt AC Current in motor cars, aeroplanes and from all types of engines and motors, direct from fan belt. Costs nothing to operate. No service—no brushes, collector rings, commutator or wire wound armature. Ideal for operating PORTABLE Sound Equipment, AC Radio Sets, Neon Signs, Electric Lights, Searchlights. Send for complete details.
AUTONATOR LABORATORIES, Inc.
8446 South Chicago Avenue Chicago, Illinois

Crosley Business Is 100% Over Last Year

Refrigerator Backlog of Orders More Than 55,000 — Sales for April Totalled More Than \$1,500,000

With a backlog of orders now on hand for more than 55,000 Crosley Shelvador and Tri-Shelvador electric refrigerators and with additional orders being received daily calling for around 2,000 refrigerators, production in that division of the Crosley Radio Corp. has been geared up to about 1,400 refrigerators per day, Powel Crosley, Jr., president, announced at that company's annual stockholders' meeting recently at the Crosley offices on Arlington avenue.

Production schedules for the first six months of the current calendar year, Mr. Crosley said, call for the manufacture of more than twice as many electric refrigerators as were built during the entire 1933 period. Sales for the month of April alone totalled well over the million-and-a-half-dollar mark.

No change was made in the personnel of the company's officers and directors, the following being re-elected: Powel Crosley, Jr., president and treasurer; Lewis M. Crosley, vice-president; Charles Sawyer, vice-president; L. K. Kellogg, secretary and assistant treasurer; Powel Crosley, Jr., Lewis Crosley, Charles Sawyer, J. A. Barnard, J. D. Cloud, R. E. Field and James Heekin being retained as directors.

While net earnings of \$413,106.54, approximately seventy-five cents for each share of outstanding capital stock, was earned by the Crosley company during its fiscal year ending March 31, no stock dividend was declared. These earnings were left in the company by the management in the form of substantially increased inventories, factory equipment and accounts receivable.

Mr. Crosley pointed out that "in dollar value the business of the company has shown an increase of approximately 100 per cent over last year."

He also called attention of stockholders to a new product recently developed by Crosley engineers—Crosley Coolrest. This unique air conditioned bed canopy was, he said, a distinctly new development in the field of air conditioning engineering since it is the first time the principles of air cooling and conditioning have been applied in this practical manner to provide comfortable sleeping facilities during seasons of distressing heat and humidity.

A wide market is anticipated for this efficient moderately priced device, Mr. Crosley stated.

It was also stated by Mr. Crosley that work was progressing rapidly in developing the new line of Crosley radio receiving sets. Final laboratory tests of the new models are well under way and formal announcement of the new line is to be made shortly.

Congress Appropriates Huge Sum - -

Genuine Opportunity for Radio Merchants Seen in Congressional Appropriation for Talking Books for Blind

AUDAX Selected by the AMERICAN FOUNDATION FOR THE BLIND

TRADE MARK



No. 33 (Needle Ballast)
One of the many popular Audax models.

LISTED FROM \$12.50 TO \$390.00 EACH

Special "Cutters" to Order

After a drastic elimination test in which AUDAX equipment was subjected pitilessly to reaction against every conceivable handicap, AUDAX COMPANY was finally selected by the American Foundation for the Blind, to provide electric pick-up equipment for the Foundation's official apparatus.—Another case where engineering genius, known responsibility, and established reputation for QUALITY won out.—against the entire field.

[Positively no ROCHELLE SALTS (crystal) or CONDENSER materials used.]
[Climatic changes and summer heat cannot affect AUDAX instruments.]

AUDAX COMPANY 500 FIFTH AVE., NEW YORK

"Creators of High Grade Electrical and Acoustical Apparatus Since 1915"

Associates Pay Tribute to Henry Forster

Surprise Dinner Party Tendered to Utah Executive—Associates and Employees Present Plaque

One of the outstanding social events during Radio Convention Week was a surprise dinner party tendered to Henry C. Forster, vice-president and chairman of the board of the Utah Radio Products Co., by seventy-five of his associates and



Henry C. Forster

employees of the organization. The dinner, which was held at the Swedish Club in Chicago, commemorated the tenth anniversary of the founding of the Utah Radio Products Co. and also served as a birthday memento to Mr. Forster, who celebrates this important event on June 18.

The evening was marked by a spirit of jollity, good fellowship and good humor and at the close of the dinner J. W.

Caswell, president of the Utah Radio Products Co., presented a handsome bronze plaque to Mr. Forster bearing the following inscription: "We, the associates and employes of the Utah Radio Products Co., in commemorating the tenth anniversary of our organization, present to Henry C. Forster, through whose untiring efforts the Utah Radio Products Co. has attained the distinguished position it now occupies, this testimonial as a tribute of our esteem and a further pledge of our loyalty, June 15, 1934."

The dinner and the plaque represented a tribute to Mr. Forster by the executives and employes of the entire Utah organization, including the Caswell-Runyan Co. and the Carter Radio Parts Co. J. B. Price, Eastern sales manager of the company, stayed over in Chicago after the close of the Radio Conventions to officiate as informal toastmaster at the dinner, and through his activities in this role the Eastern part of the country was well represented in the festivities.

RCA-Victor Inventory Week

In accordance with its yearly custom, the offices and factories of the RCA-Victor Co., Camden, N. J., will be closed during the week of June 23 to July 1, to permit simultaneous vacations of one week for all employes, according to an announcement by W. R. G. Baker, vice-president and general manager. Distributors of RCA-Victor Co. products have all made the necessary provisions for taking care of dealers' stock and other requirements during that week.

Ken-Rad Officials Visit N. Y. C.

Roy Burlaw, C. J. Hollatz and T. E. Sandidge, Ken-Rad officials, are back at their respective offices after a week's business trip to metropolitan New York. These officials seem well pleased with the business trend in the eastern market and view Ken-Rad's future in the Metropolis as most promising.

E. P. Demarest Heads Sylvania-Pacific Co.

Fills Vacancy Left by Death of W. H. Cooke—Has Been Associated With Firm Since 1931

E. P. Demarest will fill the vacancy left by the death of W. H. Cooke as head of the Sylvania-Pacific Co., which since 1930 has handled the sale of Sylvania tubes in the California territory.

Mr. Demarest has been assistant manager of Sylvania-Pacific since November, 1931, when he resigned from the Radio Supply Co., of Los Angeles, to join forces with Cooke. The two men had long been close personal friends, and friendly relations were established with the Hygrade-Sylvania Corp. during the visit of B. G. Erskine, president of the company, to California in 1931.

While attending the 1931 RMA Show in Chicago Mr. Demarest met thirty or more members of the Hygrade-Sylvania personnel, and later in company with Mr. Cooke visited the Sylvania tube factory at Emporium, Pa. The mutual respect and liking established by these contacts led to his decision to join the Sylvania sales organization in California.

Sylvania-Pacific has had an aggressive and successful sales record from the start, and will maintain trade contacts and activities under the leadership of Perry Demarest.

Simplified Disc Recording

"Simplified Disc Recording," with one diagram and other useful information on the subject, has just been published by the Universal Microphone Co., Inglewood, Cal., as a twelve-page leaflet. The Universal booklet subdivides its publication by discussing the amplifier, hum and volume levels, turntables, recording heads, types of record materials, playback, mounting the lead screws, etc.

Burchfield Music Co. Stages Unique Contest

Capitalizing on the undying fame of Nipper, the RCA-Victor trade-mark dog, a radio dealer in Warrensburg, Mo., staged an unusual promotion stunt which attracted wide attention, much comment and a large amount of newspaper publicity.

The Burchfield Music Co., of Warrensburg, announced a contest in which prizes were offered for the dogs which most resembled the Victor dog. The judging was done by a leading local citizen and the local theatre cooperated by offering additional prizes in the form of admission tickets. More than seventy dogs were entered in the competition, ably seconded by over 250 small boys and an overflow crowd of their parents and other spectators. When the various prizes had been awarded, a parade of the contestants was formed, headed by a sound truck of the Burchfield Co.

New Victor Book of Opera

Following repeated calls from the public and the trade, the RCA Victor Co. announced the issuance of a new edition of the Victrola Book of the Opera, which throughout its eight editions has made music book publishing history. This popular volume, which has served as a reference book for millions of music and record lovers has been reissued in an attractive blue, cloth-bound dress with neat cellophane wrapping which belies its low list price of \$1.50.

Classified Ads

WANTED—Experienced piano salesman, excellent opportunity for man who can produce. References required. C. A. House Co., Wheeling, W. Va.

POSITION WANTED—Recording engineer; experienced all types of wax recording, shaving, studio technique, amplifier operation and maintenance. Best references. Can furnish own recording and shaving machines. Walter Herrmann, 61 Fairmount Terrace, East Orange, N. J.

POSITION WANTED — Absolutely first-class tuner, player specialist; seventeen years' experience leading houses. Do case and instrument repairing. Single, American. Go anywhere; congenial disposition. Victor Baradel, 1642 E. 10th St., Brooklyn, N. Y.

ADVERTISING-RADIO MAN wishes position. Experienced in all phases including managerial, copy, layout, typography, mechanical production, etc.—with background of years of selling, both locally and on the road. Closely identified with radio industry since its beginning. Now available and interested in either assuming full charge of department or ably assisting. Address Box No. 1779, care of RADIO MERCHANT, 420 Lexington Ave., 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.

Herb Young Loses Son

His many friends in the trade have offered sincere condolences to Herbert E. Young, Eastern division manager of the Gibson Electric Refrigerator Corp., of Greenville, Mich., on the loss of his baby son, Patsy, who passed away the latter part of last month at his home in Quincy, Mass. The baby would have been three years old in September.

Represents Ken-Rad in New England

The Ken-Rad Corp., Owensboro, Ky., manufacturer of Ken-Rad radio tubes and incandescent lamps, announces the appointment of David E. Kopp to represent Ken-Rad's interests in the New England states.

Westinghouse Refrigerator Sales Setting New Records

An unprecedented demand for electric refrigerators is being experienced by the Refrigeration Department of the Westinghouse Elec. & Mfg. Co., according to sales reports covering the first four months of 1934, given by R. C. Cosgrove, manager of household refrigeration. The statement comes on the heels of an announcement made for the first quarter of 1934 by the Refrigeration Department in which it was stated that all sales records were broken.

However, during April, the first month following the quarterly statement, the refrigerator shipments showed a 158 per cent gain over the corresponding month in 1933, the household refrigeration sales manager said. Taken for the first four months the refrigerator sales show an 80 per cent increase.

R. I. MacClellan Joins Zenith

Robert I. MacClellan, well known throughout the South and Middlewest, has joined the sales department of Zenith Radio Corp., Chicago. Mr. MacClellan has been identified with radio sales since the beginning of radio and has a large acquaintance among leading radio distributors and dealers. Mr. MacClellan will confine his duties, for the present, to the South.

Zenith Reports Profit

The Zenith Radio Corp., Chicago, Ill. reported for the year ending April 30 a net profit after taxes, depreciation and other charges of \$50,398 compared with a net loss of \$578,110 in the preceding fiscal year. Current assets on April 30, including \$367,445 cash, totaled \$1,641,070 and current liabilities were \$688,467.

Stewart-Warner Sales Up

The consolidated sales of Stewart-Warner Corp. and subsidiaries for the first five months of 1934 were 154% ahead of the same period a year ago.

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This Beautiful 16 Page Booklet

"VIEWS of the
1934
WORLD'S
FAIR"



No obligation! No Cost! Simply write the Auditorium Hotel in Chicago right now and by return mail you will receive this beautiful rotogravure section giving you magnificent views of all the big attractions of the Fair,.....

When you visit Chicago stay at the Auditorium Hotel, the most ideal World's Fair location where every comfort and luxury is yours at low cost.

ARTHUR J. NEWMAN—Manager

Hotel AUDITORIUM
MICHIGAN at CONGRESS CHICAGO



★ ★

TO THE RADIO TRADE:

★ ★

For the wonderful manner in which the Radio Trade has pledged its support to the RCA Radio Tube Agency Plan, I want to express my thanks. Fully 30,000 Applications for Appointment as Retail Agents have been received.

★ ★

Our deliberate lack of haste in approving Retail Agency Applications has caused a certain amount of impatience. Disappointment has also been expressed by the great number of applicants it has been necessary for us to turn down. However, the principle behind this action has been highly commended. *The keynote of the RCA Radio Tube Agency Plan is "better distribution — not more distribution."* In our efforts to obtain only selected dealers as Agents we must necessarily proceed carefully in approving contracts. We are, however, working as quickly as is possible under the circumstances.

★ ★

Another point I want to emphasize is, our assurance of "protected profits" for our Agents. In order to obtain and keep Agents of the highest calibre, we must see to it that they are adequately compensated. No one is more conscious of this fact than I. We are looking after the interests of 18,000,000 set owners as well as those of our Agents, in adopting the Agency Plan as a means of protecting your radio tube profits. Only by your being adequately compensated for the function you perform can the public be given that quality of service that is so essential to good radio set operation.

★ ★

That your compensation will be protected, I wish most earnestly to assure you. Once again I ask for your wholehearted cooperation in helping us to establish the RCA Radio Tube Agency Plan on a solid foundation. I am certain you will not regret having done so.

★ ★

E. J. Cunningham

President, RCA RADIOTRON CO., INC.
CAMDEN ★ ★ ★ NEW JERSEY

*“Show me the best...
I've got more money today”*



SELL from the top down! Start demonstrating the top of the G-E line—the combination sets and consoles. Work down to the lower-priced G-E radios later—if necessary. That way—you'll cover the entire G-E Radio line. Sales chances are greater—profit possibilities are better—your average sale will be higher.

Follow this plan—it's a proved money-maker. Tie up with General Electric's great national

advertising. Feature G-E short-wave radio in your local newspaper advertising. Put the G-E monogram on your store—show people where to buy G-E radio sets. Use G-E displays in your windows to show that you sell G-E Radio.

Sell from the top down—and you'll be in the money.

See your G-E Distributor, or write the General Electric Co., Section R-376, Merchandise Department, Bridgeport, Conn.

Model M-128-R—G-E's newest, greatest de luxe radio-phonograph combination. Plays 9 records with automatic changing and home recording—now perfected! List price, \$400. Slightly higher in West, Mid-West and South. Subject to change without notice.



GENERAL  ELECTRIC
RADIO

*“Now is the
time to buy”*

